

Business Models for Sustainability

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business

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

¹ model | \'mä-d^al\

{ 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

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

A purposeful simplification



business

Razor and Blade



Long Tail

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

Osterwalder & Pigneur, 2009

For example: **BUSINESS MODEL INNOVATION** Selling services rather than products (Innovating value creation, delivery, and/or capture mechanisms of a business) · Closed-loop business models (using waste as inputs) For example: · Codes of conduct respecting diversity, human dignity, and rights **ORGANIZATIONAL INNOVATION** INNOVATION DIMENSIONS Respecting personal work-life balance • Decision-making power and division of labour Non-monetary incentives For example: Greening processes through material efficiency **PROCESS INNOVATION** Reducing and reusing waste • Recycling of by-products and used end-products Waterless production processes For example: Green products based on biomaterials **PRODUCT INNOVATION** Cosmetics without toxic substances Energy-saving devices such as LED light bulbs 0 Recycled and recyclable paper and packaging Systemic Local SCOPE OR REACH OF INNOVATION

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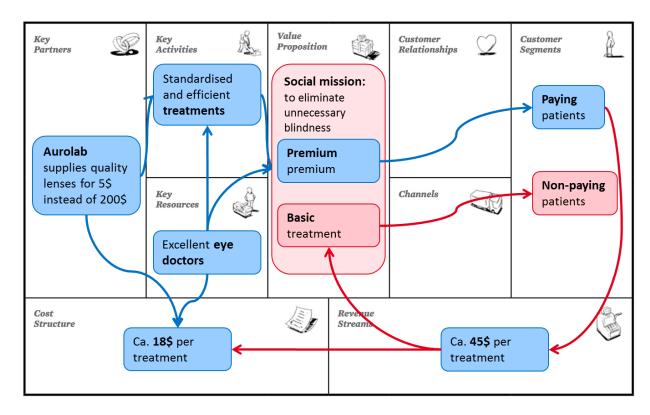
Social Freemium Model Free basic service ARA EYE CARE SYSTEM 利效 Charged premium service



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.

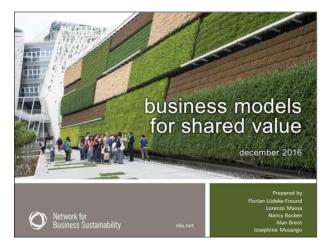


THANK YOU!

More on Business Models for Sustainability

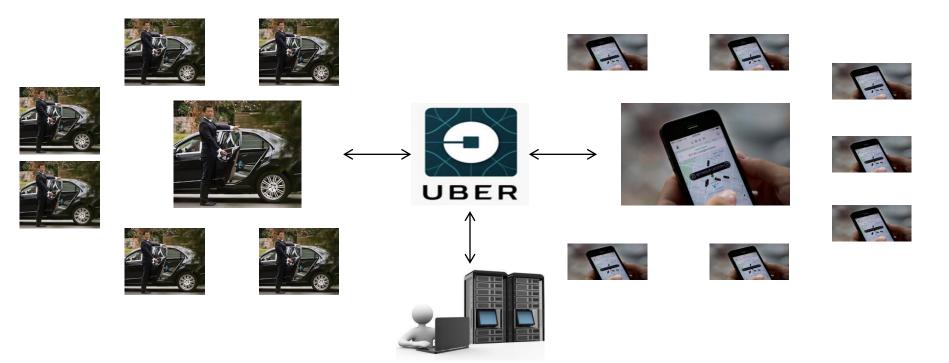


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"Uberization" – Disruptive Business Model Innovation





"Uberization" – What if ...?

