Re-Organise - The Game - English- V2.0

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WORKSHEET

Business Model Canvas

A3 or bigger

The business model canvas has been developed by Osterwalder & Pigneur (strategyzer.com). You might have filled one of these in before - here we have added some prompts and questions that you might find helpful in the context of the circular economy.

If you need more space, create your own canvas using post-its.

KEY PARTNERSHIPS

How might you strengthen your partnerships with organisations across the value chain to benefit from circularity (flows of materials, information and capital) in the system?

What new or unexpected partnerships can you form to grow circularity within your organisation and the system?

KEY ACTIVITIES

What activities might best help you achieve your value proposition?

What might be the positive externalities (i.e. the consequences of your actions on others) of your activities? And how might you monitor and design out any negative externalities?

How might you create new forms of human, natural or financial capital?

KEY RESOURCES

How might you build a multi-disciplinary team within or across organisations to create value in a circular economy? How might you embrace connectivity?

What capabilities do you need to enable circular flows and feedback mechanisms and run your organisation successfully in the short and long term?

Where will your resources come from (renewable or finite source) and what will happen to them after use?

VALUE PROPOSITION

Start by asking yourself: what are the needs you are aiming to meet? Is it a product or is a service required to fulfil these needs?

Is there anything associated with your product/service that has potential value to others?

How will you create a compelling story about your value proposition?

How might you enhance your value proposition from the outset by designing for adaptability and continuous evolution?

CUSTOMER RELATIONSHIPS

What feedback loops will you build in with your customers to become more nimble and adaptable to their feedback?

How might you connect customers with other parts of the journey of your product/service or materials?

CHANNELS

How might you redesign your relationship with your supply chain?

How might you build feedback loops directly into your product/service that allow you to identify new opportunities?

What role could you play in the reverse logistics chain?

CUSTOMER SEGMENTS

Who will be the main customers or users of your product/service?

Who else might benefit from or will be affected by your materials/product/service? Also consider beneficiaries beyond your immediate value chain and industry.

COSTS

Which costs could be shared or lowered through other users and partners?

Could you shift from an ownership model of under-utilised assets to payment for access and usage?

How might you reduce cost volatility and dependence on the use of finite resources? What can you do to mitigate risk?

REVENUES

How might you diversify opportunities to increase resilience, growth and innovation?

How might "growing the pie" (through value creation elsewhere in the system) impact favourably on your own future success?

How might your business model help create other types of value? Human, social or natural capital?

How might new services increase revenue from existing products, assets or your delivery systems?

IDEO

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