ORGANISING for SUSTAINABILITY

Template for the development of new business models

African Social Enterprise Workshop

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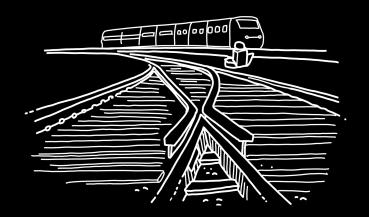
JAN JONKER EN NIELS FABER (EDITORS)

Organising for Sustainability

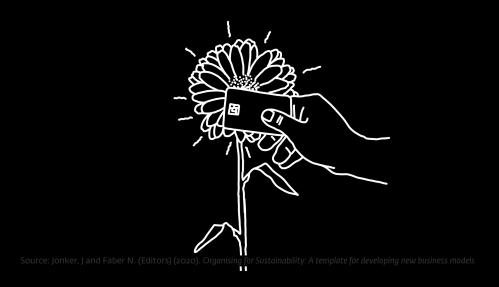
A template for developing new business models

Learning objectives

- 1. Discuss the issue of value creation
- 2. Explain the principles of business modeling
- 3. (Re)develop sustainable business



Introduction

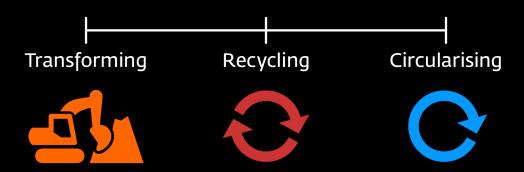


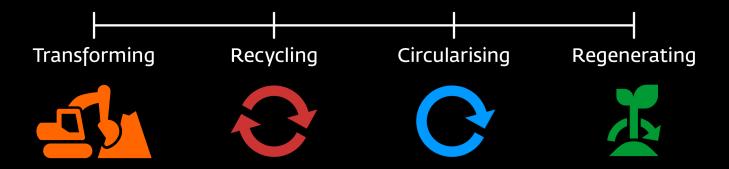
CHANGING VALUE CREATION

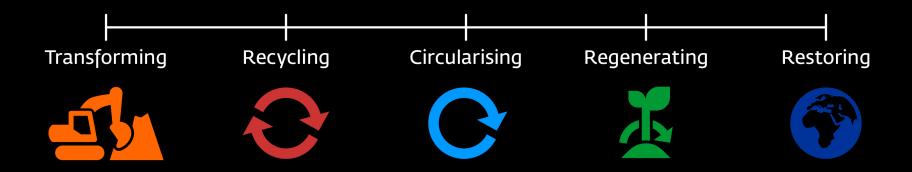
Transforming



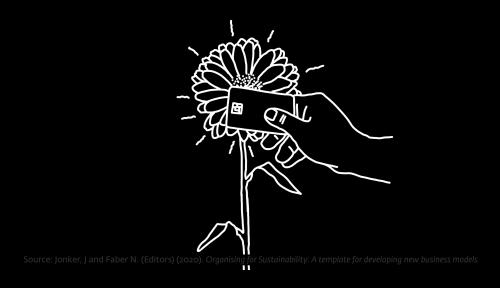






