Cultural Innovation Business Model Canvas

Based on the Cultural Innovation Framework for Economic Resilience

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🎯 Cultural Value Proposition

What culturally-rooted value do we create?

Core Questions:

- What cultural assets and knowledge do we build upon?

- How do we create economic value while maintaining cultural integrity?

- What authentic cultural expressions or practices are we strengthening?

- How does this serve both community and market needs?

Alignment Check: ✅ Economic Value Creation + Cultural Integrity & Authenticity

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👥 Community Stakeholders

Who are we serving and working with?

Primary Community

- Cultural practitioners and knowledge holders

- Community members and families

- Local cultural institutions

- Traditional leaders and elders

Supporting Ecosystem

- Cultural allies and advocates

- Ethical market participants

- Sustainability-focused partners

- Social impact investors

Alignment Check: ✅ Social Empowerment & Inclusion

🤝 Community Relationships

How do we build trust and maintain connection?

- **Participatory Decision-Making** - Community voice in all major decisions

- **Transparent Communication** - Open sharing of impacts and outcomes

- **Reciprocal Learning** - Two-way knowledge exchange

- **Long-term Commitment** - Building lasting partnerships, not extractive relationships

- **Cultural Protocols** - Respecting traditional ways of engagement

Guided By: 🔓 Community Control Assessments

🌐 Cultural Channels

How do we share and distribute value?

Community-Controlled Channels

- Community gatherings and ceremonies

- Local markets and festivals

- Community-owned media and platforms

- Traditional storytelling and oral transmission

Bridging Channels

- Ethical partnerships with external organizations

- Educational institutions and cultural centers

- Digital platforms with community ownership

- Fair trade and conscious consumer networks

Alignment Check: ✅ Cultural Protection Mechanisms

🔑 Cultural Assets & Resources

What do we build upon and steward?

Tangible Assets

- Traditional materials and tools

- Sacred and significant places

- Community infrastructure

- Financial resources and investments

Intangible Assets

- Traditional knowledge and practices

- Cultural stories and narratives

- Community relationships and networks

- Spiritual and ceremonial practices

- Languages and oral traditions

Human Resources

- Elders and knowledge keepers

- Skilled cultural practitioners

- Community organizers and leaders

- Youth and future carriers

Alignment Check: ✅ Cultural Integrity & Authenticity

⚡ Key Cultural Activities

What essential actions drive our innovation?

Cultural Stewardship

- Knowledge preservation and transmission

- Cultural practice maintenance and evolution

- Sacred site and resource protection

- Language revitalization

Economic Development

- Skill development and training

- Product/service development

- Market relationship building

- Enterprise creation and support

Community Building

- Relationship strengthening

- Leadership development

- Conflict resolution and healing

- Collective decision-making processes

Alignment Check: ✅ All Four Operational Pillars

🤝 Strategic Partnerships

Who do we collaborate with ethically?

Cultural Allies

- Other indigenous/traditional communities

- Cultural preservation organizations

- Academic institutions (with ethical protocols)

- Traditional arts and crafts organizations

Economic Partners

- Ethical businesses and social enterprises

- Community development financial institutions

- Fair trade organizations

- Sustainability-focused investors

Advocacy Partners

- Human rights organizations

- Environmental justice groups

- Cultural rights advocates

- Policy and legal support organizations

Guided By: 🔓 Community Benefit Assessment

💰 Resource Flows & Sustainability

How do we ensure long-term viability?

Revenue Sources

- Cultural products and services

- Educational and cultural tourism

- Licensing of cultural knowledge (with protections)

- Grants and impact investments

- Community enterprises and cooperatives

Investment Priorities

- Cultural preservation and transmission

- Community capacity building

- Sustainable resource management

- Infrastructure for cultural practice

- Emergency and protection funds

Alignment Check: ✅ Adaptability & Sustainability

📊 Impact Measures & Resilience Capacities

How do we know we're succeeding?

🔄 Protective Capacity

- Cultural knowledge preserved and transmitted

- Sacred sites and resources protected

- Community cohesion maintained

- External threats mitigated

🔄 Adaptive Capacity

- Successful navigation of change

- Innovation within cultural boundaries

- Flexible economic strategies

- Intergenerational knowledge transfer

🔄 Transformative Capacity

- Shift in power dynamics toward community control

- Policy changes supporting cultural rights

- Market relationships on community terms

- Systems change for equity and justice

🔄 Generative Capacity

- New cultural expressions and innovations

- Expanded economic opportunities

- Strengthened community networks

- Enhanced cultural vitality and meaning

🔐 Community Control Assessment Checkpoints

Before implementing any element of this canvas, ensure:

1. ✅ **Community Benefit Assessment** - Does this truly serve the community's defined interests?

2. ✅ **Cultural Protection Mechanisms** - Are traditional knowledge and practices safeguarded?

3. ✅ **Community Relevance Assessment** - Is this meaningful and accepted locally?

4. ✅ **Sustainable Development Assessment** - Does this respect ecological and cultural balance?

5. ✅ **Dignity & Empowerment Assessment** - Does this uplift community identity and agency?

This canvas should be completed through community dialogue and consensus, with regular review and adaptation as the community's needs and priorities evolve.