


Designed
for:

Version:

Key Partnerships



Which key stakeholders, partners and suppliers may help you deliver the optimal value proposition?

1. Which are your sustainable key partnerships (partnerships that contributes to sustainability)?

Examples of sustainable key partnerships:

- Partnerships actively working together towards Agenda 2030 and the Global Sustainable Development Goals.
- Partnerships sharing opportunities, risk and knowledge
- Adopting processes of Industrial Symbiosis, Circular economy and Cradle-to-Cradle*

2. Do your key stakeholders and partners act according to the Sustainability Principles?


- How can you enable them to do so?

3. How can I benefit from using sustainable key partnerships?

Examples of benefits of sustainable key partnerships:

- Competitive advantages
- Industrial Symbiosis - allying for engaging in a circular model
- Allows for better understanding of what and why sustainability matters

Key Activities



Which current key activities may help you deliver the value proposition?

1. Which sustainable key activities can you implement in your operations?

Examples of sustainable key activities can be:

- Designing for regenerating, recirculating, remanufacturing, repairing, refurbishing, restoring etc.
- Investing in R&D, digitalisation, green manufacturing and much more.


2. How can you in your key activities integrate the eight sustainability principles (SP:s)*?

3. What are your central business capabilities needed to secure a high level of sustainability in your organization? Specifiy as much as you can.

Examples of central business capabilities (kan man koppla ihop hållbarhetsfrågorna med beståndsdelarna):

- Human capital and intelligence
- Informational technology
- Rules (en del av förmågan)
- csr etc

Key Resources



Which key resources may help you deliver the value proposition, both in the current and a sustainable way?

Examples of sustainable resources:

- Use of renewable, regenerative and recirculated/recycled resources, components, functions and materials.
- Resources and capital that do not break the eight SP:s

1. Are your key resources sustainable according to the Sustainable principles?


2. Which are your benefits from using sustainable resources?

Examples of benefits for using sustainable resources:

- Less energy use for producing new products
- Reduced waste
- Cost-effective and increased productivity
- Reduced raw material production

3. Which are your key intangible resources (i.e. human competence, emotional intelligence etc.)? How can they contribute to a sustainable society?

Value Proposition and Competitive Advantages



What value and contribution can you create for your users and the society?

1. How can you enhance the value proposition by designing for sustainable value (designing for a sustainable society)? Write down your examples for sustainable value.

Examples of sustainable value can be:

- Reduces consumption and waste
- Ease the life of users and communities
- Increased qualitative, accessible and durable services

2. How can you form your products and services to create sustainability effects on your customers?

3. What needs are you currently fulfilling?

4. Which problems are you currently solving and which may you solve?


5. How can integrating sustainable methods and operations lead to more needs and problems being satisfied?

6. What are your key figures to gain competitive advantages?

7. What are your benefits and company specific and societal value to integrating sustainable methods?

Write down your benefits from integrating sustainable methods.

Types of User and Society Relationships



Which types of relations may be optimal to establish with your users and with society?


Examples of socially sustainable relationships with users and society:

- Co-creating, long and stable relationships, educating, reoccurring feedback loops and service after purchase, community-based relationships (sharing products and materials).

1. How do your relationships comply with the social SP:s of health, influence, competence, impartiality and meaning?

2. What are your benefits from having socially sustainable relationships?

Channels



Through which channels can you communicate with society or reach your users?

Examples of channels are:


- Social media, formal/informal events
- Sustainable partnering
- Recircular systems like reentry to market, take-backs etc.
- Green transport

1. What is a sustainable working method and practice? If you haven't implemented then yet, how can you do so?

Examples of sustainable working methods are:

- Encouraging green behaviour like waste reduction within the company
- Striving for a minimal stressful environment
- Investing in mental health support
- Continuously give feedback to each other
- Horizontal organization

User and Society Segments



For whom are you creating value for?

1. Which are your key users?


2. Which other stakeholders in society do you have to consider? Are your key users aware of the sustainability challenges, if not, in which way can you inform them?

3. How is the demand from the users for implementing actions for Agenda 2030*?

4. How can you benefit from having more educated users and co-workers regarding the sustainability challenges? I.e. more aligned comprehension of how to tackle sustainable challenges

5. How are your different customer segments connected to each other?

Cost Structure



What is the current cost structure of the business model?

1. How can designing for sustainability* and from the SP:s change the cost structure?

2. How can a circular/sustainable business model change the cost structure?

Examples of sustainable business models are:

- Lean cost structure - integrating the SP in all production aspects (Extracting raw materials to manufacturing to logistics)
- Circular and Regenerative business models


3. Throughout the service's or product's (re-**) life cycle, what is the true cost?

4. What are your benefits of using a cost structure designed for sustainability?

Examples of benefits:

- Allows for minimizing costs in new production
- Improvement of branding

Revenue Streams



What is your price strategy and which are your current business model's revenue streams?

1. What are your projected revenue/expenses and profit/loss in the upcoming fiscal years? Do calculations. If you take in more capital, which are your main sources?


2. How may a circular business model change your revenue stream?

3. Which are your main essential factors to increase the revenue stream?

4. What are your benefits from changing your revenue stream?

- Examples of benefits are:
- Boost resilience
- Allows for innovation
- New opportunities in terms of partnerships and profit sources

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 **Bolagsverket**
Swedish Companies Registration Office

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The Sustainable Business Model Canvas (SBMC):
Advanced Sustainable level

Social, Environmental and Economical Impacts

What are your business model's short-term and long-term ecological, economical and social impact on the society and environment?

1. How can your business model assure that the planetary boundaries are not exceeded?

2. How can your business model assure that the social SP:s of health, influence, competence, impartiality and meaning are fulfilled?

3. How can your business model contribute to the local to global environmental targets such as Agenda 2030, Sustainable Development Goals and climate/Waste reduction targets?

4. Which are the benefits of achieving the different sustainability goals?

Think for yourself from a company and global context.

Vision of Sustainability Roadmap

Formulate your company's vision of sustainability where the SP:s and Sustainable Development Goals are considered (not all necessarily), serving society and users.

Formulate a Roadmap on how to achieve your effect targets and vision with concrete actions.

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Effect targets and Sustainable Actions

How can you create zero waste actions that enable a sustainable business model for your specific company?

- Examples of zero waste actions (write them down yourself and think recircularity specifically for your company). Think on a local/small level to the big picture for your company.

1. What are your effect targets/impact goals?

2. In which way can you achieve the effect targets/impact goals? (word them down)
Examples are by integrating and implementing sustainable actions like SP.

3. In which ways does the product itself (from manufacturing to user stage) affect the zero waste action?

Vision and execution

How does your output of this Sustainable Business Model Canvas enable your company's vision of sustainability?