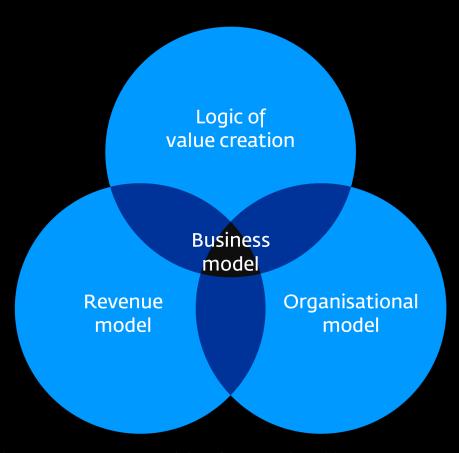


Introduction

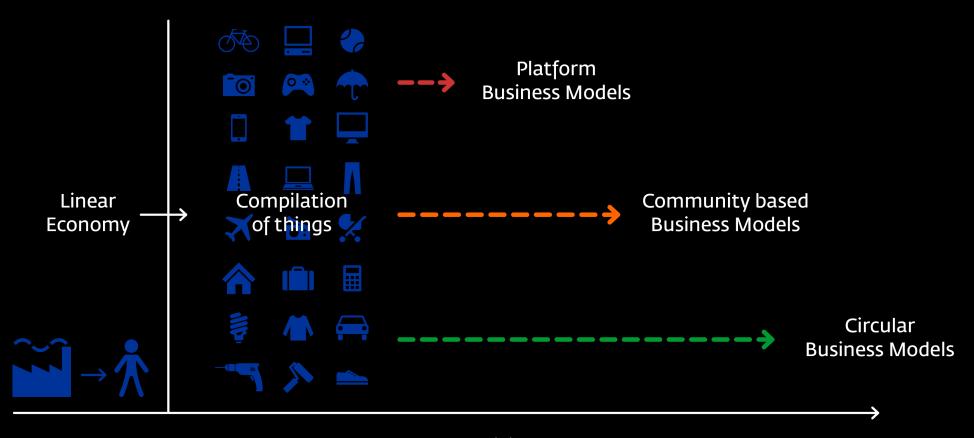


CHANGING BUSINESS MODELS

Building blocks of a business model

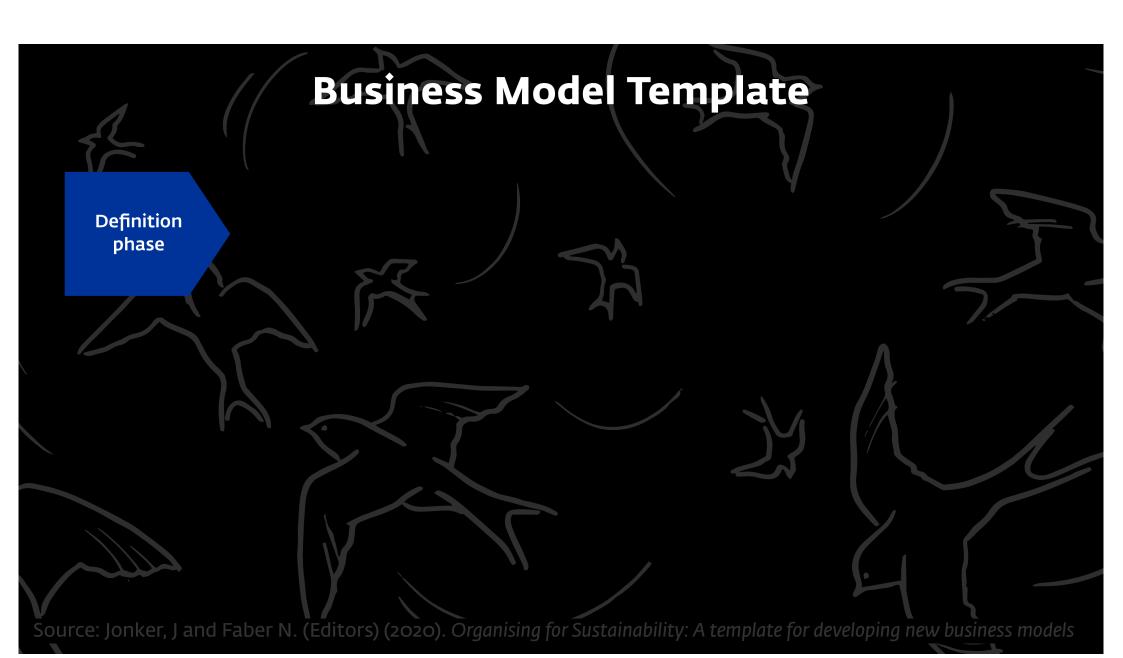


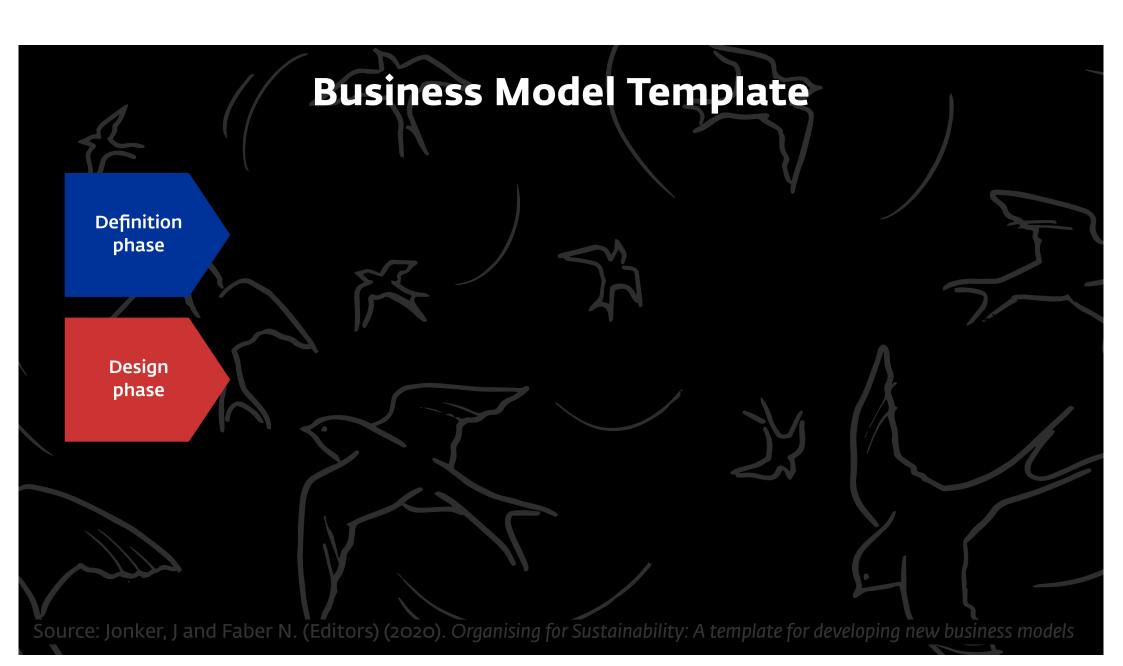
From linear to circular

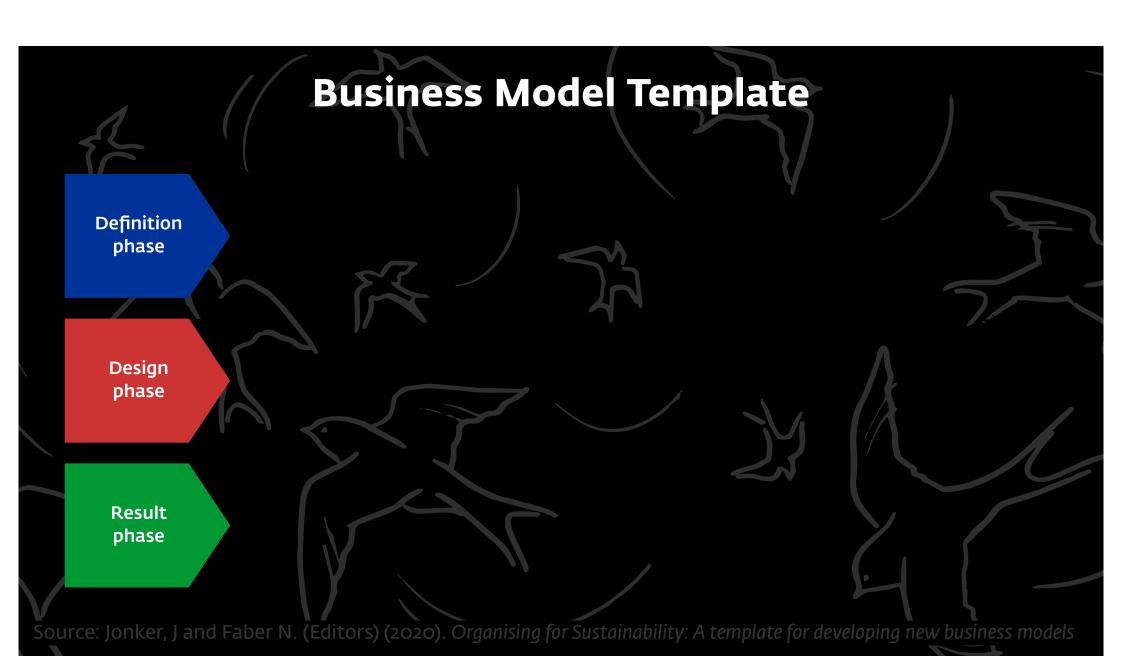


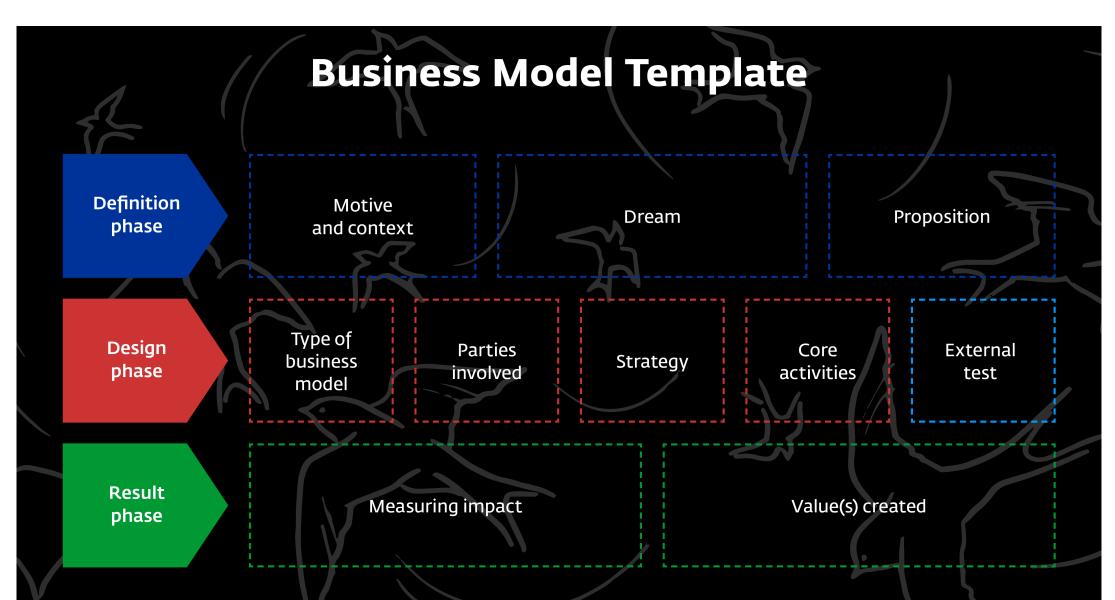
Transition

STRUCTURE OF THE BUSINESS MODEL TEMPLATE









Filled-in Business Model Templated

Definition phase

The motive is something that impacts you so serevely that you want to contribute to its sustainable solution.

The dream shows what the impact is of your business model if everything works out the way you intended.

A proposition is the promise on the value that an organisation delivers and on what can be expected from a product or service.

