

Business Models for Sustainability

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business

noun, often attributive | busi·ness | \ˈbiz-nəs, -nəz,

{ a usually commercial or mercantile activity,
a commercial or sometimes an industrial enterprise,
dealings or transactions of an economic nature }

A particular form of social organisation

¹model

noun | mod·el | \ˈmä-dəl

{ a usually miniature representation of something,
a description or analogy used to help visualize something
that cannot be directly observed }

A purposeful simplification

business

{ a business model describes how an organisation creates, delivers, and captures value based on a particular value proposition }

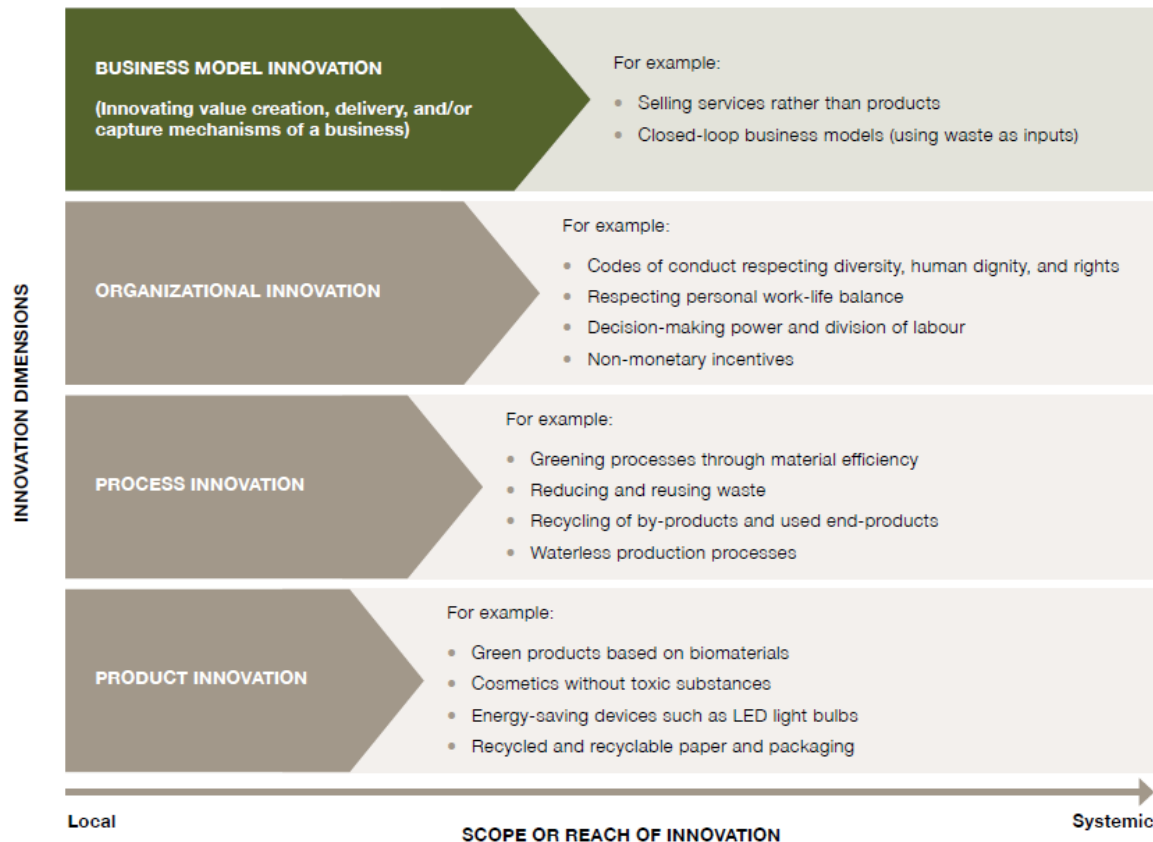
Osterwalder & Pigneur, 2009



Razor and Blade



Long Tail

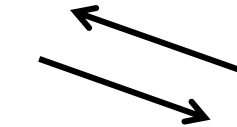
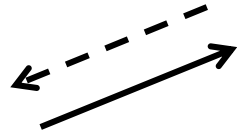




