

Innovation
Sustainn
Methodologies



Circularity Canvas

Aim

Methodology to develop a circular business idea from scratch, building a value proposition, oriented to economical, social and environmentally sustainable products and services.

CIRCULARITY CANVAS

First Step to Circularity

ADDED VALUE?

- Life Cycle Cost Reduction
- Minimizing Waste Generation
- Environmental Impact Reduction

FOR WHAT?

To Outline Circular Business Models

HOW?

- Value Proposition from all materials and resources recirculations
- Nutrients Management Strategy
- Circularity Hierarchy Criteria



Added Value

- Methodology and guidelines for the initial approach, design, testing and validation of a circular business model idea
- An upgrade of the Business Model Canvas tool, customizing business model blocks to Circular Business Models (product value proposition, infrastructure, key partners, customers and finances)
- Definition of structure of closed loop supply chains and of the different stakeholders all along the product/service life cycle



6 Steps to Outline a Circular Business Model

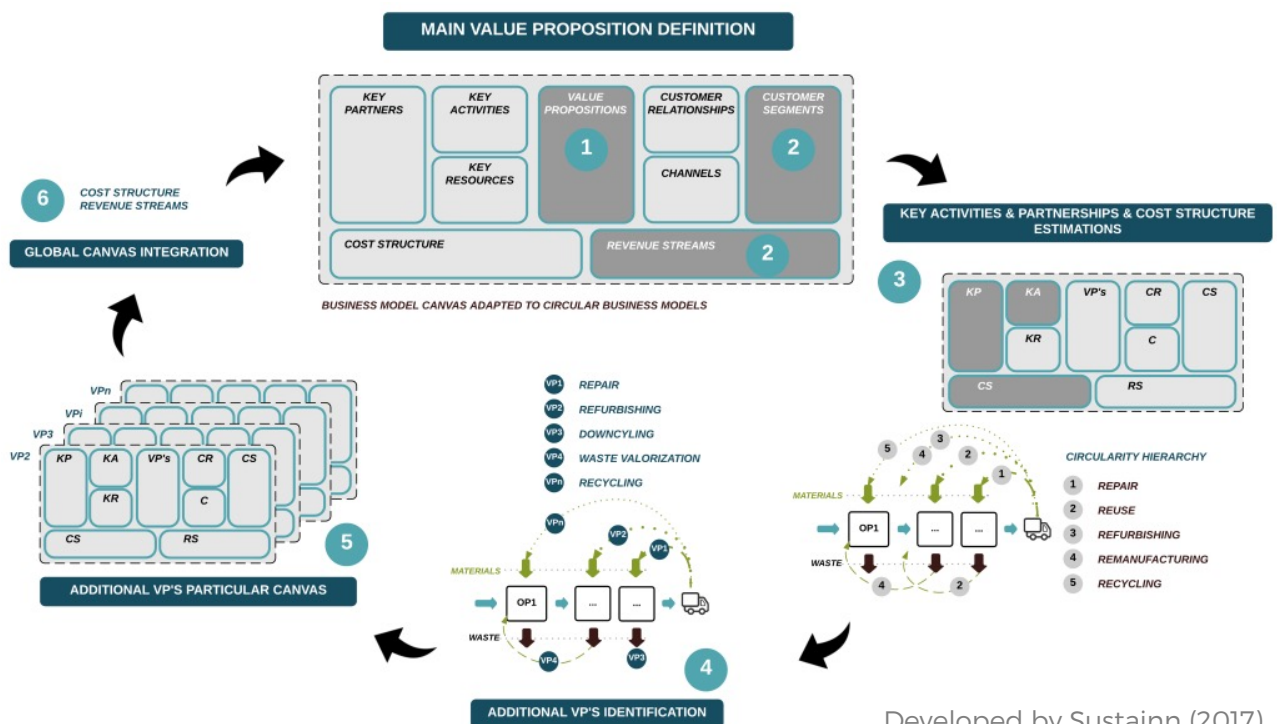


Circularity Canvas



6 Steps to Outline a Circular Business Model

- Step 1: Definition of Main Value Proposition
- Step 2: Customer Segments & Revenue Streams
- Step 3: Key Activities & Partnerships & Cost Structure
- Step 4: Identification of Additional Value Propositions
- Step 5: Particular Canvas for Additional Value Propositions
- Step 6: Global Canvas Integration



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