Design phase

Type of business model

Parties involved

Strategy

Core activities

External test

Result phase

Measuring impact

Value(s) created

CONTEXT

Remote areas not connected to electricity grid

DREAM

Bring sustainable energy to people in remote areas



PROPOSITION

But one, give one

WAKAWAKA

Filled-in Business Model Templated

Definition phase

The motive is something that impacts you so serevely that you want to contribute to its sustainable solution.

The dream shows what the impact is of your business model if everything works out the way you intended.

A proposition is the promise on the value that an organisation delivers and on what can be expected from a product or service.

Design phase

Here you make a choice between one of the three basic types of sustainable business models: (1) platform, (2) community-based and (3) circular.

Here it is about identifying actors (as citizens, companies, the government) that need to cooperate to realise the proposition.

The strategy is the plan you follow to realise your dream and it denotes the choices you make to realise the proposition of an organisation.

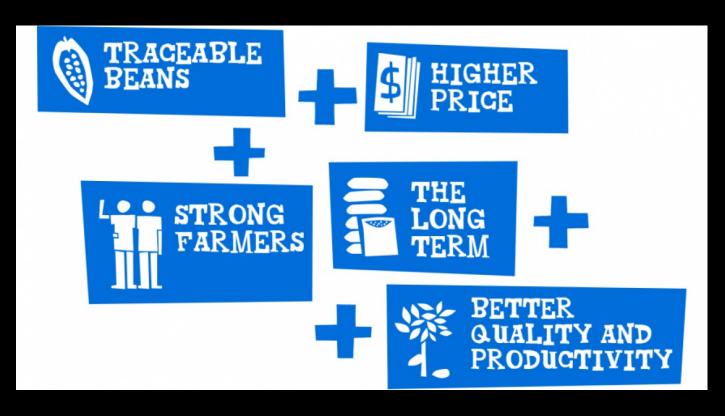
A core activity is that which an organisation is mainly dealing with, what it is good at, and what provides its license to operate. With the external test, you check in your environment the use-case, the added value and the feasibility of your business model.

