The Sustainable Business Model Canvas

➕ Positive Impact (Maximise)

What are positive **2nd** and **3rd order** effects of your product on planet, society, the economy or your organisation (e.g. brand)? How can these effects be **maximised** along the complete product life cycle?

You can use the left side of the Threebility Sustainability Impact Canvas to generate the input for this section

➖ Negative Impact (Minimise)

What are negative **1st, 2nd** and **3rd order** effects, and how can these be **minimised**? Is harmful waste generated that requires expensive disposal? Are there **rebound effects** or new **technological risks**?

You can use the right side of the Threebility Sustainability Impact Canvas to generate the input for this section

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☑ Sustainable Partners

Who are possible **partners** in becoming more sustainable?

How can we make the whole supply chain sustainable, transparent and **circular**?

Can we **cooperate** with partners from other industries to form an industrial symbiosis?

Can we shape anticipated environmental regulations by partnering and cooperating with **relevant regulatory bodies**?

☑ Sustainable Value Creation

Which are our **key activities**? How can we adjust them (e.g. **manufacturing**) to ensure sustainability?

Which **enabling sustainable technologies** can be used?

🏭 Sustainable Tech & Resources

Which 1) **natural**, 2) **energy** and 3) **technical** resources do we need?

Can we **substitute** any for more sustainable resources?

🎁 Sustainable Value Proposition

Which **problem** do we solve, which **value** do we create?

What are **function** & **form** of our product or service?

Can we solve our customers' problems more sustainably?

Can we transform sustainability into customer value?

Is ownership necessary or is the product as a service model applicable?

Can we extend the **product life cycle**?

♥ Sustainable Customer Relation

Which customer relationships satisfy customer expectations **and are sustainable**?

How can we make **current relationships** more sustainable?

🚚 Sust. Channels

How can we make our distribution channel more sustainable and **circular**?

How do we best communicate the sustainable aspect of our product / service?

👥 Responsible customers

Who are our customers? How can we **enable** them to act sustainably?

Which target customers may help to **promote our sustainable solution**?

♻ End of Life

What happens at the end of the **product life cycle**?

Can the product be **profitably recycled**, upcycled, reused, refurbished?

🏷 Cost Structure & Additional Costs

What are the required costs and investments for my endeavour?

Which resources / activities are the least sustainable? Do **sustainable alternatives exist**? Is switching economically reasonable?

🤲 Subsidisation

Do **tax bonuses & subsidies** or **3rd party funding** exist for my endeavour?

💰 Revenue & Sustainability Premium

Which are existing and possible revenue sources?

Are customers willing to pay a **premium for sustainability**?

Can we create a **unique advantage** due to sustainable proposition elements?

Do **price structures exist that incentivize** sustainable customer behaviour?

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View the instructions for this canvas and download our free Sustainable Business Model Innovation Game