



Business Model Canvas

<p>Key Partners</p> <p>How might you strengthen your partnerships with organisations across the value chain to benefit from circularity (flows of materials, information and capital)? What kind of (new) cooperations could be set up to foster the circularity of your business model? Can circular (alternative) material suppliers, reverse logistics providers, technology providers or even customers or NGOs..... contribute to your circular business idea? How? Which key resources do you acquire from them? Which key activities do they perform?</p>	<p>Key Activities</p> <ul style="list-style-type: none"> - What activities might best help you achieve your value proposition? - Which are the is the key expertise that you already have? What new expertise should you acquire? - Are you implementing any of the circular design strategies presented? - Are you providing a service that will support the circular economy principles? - What consequences do your activities have on others? Negative, as well as positive ones. <p>How could you monitor these consequences and turn negative into positive ones?</p>	<p>Value Proposition</p> <p>Start by asking yourself: What needs are you aiming to meet? Can you offer a service instead of a physical product that fulfills your customers needs? Maybe you have already defined certain goals you want to achieve besides generating revenue. Striving for multiple value creation ought to show more than financial value.</p> <ul style="list-style-type: none"> - Are there multiple goals? E.g. CO2 reduction, generating positive social impact (societal turnover on investment) and financial revenue? - Is there anything associated with your product/service that has potential value to others? (e.g. partners, shareholders, suppliers, environment, society...) - What kind of values does your company offer/create? (e.g. economic, rational, emotional, environmental, social...) How can you express the values created it? Can you measure them? - How do your customers use your product? What happens at the end of life? Do they need to own the product? What is the customers "job to be done"? - Have you identified the competitive factors of your business? 	<p>Customer Relationship</p> <ul style="list-style-type: none"> - What type of relationship do your customer segments expect you to establish and maintain with them? - How might can you connect your customers with different activities of your value chain? - Are customers contributing actively to the implementation of your business idea? How? Before, during or after the use phase? - Do you offer support for your customers to improve the circularity performance of your product? 	<p>Customer Segments</p> <p>Who else might benefit from or will be affected by your materials/product/service? Also consider beneficiaries beyond your immediate value chain and industry You need to reach to a deep understanding of the persons and customers archetypes: Who are they? Why would they buy? Why won't they buy? What do you need to say to them?</p> <ul style="list-style-type: none"> - Why do they buy from us? - What do they value about your proposal? - What is their relationship with us? - How is their behaviour? - What do you know about their frequency and importance (heavy users, incomes, etc.) - What is their level of satisfaction?
	<p>Key Resources</p> <p>What key resources does your circular business idea require (human, natural or financial ones)? What natural and energy resources or technologies are required to implement your business idea? Where will your resources come from (renewable or finite source) and what will happen to them after use? How can these be used more sustainably (e.g. local resources, produced under fair conditions, reduce losses)? How can these sourced in a more circular manner (less material input, renewable resources, secondary material, recyclables)? How can these resources going to be tracked and managed? During the design, production, use or post-use phases? Are materials being recovered? During design, production, use or post-use phase?</p>		<p>Channels</p> <p>How might you redesign your relationship with your supply chain? How might you build feedback loops directly into your product/service that allow you to identify new opportunities? How could reverse logistics be designed to support the capture of new values and opportunities? Through which channels are you reaching your customers? Which channels work best?</p>	
<p>Cost Structure and Eco Social Costs</p> <p>Does your Circular Business model lead to an increase of the revenue streams, reduction of production costs or both? Which costs could be shared or lowered through other users and partners? Which costs could be reduced by alternative resource input, production processes, business model...? Could you shift from an ownership model of underutilised assets to payment for access and usage, i.e. ppe? How might you reduce cost volatility and dependence on the use of finite resources? What can you do to mitigate risk?</p>		<p>Revenue Stream and Eco-Social-Benefits</p> <p>How could your business model help create other types of value (human, social or natural capital)? Could you scale your business by creating value in other parts of the system that will impact favourably on your own future success (increasing revenues, resilience, growth, innovation)?</p>		



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