Result phase

Measuring impact

Value(s) created

DESIGN PHASE



Tony Chocolonely

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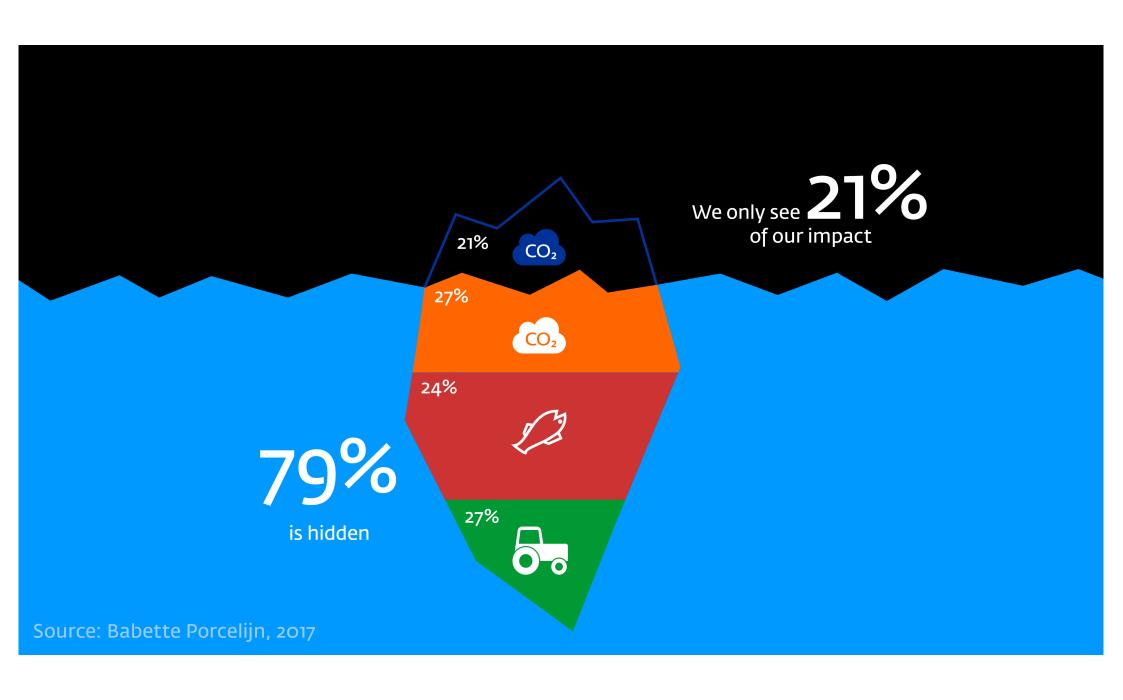
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With the external test, you check in your environment the use-case, the added value and the feasibility of your business model.

Result phase

Here you name, reason and determine the impact that you and your business model will realise, using a set of indicators.

The ambition of every sustainable business model is to simultaneously create multiple values, expressed in a mix of for example money, time, energy and inclusion.



MEASURING IMPACT

B-corp certified

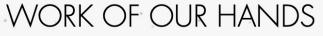
West-Kenya based

"have every household lit up"



Solibrium-solar

VALUES CREATED



Creators of OKAWATM BEADS



ETHICALLY SOURCED AFRICAN BEADS AND JEWELRY

"provide hope and dignity for the unemployed through the creation of cottage industries"

Work of our hands / Okawa beads

VALUES CREATED

Solar energy and clean cookstoves

Women empowerment

Over 800,000 people reached (2022)



