



LEARNING & TRAINING PACKAGES

## Module 3: Sustainable Business Model Canvas 'Business Relevance'

- Business Innovation & sustainability
- Business Model Canvas
- Triple Layered Canvas
- Example Nestle

### *Authors:*

David Sanjuan Delmás  
Helmi Ben Rejeb  
Janez Turk  
Paul Suski

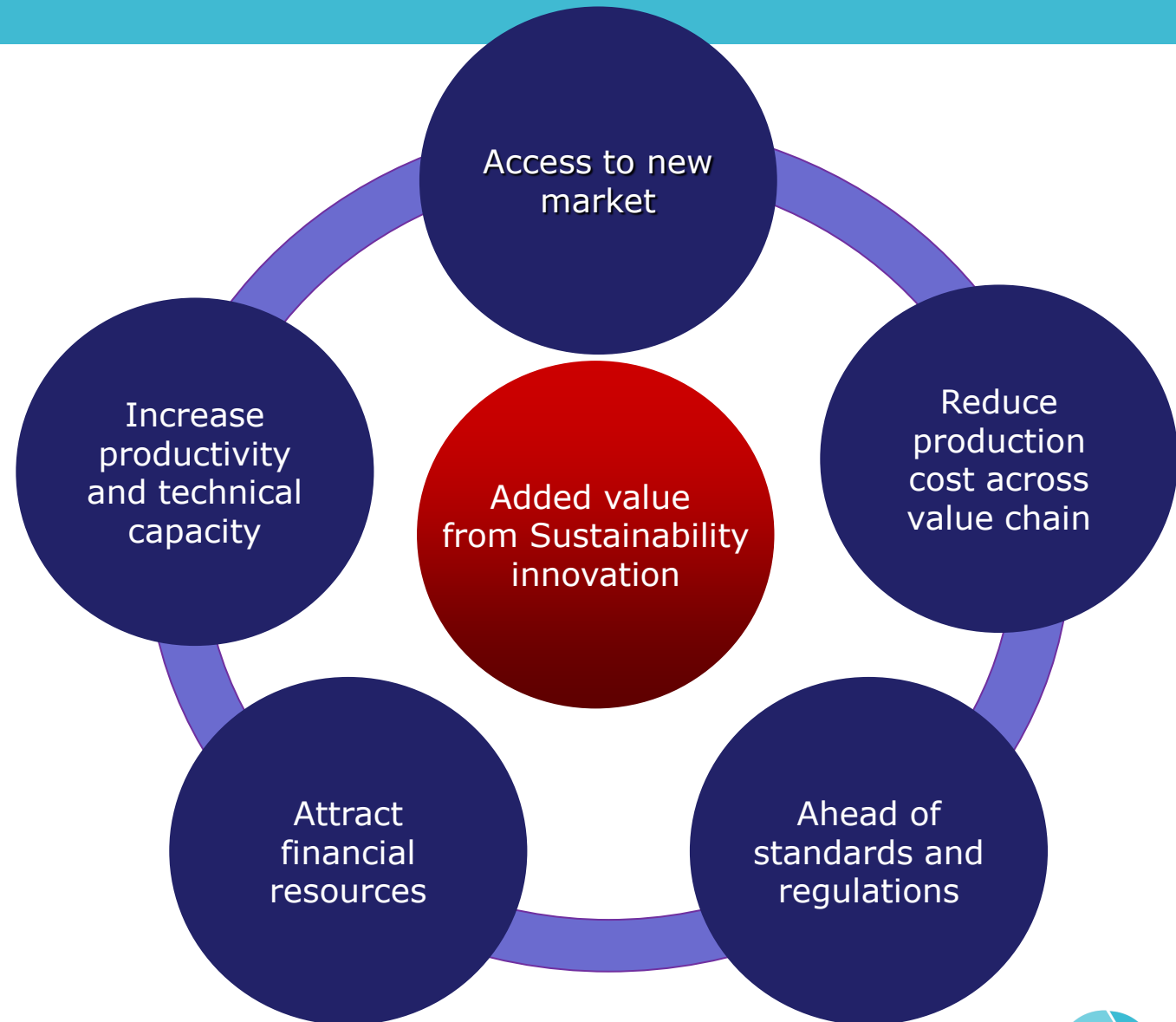
### *Editor:*

Joost Vogtlander

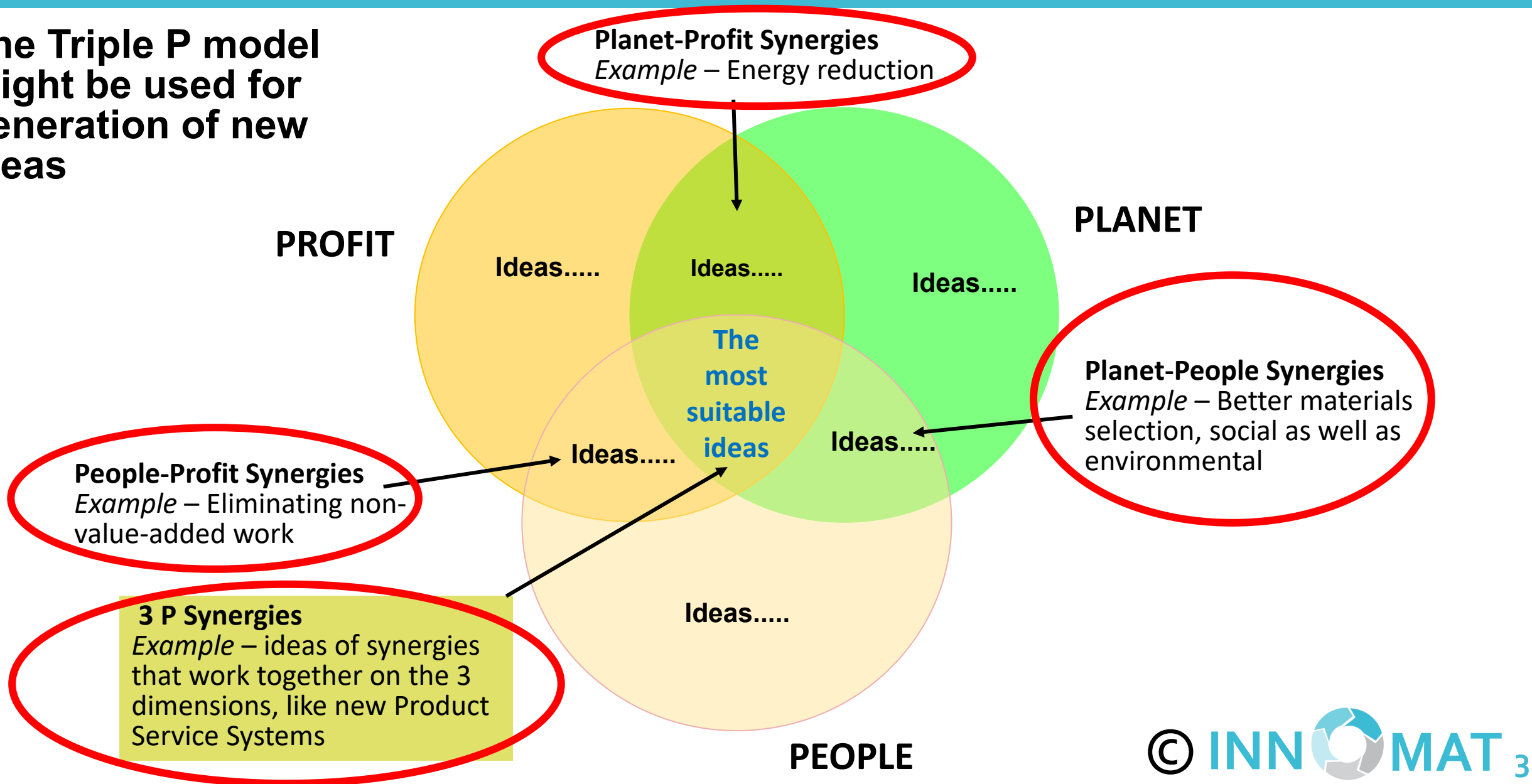
### *Project Manager:*

Jan-Henk Welink

**Sustainable business innovation must focus on the added value for your clients..... but it has additional benefits as well.**

