



SYKLI



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Sustainable business model canvas and que cards

Pedagogic tool to help hack sustainability challenges



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The canvas

- SBMC Canvas is based on the common business model canvas.
- It guides the user to plan business operations in a way that considers sustainability aspects, minimizing harmful actions and maximizing positive impact.

Teacher tip:

- Each box can be used as theme for an introductory lesson on sustainability in business. Look for box-based examples from your local and national companies.
- Look for local forerunners and example businesses and contact them for visits!

Positive impact

Which of the UN's Sustainable Development Goals does your business promote?
In what ways does your business strengthen the circular economy?

For the organization:
For the growth community:
For the ecosystem:



Negative impact

What are the negative impacts of the product or service during manufacturing, use, and disposal?

For the organization:
For the growth community:
For the ecosystem: waste, environmental harm, chemicals, logistics, ripple effects



Sustainable partnerships



What kind of partners can support strengthening sustainability?

How can we make the entire supply chain more responsible, transparent, and aligned with the circular economy?

Are industrial symbioses possible?

What kind of partners can help the company influence (environmental) legislation?

How do partners or the resources we receive from them reduce our environmental impact?

How can we reduce the environmental impact of our partners?

Core activities and creating value



What are the core operations of the company?

How do the core operations strengthen sustainability and the circular economy?

How can we modify the core operations to ensure responsibility?

Channels



How can we make our distribution channels responsible, resource-efficient, and supportive of the circular economy?

What is the best way to communicate the sustainability of our products and services?

Value proposition



How is sustainability transformed into value for the customer?

What problem are we solving, and what value are we creating?

What problem or environmental challenge is the company trying to solve through its operations?

How can we solve the customer's problems more sustainably?

What is our value proposition to the customer, society, and the ecosystem?

Who does the company employ?

Customer relations



In which customer relationships are both customer expectations and environmental responsibility met?

How can we make our existing customer relationships more sustainable?

Resources and by-products



What resources do you need?
Where do they come from for your company?
(raw materials, energy, products and services, facilities, time, and expertise)
How does the company utilize by-products?
What sustainable technologies are in use?
What resources could you share with another company?

Sustainable customer segments



Who are the company's customers?
How can we guide them to act responsibly?

Which customer segments can help promote our sustainable solutions?

Materials and circularity



What happens at the end of the product's lifecycle?
Can the product be recycled, reused, or processed profitably?
What by-products/resources do you produce?
Where are they directed?
Does the company have to abandon the product, or could the business model be a service?

Cost structure



Which of the company's operations or raw materials is the most problematic from a sustainability perspective?
What alternatives exist?
Are the alternatives economically viable?

Green Deal policies, subsidies and taxing compliance



What policies should the company anticipate? Are there subsidies for the circular industry or green transition?

Revenue streams



What are the current revenue streams?
What are potential revenue streams?
Is the customer willing to pay more for a sustainable product?
Is it possible for us to create a unique advantage related to sustainability/responsibility?

The Canvas with guiding questions

Company:

Team:

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Positive impact



Negative impact



Sustainable partnerships



Core activities and creating value



Value proposition



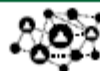
Customer relations



Sustainable customer segments



Channels



Resources and by-products



Materials and circularity



Cost structure



Green Deal policies, subsidies and taxing compliance



Revenue streams



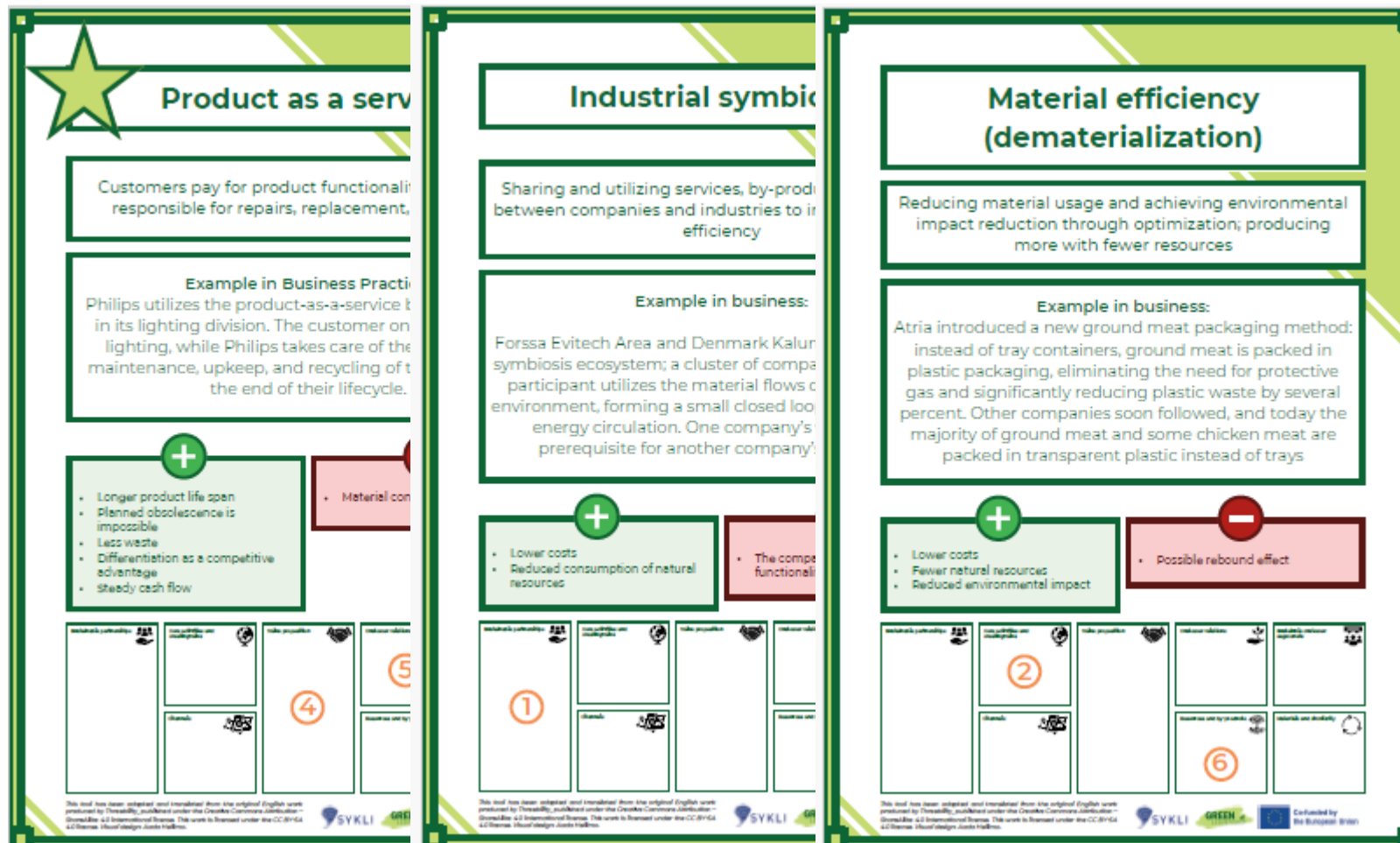
Kankaanpää & Mustonen 2022 – The SBMC model is based on the materials from Thresibility – The Sustainable Business Model Canvas. This work is licensed under the Creative Commons – Attribution-ShareAlike 4.0 International – CC BY-SA 4.0 license.



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36 cards of sustainability ideas for businesses



The cards present a variety of different business models and business activities planned to maximise positive impact.

The cards can be used to help consider detailed optional ways of planning different stages of the core operations.

The cards present ideas of diverse ways to bring sustainable practices into the business operations.

Company:

Team:

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Positive impact



Negative impact



Sustainable partnerships



1

Core activities and creating value



2

Channels



3

Value proposition



4

Customer relations



5

Sustainable customer segments



7

Resources and by-products



6

Materials and circularity



8

Cost structure



Green Deal policies, subsidies and taxing compliance

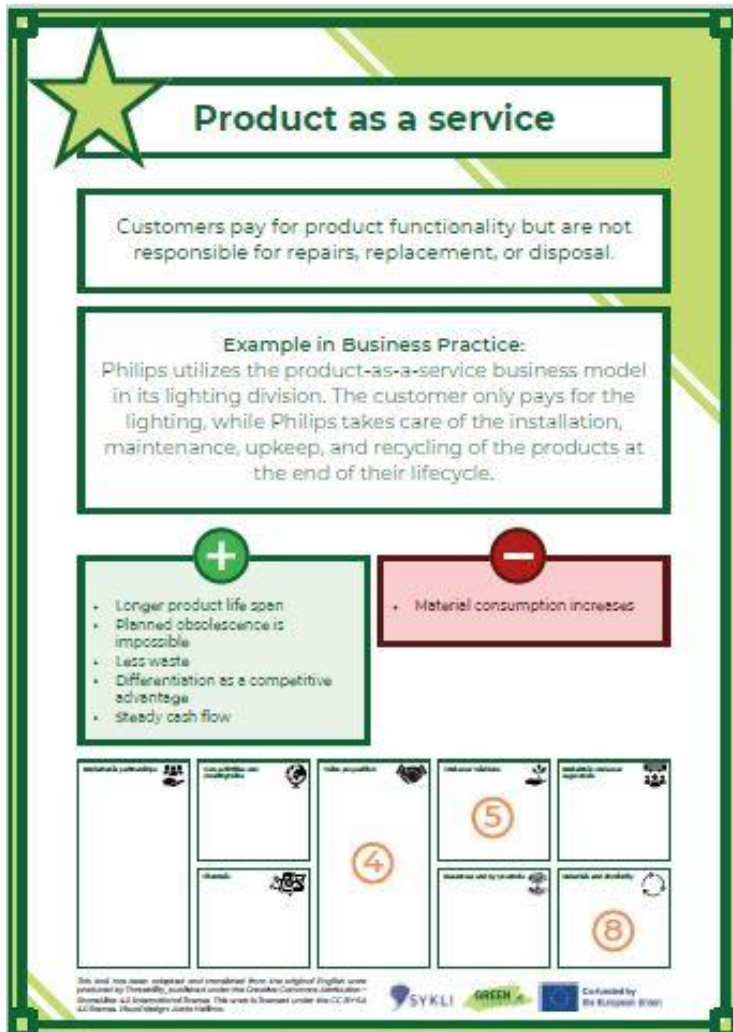


Revenue streams





How to read the cards



Business model or idea of operations

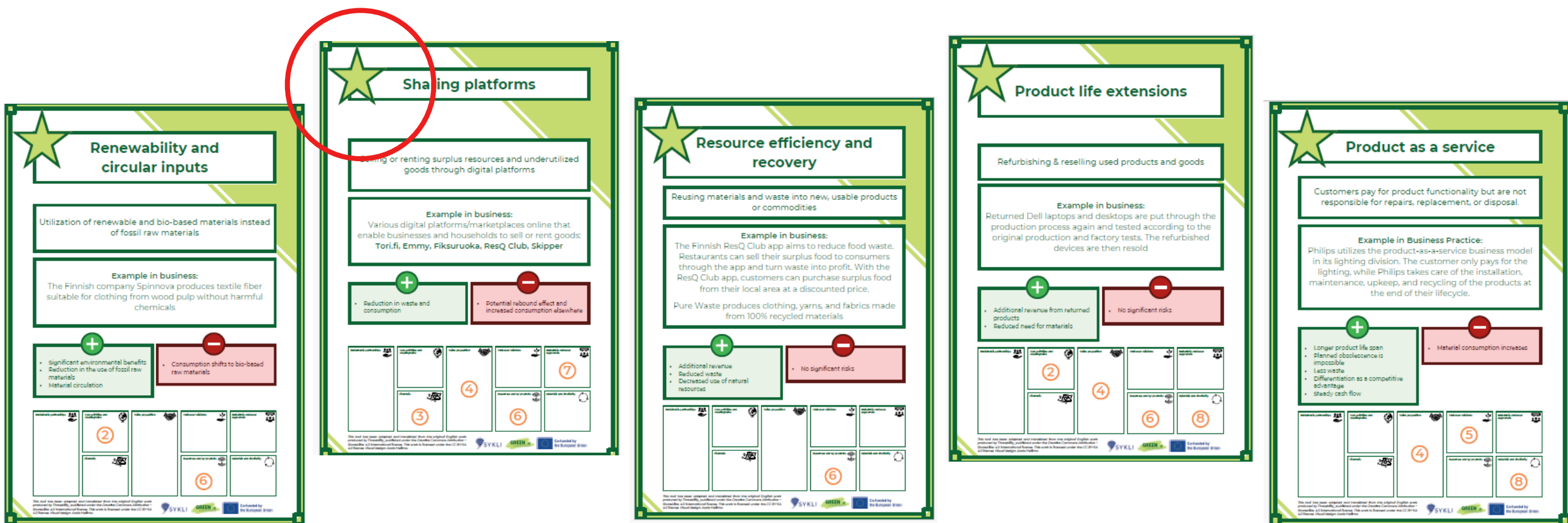
explanation

Example of a successful business implementing the idea presented on the card

Possible or probable positive or negative impact

Where are we on the canvas?

The circular economic business models are marked with a star. There are 5 of these cards



For BM transformations and new businesses

- The SBMC tool works for developing new business models and business plans.
- It can also help transform an existing business toward a more sustainable operating model or help plan the transition to circular economy.
- Link it to EU Green Deal!
- It contains many of the same elements from CSRD and EU Taxonomy criteria. SWOT can be implemented into the use of the canvas by examining what sustainability issues (for example climate change) should the company prepare for. (Water or resource scarcity, financing, what is the effect of upcoming policy changes to the business...How is the company going to shift towards a circular economy?)



Translating the canvas to your own language

- Sign in to Canva.com
it is free and a great tool if you teach marketing etc.
- Click this link:
https://www.canva.com/design/DAGRrLGIteI/VhTzX8XtPxXywZUyKpp1YQ/edit?utm_content=DAGRrLGIteI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- It will say that Aada has shared a template with you. Use the template as a model for your own work → click (below the blank canvas)
The blank template will open in your own canva profile.
Click on the lock to unlock and then you can write the same texts in you own language.
Save your finished work as pdf and print out to students.



For the Hackathon

The students will be evaluated on their group work skills

Please find the **STRENGTHS AND SKILLS CARDS** from the Circula® game in the link below. They might be a good choice to support the teams decide their roles and establish what they can accomplish.

<https://drive.google.com/drive/folders/1z2ezPbQ0gBjpj1rf9jbPCGmTcp4TqqNk>

Also below the team evaluation form:

https://drive.google.com/drive/folders/1rf5-V1f7qyjlugxia_88fVNYRA4aCN7t

Please contact me for help!!!

Br,

Katariina

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