Solar sister

LIGHT HOPE

FOR MORE INSPIRING CASES

B-corporation: https://bcorporation.net

Haas School of Business: https://haas.berkeley.edu/responsible-business/

research/case-studies/sustainable-case-compendium/

Social Entrepreneurship Platform: https://platformse.com

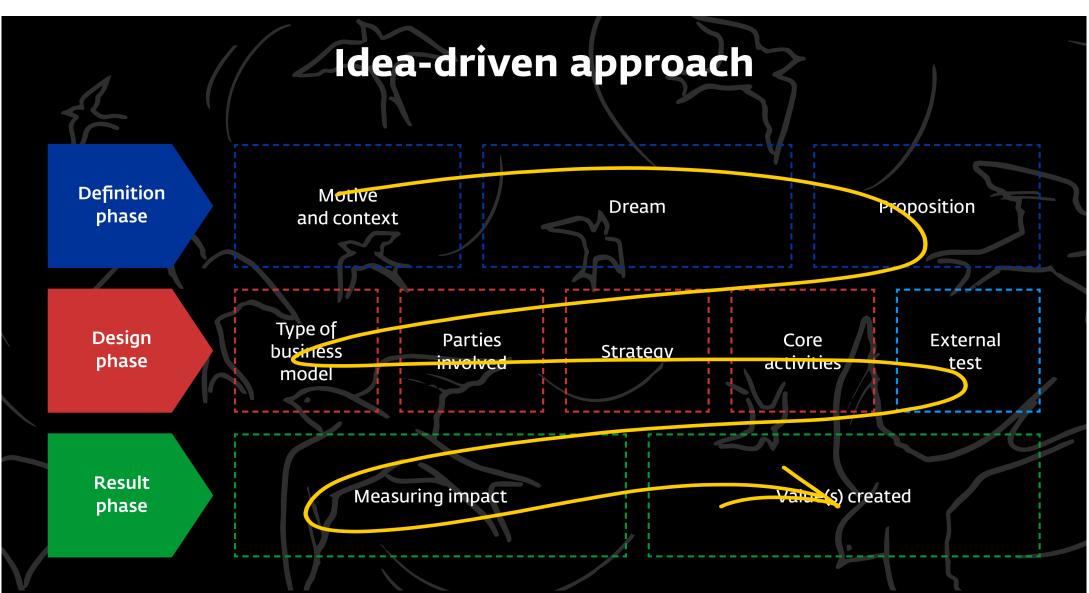
Sustainable Brands: https://sustainablebrands.com