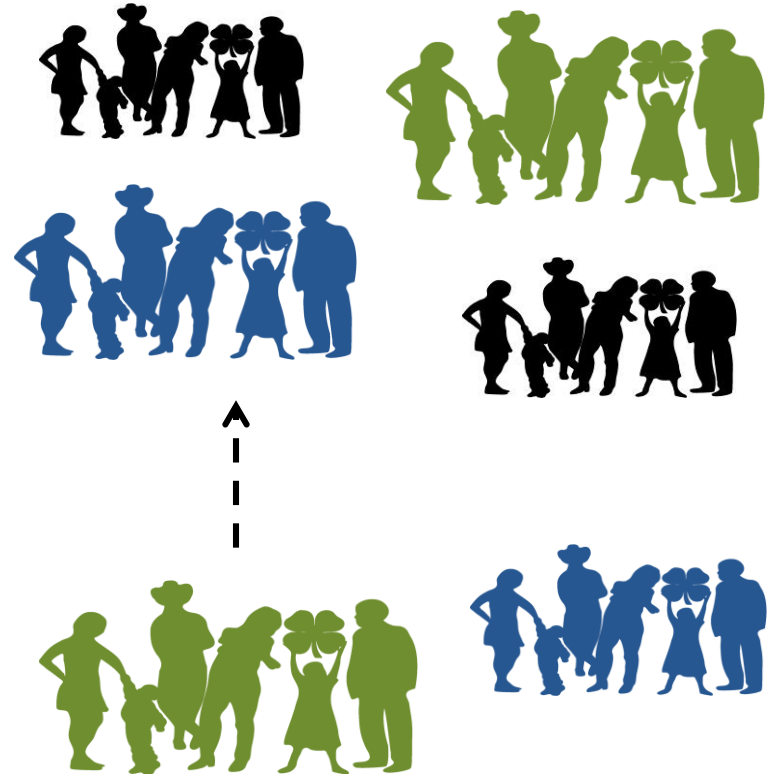
Social Freemium Model



Free
basic service

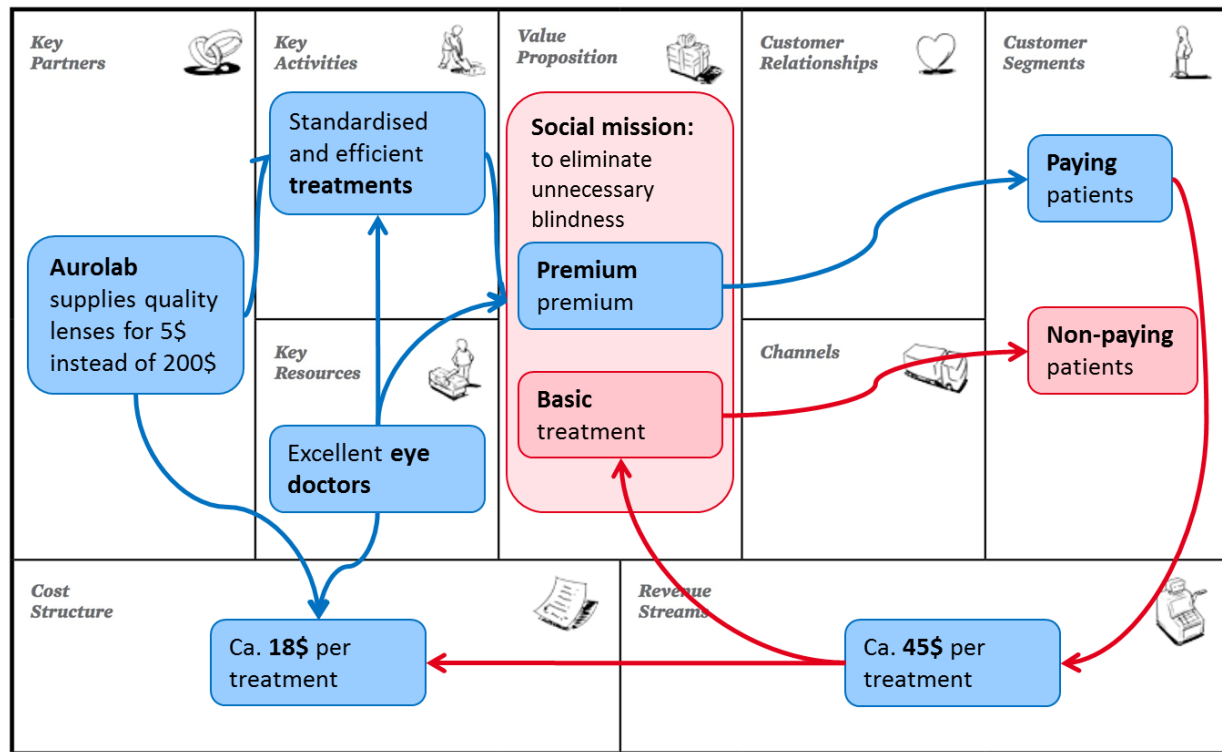


Charged
premium service





Social Freemium Model





Business models can help solve ecological, social, and economic problems if their development and execution follow certain **normative guidelines**:

- i. an explicit **sustainability orientation**, integrating ecological, social, and economic concerns;
- ii. an **extended notion of value creation and capture**, questioning traditional definitions of value, success, and value recipients;
- iii. an explicit emphasis on the **need to consider stakeholders** and not just shareholders or customers; and
- iv. an **extended perspective on the wider system** in which they are embedded.



