

The Eco Business Model Canvas

Designed for:	Designed by:	On: <table border="1"><tr><td>Day</td><td>Month</td><td>Year</td></tr></table>	Day	Month	Year
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KEY PARTNERS

Who are our Key Partners?
 Who are our key suppliers?
 Which Key Resources are we acquiring from partners?
 Which Key Activities do partners perform?



KEY ACTIVITIES

What Key Activities do our Value Propositions require?
 Our Distribution Channels?
 Customer Relationships?
 Revenue Streams?

CATEGORIES:

Production
Problem Solving
Platform/Network

VALUE PROPOSITIONS



What value do we deliver to the customer?
 Which one of our customer's problems are we helping to solve?
 What bundles of products and services are we offering to each Customer Segment?
 Which customer needs are we satisfying?

CHARACTERISTICS:

Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

CUSTOMER RELATIONSHIPS



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
 How are they integrated with the rest of our business model?
 How costly are they?

EXAMPLES:

Personal Assistance
Dedicated Personal Assistance
Self Service

CUSTOMER SEGMENTS



For whom are we creating value?
 Who are our most important customers?

KEY RESOURCES



What Key Resources do our Value Propositions require?
 Our Distribution Channels?
 Customer Relationships?
 Revenue Streams?

TYPES OF RESOURCES:

Physical/Intellectual
Human
Financial

CHANNELS



Through which Channels do our Customer Segments want to be reached?
 How are we reaching them now?
 How are our Channels integrated?
 Which ones work best?
 Which ones are most cost-efficient?
 How are we integrating them with customer routines?

CHANNEL PHASES:

1. Awareness
2. Evaluation
3. Purchase...

POSSIBILITIES:

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

COST STRUCTURE



IS YOUR BUSINESS MORE:

Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focussed on value creation, premium value proposition)

SAMPLE CHARACTERISTICS:

Fixed costs (salaries, rents, etc.)
Variable costs
Economies of Scale
Economies of Scope

What are the most important costs inherent in our business model?
 Which Key Resources are the most expensive?
 Which Key Activities are most expensive?

For what value are our customers really willing to pay?
 For what do they currently pay?
 How would they prefer to pay?
 How much does each Revenue Stream contribute to overall revenues?

TYPES:

Asset Sale
Usage Fee
Subscription Fees

Licensing
Lending/Renting/Leasing
Brokerage Fees

REVENUE STREAMS

FIXED PRICING:

List Price
Product feature dependent
Customer segment dependent
Volume dependent



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Eco-SOCIAL COSTS



What ecological or social costs is our business model causing?
 Which Key Resources are non-renewable?
 Which Key Activities use a lot of resources?

Eco-SOCIAL BENEFITS



What ecological or social benefits is our business model generating?
 Who are the beneficiaries? Are they potential customers?
 Can we transform the benefits into a Value Proposition?
 If yes, for whom?



NEW EUROPEAN BAUHAUS



SUSTAINABILITY:

How can we integrate circular economy principles and minimise the environmental impact of our operations?
 How can our products/services contribute to the objectives of the European Green Deal?
 How do we ensure that our production and distribution processes comply with European sustainability standards?

AESTHETICS:

How can we design solutions that combine functionality with beauty and inspiration?
 In what ways can aesthetics and creativity enhance the user experience of our products or services?
 How can we collaborate with European artists and designers to develop innovative and visually appealing approaches?

INCLUSION:

How can we ensure that our project is accessible and beneficial to different communities and social groups?
 What strategies can we use to promote citizen participation and co-creation in our business model?
 How do we ensure that our proposal is equitable and meets the needs of a diverse society?

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KEY PARTNERS



KEY ACTIVITIES

VALUE PROPOSITIONS



CUSTOMER
RELATIONSHIPS



CUSTOMER
SEGMENTS



KEY RESOURCES



CHANNELS



COST STRUCTURE



REVENUE STREAMS



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Eco-SOCIAL COSTS



Eco-SOCIAL BENEFITS



NEW EUROPEAN BAUHAUS