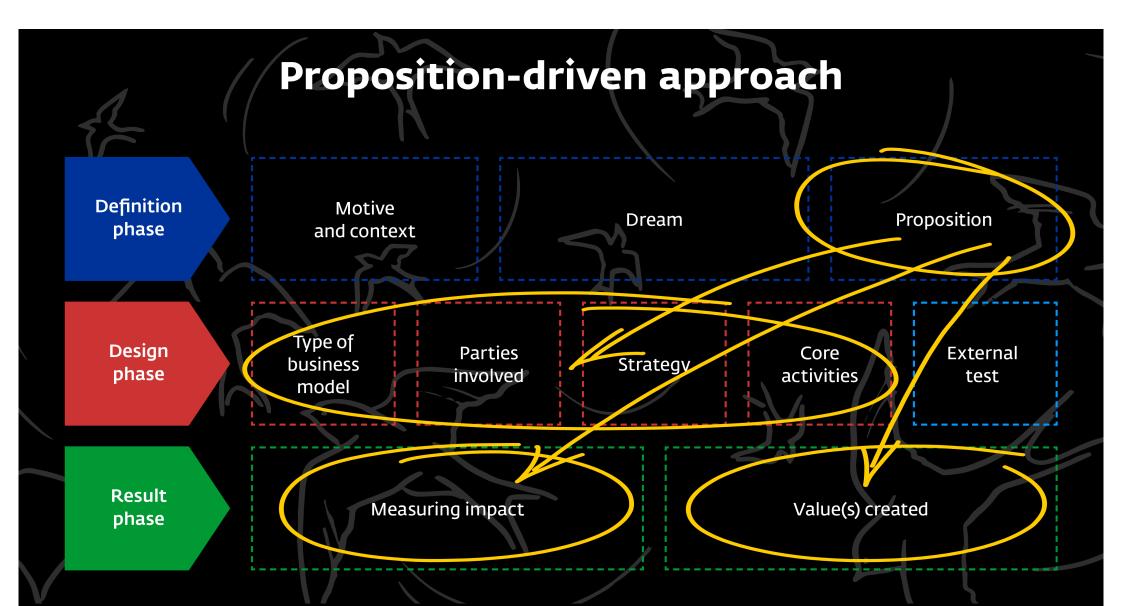
Trickle Out: https://trickleout.net

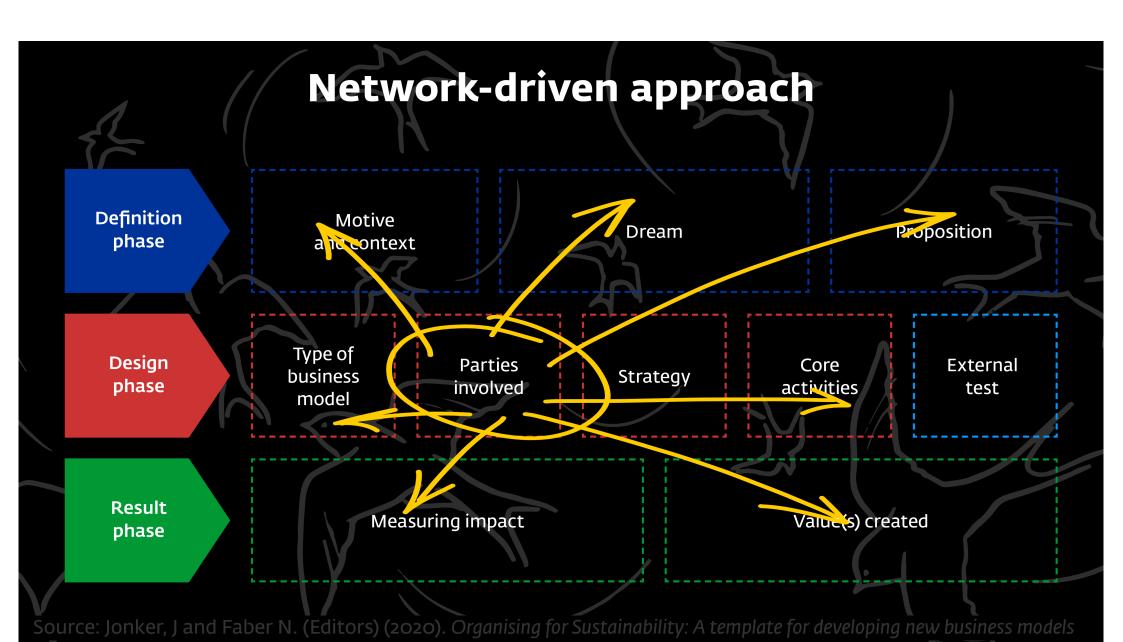
ALTERNATIVE ROUTES TO USE THE BUSINESS MODEL TEMPLATE