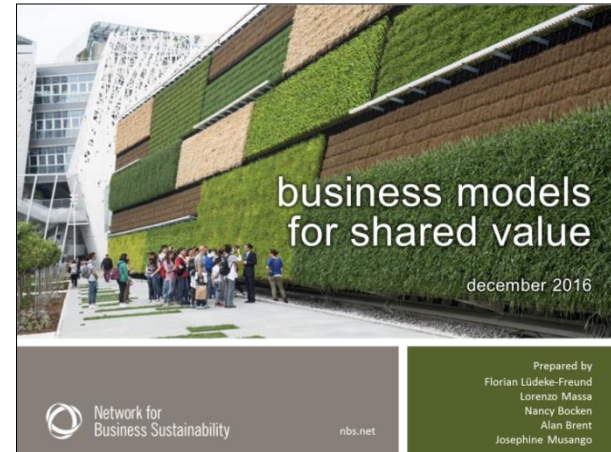
THANK YOU!

More on Business Models for Sustainability



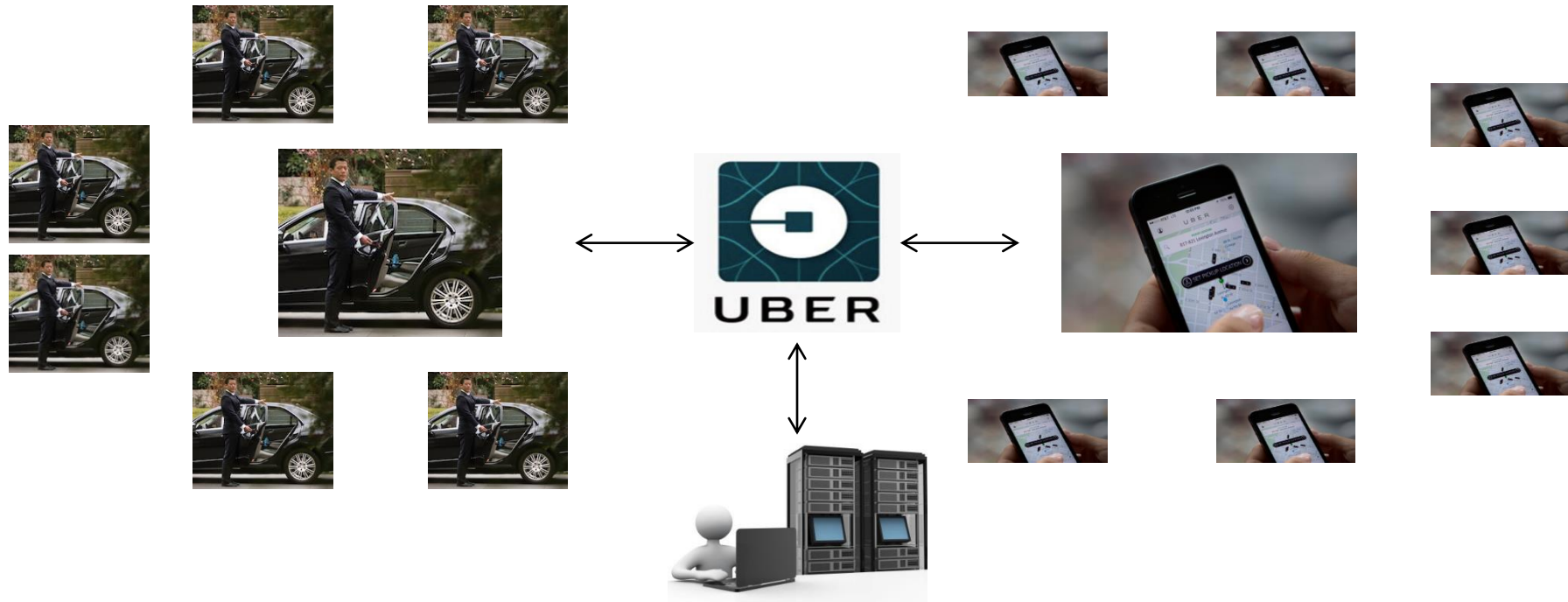
www.SustainableBusinessModel.org

www.NBS.net





“Uberization” – Disruptive Business Model Innovation





“Uberization” – What if ...?

