



**SME ESG
HUB** 
















TRANSFORM

Sustainable Business
Model Canvas



THE CANVAS

Company		Project			Owner		Version			
 POSITIVE IMPACT (MAXIMISE)					 NEGATIVE IMPACT (MINIMISE)					
 SUSTAINABLE FRIENDS		 SUSTAINABLE VALUE CREATION		 SUSTAINABLE VALUE OFFERING		 SUSTAINABLE CUSTOMER RELATIONS		 RESPONSIBLE CUSTOMERS		
		 SUSTAINABLE TECH & RESOURCES				 SUSTAINABLE CHANNELS		 END OF LIFE		
 COST STRUCTURE & ADDITIONAL COSTS				 SUBSIDISATION			 REVENUE & SUSTAINABILITY PREMIUM			



HOW TO USE

Company		Project		Owner	Version
<p>+ POSITIVE IMPACT (MAXIMISE)</p> <p>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?</p> <p>You can use the left side of the Sustainability Impact Canvas to generate the input for this section.</p>			<p>- NEGATIVE IMPACT (MINIMISE)</p> <p>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?</p> <p>You can use the right side of the Sustainability Impact Canvas to generate the input for this section.</p>		
<p>+ SUSTAINABLE FRIENDS</p> <p>Who are possible friends in becoming more sustainable?</p> <p>How can we make all our friends and business network (supply chain) sustainable, transparent and circular?</p> <p>Can we work with (cooperate) friends from other industries to form an industrial cooperation? E.g. Housing developer work with transport industry.</p> <p>Can we influence regulations by making our voices heard by partnering and cooperating with law makers?</p>	<p>+ SUSTAINABLE VALUE CREATION</p> <p>What key activities can we adjust to make sure that we protect the environment, employees, our customers and at the same time secure our future business?</p> <p>Which technology, method or service can we use or even perhaps a change in our behaviour?</p>	<p>+ SUSTAINABLE VALUE OFFERING</p> <p>Which problem do we solve, which value do we create?</p> <p>What are function & form of our product or service?</p> <p>Can we solve our customers' problems more sustainably?</p> <p>Can we transform sustainability into customer value?</p> <p>Is ownership necessary or is the product as a service model applicable?</p> <p>Can we extend the product life cycle?</p>	<p>+ SUSTAINABLE CUSTOMER RELATIONS</p> <p>Which customer relationships satisfy customer expectations and are sustainable?</p> <p>How can we make current friend / relationships more sustainable?</p>	<p>+ RESPONSIBLE CUSTOMERS</p> <p>Who are our customers? How can we make them join us to be more sustainable?</p> <p>Which category of our target customers may help to promote our sustainable solution?</p>	
	<p>+ SUSTAINABLE TECH & RESOURCES</p> <p>Which 1) natural, 2) energy and 3) technical resources do we need?</p> <p>Can we substitute any for more sustainable resources?</p>		<p>+ SUSTAINABLE CHANNELS</p> <p>How can we make our distribution channels more sustainable and circular?</p> <p>How do we best communicate the sustainable aspects of our product / service?</p>	<p>+ END OF LIFE</p> <p>When our products are no longer useful (product lifecycle), what happens to them? Do customers just throw them away?</p> <p>Can our products be profitably recycled, upcycled, reused or refurbished?</p>	
<p>+ COST STRUCTURE & ADDITIONAL COSTS</p> <p>What are the required costs and investments for my endeavour?</p> <p>Which resources / activities are the least sustainable? Do sustainable alternatives exist? Is switching economically reasonable?</p>		<p>+ SUBSIDISATION</p> <p>Do tax bonuses & subsidies or 3rd party funding exist if I wanted to become more sustainable?</p> <p>Go out and find out more about Sustainable Funding, Green funding and so on. Some banks offer better rates for SMEs that are environment and society conscious.</p>		<p>+ REVENUE & SUSTAINABILITY PREMIUM</p> <p>Which are our products / services currently making money (existing) and what are possible new sources of income? Recycle, return policies.</p> <p>Are customers willing to pay a premium for sustainability?</p> <p>Can we use sustainability as a secret weapon to become the leader in our market?</p>	



SME ESG HUB

A small icon consisting of a grey arrow pointing right, with several colorful dots (red, blue, green, orange) above it, suggesting a hub or network.

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