GUIDE: CIRCULAR BUSINESS MODEL CANVAS



Circular Business Model Canvas

Key Partners

From whom do we need help to deliver our value proposition?

Partners that contribute to long-term relations and trust in the value chain Suppliers of circular raw materials Remanufacturers

Bank / financing with an understanding of circular value creation

Key Activities

Which key activities are required to deliver our value proposition? Provide the product as service/function

Develop sharing platform Redistribute products Manufacture / distribute circular products Regenerate (restore and renew) natural systems

STRATEGIC DEVELOPMENT

Product design and material improvement (design out waste and pollution) Stimulate circular behaviour Activities that we must end

Key Resources

Which key resources are required to deliver our value proposition?

Circular materials / components Digital platform (for product as a service, sharing) Land for regenerative use Locala environments (natural, cultural) Brand carriers

Time (circular value is created over long time) Customers that return products

UNUSED RESOURCES

Residual flows / by-products Physical assets with a low utilization rate

0 **Value Propositions**

Which value do we create for our customers? Which needs can we meet?

Examples of circular offers:

Product as a service / function Virtualized product Sharing platform Redistributed product Remanufactured product Product made of circular raw material / reused material Service for repair / upgrade

Product from regenerative land use

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Customer Relationships

Which types of relations should we establish with our customers?

Extended after purchase through service offer User community through sharing platform Feedback of how the product/service is used

Customer Segments

For whom do we create a value? Who are our customers?

Buyer/user of circular product or service/function User of sharing platform Buyer of residual flows or recaptured materials

Channels

Through which channels do our customers want to communicate? How do we want to communicate with our customers?

How do we get feedback from our customers?

RETURN LOGISTICS

Take-back system (business, industry) Incentive (redemption, discount)

Cost Structure

Which are our main costs? Which activities and resources are most expensive?

Partners for symbiotic interaction for exchange

of raw materials, knowledge and financing

Development of digital platform (PaaS, sharing) Circular raw materials Recycling of recaptured materials Long-term investments för strategic development

Long-term investments for regeneration of natural systems / local environments Remanufacturing

Revenue Streams

What are our customers willing to pay for? How and when are payments made?

Agreements for product as a service/function (rent, leasing, subscription, pay-per-use) Sale of circular product

Sale of service for repair/upgrade



SYMBIOSIS

How will our value proposition damage planet and society? Which activities can we do to mitigate the damages?



Which impact does our business model have on planet and society?

POSITIVE IMPACT ON PLANET & SOCIETY

Which improvements for planet and society will our value proposition create? Which additional improvements can we contribute to?



Circular Business Model Canvas

EX: NESPRESSO

Key Partners Key Activities Value Propositions Customer Customer Segments 4 Relationships From whom do we need help Which key activities are required Which value do we create for our customers? For whom do we create a value? to deliver our value proposition? to deliver our value proposition? Which needs can we meet? Who are our customers? Which types of relations should we establish with our customers? Buyer/user of circular product or service/function Partners that contribute to long-term Provide the product as service/function Examples of circular offers: User of sharing platform relations and trust in the value chain Develop sharing platform Product as a service / function Club Buyer of residual flows or recaptured materials Suppliers of circular raw materials Redistribute products Virtualized product Remanufacturers Manufacture / distribute circular products Sharing platform Personal Regenerate (rest Bank / financing with an understanding Redistributed product Marketing of circular value creation Remanufactured product Automated Product made of circular raw material / reused material Production STRATEGIC DE Service for repair / upgrade Building Product design a Product from regenerative land use (design out waste Distribution 'Barista' Stimulate circuli Loyalty Activities that we must end coffee at **Key Resources** Channels -4 households home. Coffee Which key resources are required Through which channels do our Simple. to deliver ou customers want to communicate? Brand. **Farmers** How do we want to communicate Variety with our customers? Circular materi Patent Digital platforr Land for regen Distribution-Manufactu Locala environi Flagship Brand carriers Channels Time (circular) Stores Customers the Coffee www SYMBIOSIS UNUSED RESCORCE RET Partners for symbiotic interaction for exchange Residual flows / by-products Take-back system (business, industry) of raw materials, knowledge and financing Physical assets with a low utilization rate Incentive (redemption, discount) Cost Structure

Which are our main costs? Which activities and resources are most expensive?

Circular raw materials Recycling of recaptured materials Remanufacturing

Development of digital platform (PasS, sharing) Long-term investments för strategic developmen Long-term investments for regeneration of natural

Marketing Branding Production Distribution

Revenue Streams

What are our customers willing to pay for? How and when are payments made?

Agreements for product as a service/function (rent, leasing, subscription, pay-per-use) Sale of circular product Sale of service for repair/upgrade

Machine Pods

Coffee-

loving



NEGATIVE IMPACT ON PLANET & SOCIETY

How will our value proposition damage planet and society? Which activities can we do to mitigate the damages?