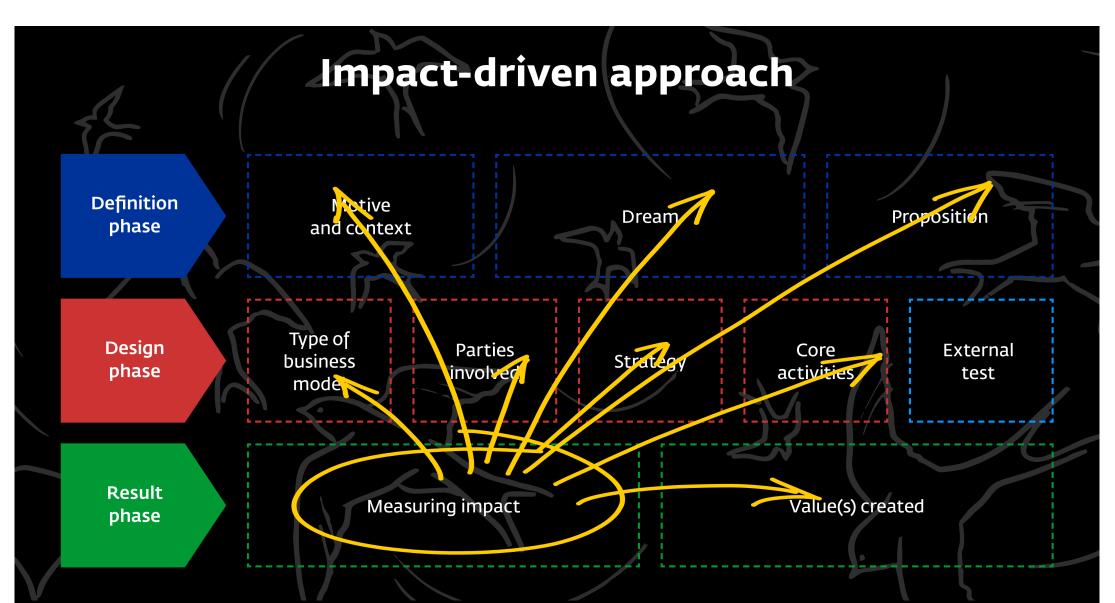
Five Alternative Routes

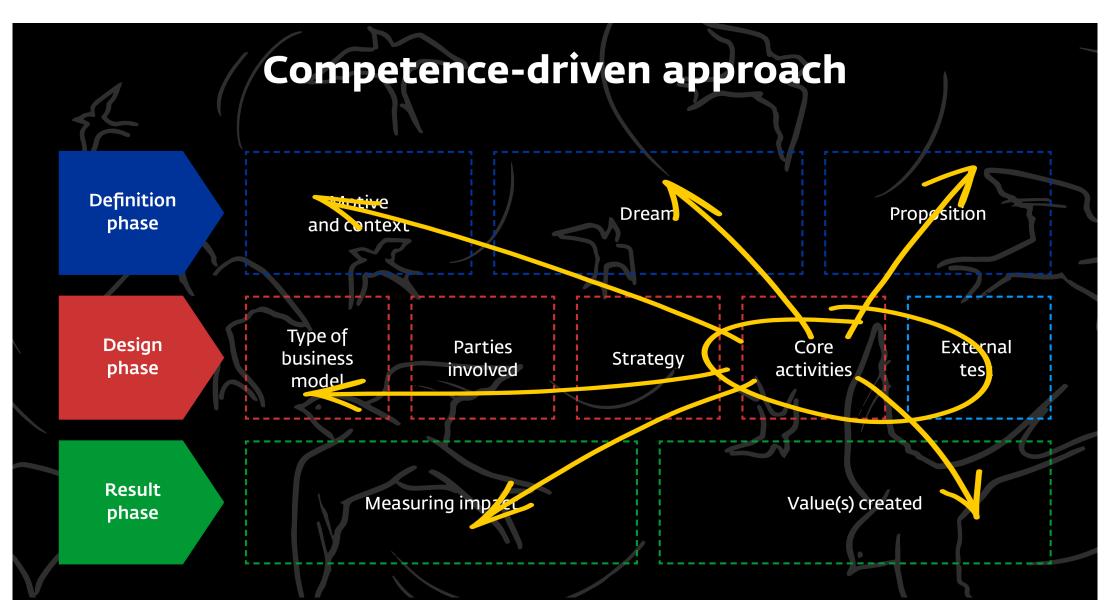
- 1) Idea-driven approach
- 2) Proposition-driven approach
- 3) Network-driven approach
- 4) Impact-driven approach
- 5) Competence-driven approach





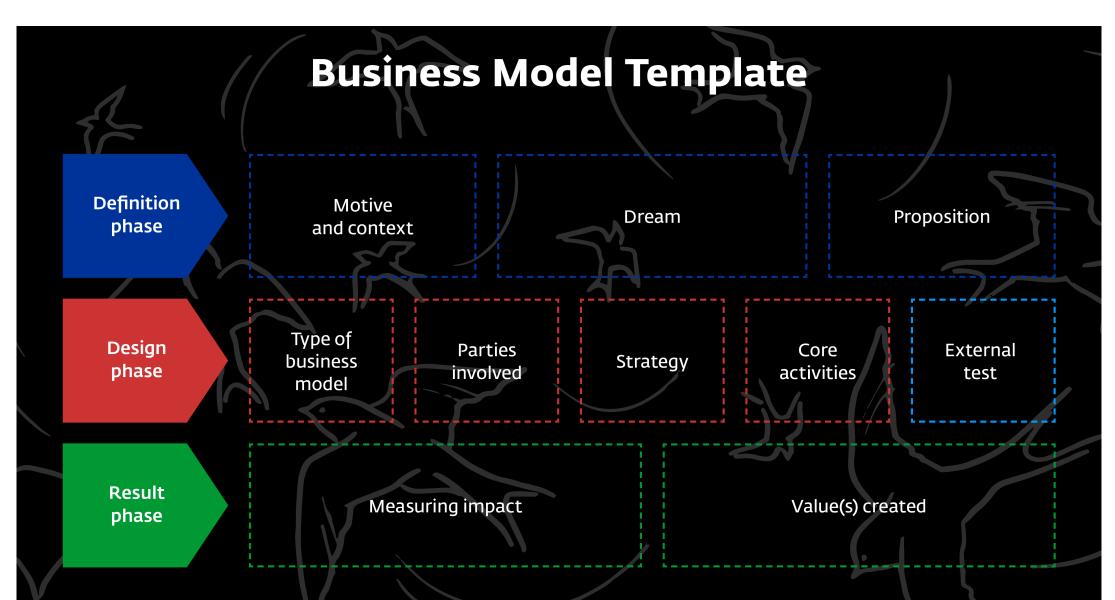






CHALLENGE

- 1) Think about how the BMT may be applied to your own ideas or practices
- 2) Go to the Jamboard https://bit.ly/3KhdqDo
- 3) Post your ideas in relation to the BMT



Q&A

JAN JONKER EN NIELS FABER (EDITORS)

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eBook and Business Model Templates coming soon on:

www.newbusinessmodels.info

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