Waste with the pods

IMPACT

Which impact does our business model have on planet and society?

POSITIVE IMPACT ON PLANET & SOCIETY

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of circular value creation

Her existing customers who want to rent jewelry Delivery company with sustainable delivery Company that creates the platform

SYMBIOSIS

Partners for symbiotic interaction for exchange of raw materials, knowledge and financing

Key Activities

Which key activities are required

The platform must be created Delivery of jewelery both in and

Packaging of jewellery The creation of jewelry Maintenance of the rental platform

Key Resources

Customer service

Which key resources are required to deliver our value proposition?

Premises for the creation of jewelry Staff to manage platform **Jewelry** Time for creation

Value Propositions

Which value do we create for our customers? Which needs can we meet?

Examples of circular offers:

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Product made of circular raw material / reused material Service for repair / upgrade

Product from regenerative land use

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Rental of earrings and jewelry People with lower Financial opportunities who want Have access to jewelry but who cannot afford

buy the majority of

~

jewelry

Customer Relationships

Which types of relations should we establish with our customers?

Extended after purchase through service offer User community through sharing platform

The customer gets a personal contact, but also an automated contact with others who want to rent iewellery

Channels

Through which channels do our customers want to communicate? How do we want to communicate

Via her platform on social media, which is already well established. she reaches her new customer segment.

A rental platform on her website where you can advertise your earrings

Customer Segments 4

For whom do we create a value? Who are our customers?

Buyer/user of circular product or service/function User of sharing platform Buyer of residual flows or recaptured materials

People with lower financial means who want earrings for special occasions

Cost Structure

Which are our main costs? Which activities and resources are most expen-

Circular raw materials Recycling of recaptured materials Remanufacturing

Developmen Long-term in Long-term in

Material costs Personnel costs Local costs **Delivery costs**

Revenue Streams

What are our customers willing to pay for? How and when are payments made?

Agreements for product as a service/function (rent, leasing, subscri Sale of circular product Sale of service for repair/upgrade

Sell jewelry Rent out jewelry A % of jewelry rentals on the platform by other exhibitors

NEGATIVE IMPACT ON PLANET & SOCIETY

How will our Which activitie

The creation of jewelry - materials **Deliveries**

IMPACT

Which impact does our business model have on planet and society?

POSITIVE IMPACT O

Which improveme Reuse of jewelry Which additional

Product becomes service via sharing

TION

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CUSTOMER SEGMENT

our most important customers?

For whom do we create value? Who are

Examples:

- Mass market.
- Niche market
- Segmented market.
- Diversified market.
- · Multi-sided platform.

Customer Segments 4

For whom do we create a value? Who are our customers?

Buyer/user of circular product or service/function User of sharing platform

Buyer of residual flows or recaptured materials

CUSTOMER SEGMENT

- The core of everything
- One or more
- Never "everyone"
- Clear customer segments create insights into customer needs

B2C suppliers (1)

B2B suppliers (2)

C2C suppliers (1)

VALUE PROPOSITION

What value do we deliver to the customer? Which customer problems do we help to resolve? Which customer needs do we meet? Which combinations of products and services do we offer to each customer segment?

collaboration (3)

management (4)

Examples: · Innovation.

- Functionality. · Customisation. · Resolving a customer problem.
- Design. Trademark/status. · Price.
- Cost reduction. Risk reduction
- · Availability.
- · Convenience/usefulness.

VALUE PROPOSITION

- Creates value for a specific customer segment
- The reason why your customers choose you
- Solves a problem or meets a need

Package of benefits

education (3)

Which value do we create for our customers? Which needs can we meet?

Value Propositions

Examples of circular offers:

Product as a service / function

Virtualized product Sharing platform

Redistributed product

Remanufactured product Product made of circular raw material / reused material

Service for repair / upgrade Product from regenerative land use

(2)

repair, control (4)

based results (1)

Reusable or recyclable

Auxiliary services

Used products, Repaired, refurbished, Value proposition Reusable or recyclable Products based on recycled components, materials, or **Products** remanufactured, or recycled Long-lasting products (3) products (3) waste (3) waste as production inputs production inputs (1) products (3) Product-/service-Facilitating Waste handling. Maintenance. Product-/service-Take-back Customer Services based functions Upgrading (2)

processing (3)

CHANNELS

Through which channels do the customer segments wish to be reached? How do we reach them at the moment? How are our channels integrated? Which ones work best? Which ones are most cost-effective? How do we integrate them with our customer procedures? Channel phases:

- Awareness: How can we increase the level of awareness about our company's products and services?
- Evaluation: How can we help the customer to evaluate our organisation's value proposition?
- Purchase: How do we make it possible for the customer to purchase specific products and services?
 Delivery: How do we deliver
 - a value proposition to the ? customer? 5. After-sales service: How do
 - 5. After-sales service: How do we provide the customer with support?

Channels



Through which channels do our customers want to communicate? How do we want to communicate with our customers?

How do we get feedback from our customers?

RETURN LOGISTICS

Take-back system (business, industry)
Incentive (redemption, discount)

CHANNELS

- How a company/entrepreneur communicates with and reaches out to its customer segments
- The interaction with customers
- Communication, distribution and sales





CUSTOMER RELATIONS

What type of relationships does each of our customer segments expect that we will establish and maintain with them? Which ones have we established? How cost-demanding are they? How are they integrated with the rest of our business model?

Examples:

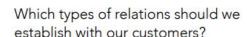
- Automated services.
- Online forums
- Co-creation.
- Personal help.

- · Exclusive personal help.
- · Self-service.

CUSTOMER RELATIONS

- Describes the type of relationship, eg personal, automated
- How can they be developed and improved?

Customer Relationships



Extended after purchase through service offer User community through sharing platform Feedback of how the product/service is used Co-creation





REVENUE STREAMS

Which value are the customers willing to pay for? What are they paying for at the moment? How are they paying? How would they prefer to pay? How much does each revenue stream contribute to the total income?

Different types of income:

- Sale of assets.
- User fees Subscriptions and membership fees.
- Lending/renting/leasing.
- Licensing.
- Advertising revenue.
- Brokerage fees. Fixed prices.

- Catalogue price. · Product functions
- Customer segment
- Volume.
- · Dynamic prices
- · Negotiation (haggling). · Flexible pricing.
- Real-time market
- · Auctions.

Revenue Streams

What are our customers willing to pay for? How and when are payments made?

Agreements for product as a service/function (rent, leasing, subscription, pay-per-use)

Sale of circular product

Sale of service for repair/upgrade

REVENUE STREAMS

- The money a company generates from each customer segment
- The "arteries" of the business model
- The value that customers are willing to pay for
- Different pricing mechanisms for different revenue streams





KEY RESOURCES

Which key resources does our value proposition require? Our distribution channels? Customer relationships? Revenue streams?

Different types of resources:

- · Physical.
- · Intellectual.
- · Human.
- Financial.

KEY RESOURCES

- The most important assets needed for a business model to work
- Enables a business to create and offer a value proposition
- Impact on the market
- Maintain relationships
- Generate revenue
- Physical, financial, intellectual or human

Key Resources



Which key resources are required to deliver our value proposition?

Circular materials / components

Digital platform (for product as a service, sharing)

Land for regenerative use

Locala environments (natural, cultural)

Brand carriers

Time (circular value is created over long time)

Customers that return products

UNUSED RESOURCES

Residual flows / by-products

Physical assets with a low utilization rate





KEYACTIVITIES

Which key activities does our value proposition require? Our distribution channels? Revenue streams?

Categories:

- · Production.
- Problem resolution.
- · Platforms/networks.

KEY ACTIVITIES

 What a company/entrepreneur must do for the business model to work

Key Activities



Which key activities are required to deliver our value proposition?

Provide the product as service/function

Develop sharing platform

Redistribute products

Manufacture / distribute circular products

Regenerate (restore and renew) natural systems

STRATEGIC DEVELOPMENT

Product design and material improvement (design out waste and pollution) Stimulate circular behaviour Activities that we must end





KEYPARTNERS

Who are our key partners? Who are our key suppliers? What key resources do we acquire from our partners? What key activities do our partners carry out?

Motivation for partnerships:

- Optimisation and economies of scale.
- · Reduced risk and insecurity.
- · Acquisition of certain resources and activities.

Key Partners

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Partners that contribute to long-term relations and trust in the value chain Suppliers of circular raw materials

Remanufacturers

Bank / financing with an understanding of circular value creation

KEY PARTNERS

- Network of suppliers and partners that make the business model work
- Strategic alliances between non-competitors
- Strategic partnerships between competitors
- Relationships between buyer and supplier





Public institutions (2)

Collectors of products, components, materials, waste (2)

Others (e.g., researchers) (1)

COST STRUCTURE

What are the most important costs associated with our business model? Which key resources are the most expensive? Which key activities are the most expensive?

Different types of business models:

- Cost driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing).
- automation, extensive outsourcing).
 Value-driven (focused on value creation, premium value proposition).

Characteristics:

- · Fixed costs (wages and salaries, rents and leases, equipment).
- Variable costs.
- Economies of scale.
- Coproduction benefits.

Cost Structure

Which are our main costs?

Which activities and resources are most expensive?

Circular raw materials

Recycling of recaptured materials
Remanufacturing

Development of digital platform (PaaS, sharing)

Long-term investments för strategic development

Long-term investments for strategic development

Long-term investments for regeneration of natural systems / local environments

COST STRUCTURE

- The main costs
- Premises, staff, system





NEGATIVE IMPACT ON PLANET & SOCIETY

How will our value proposition damage planet and society? Which activities can we do to mitigate the damages?



Which impact does our business model have on planet and society?

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Which improvements for planet and society will our value proposition create? Which additional improvements can we contribute to?