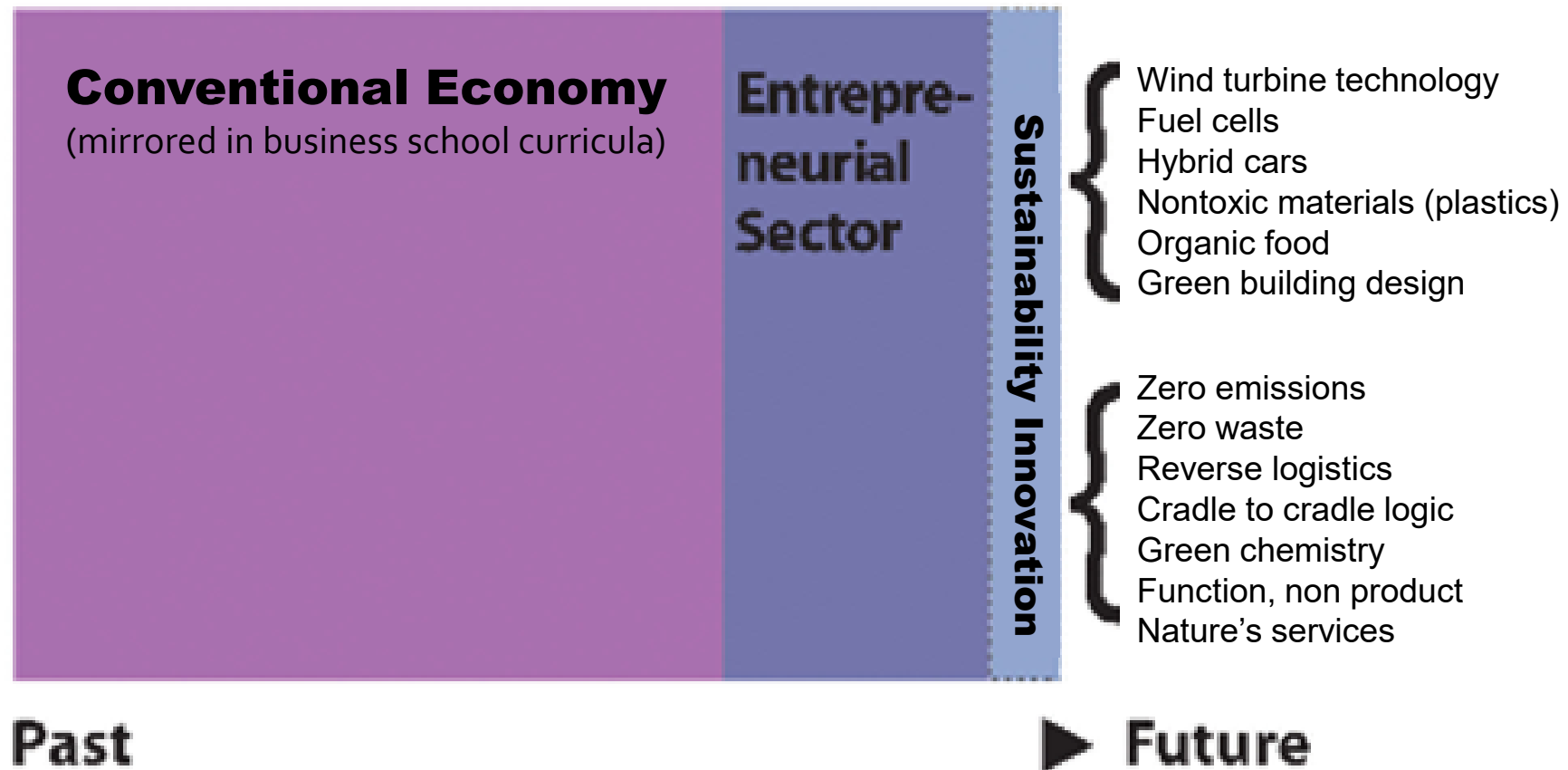


## The Triple P model might be used for generation of new Ideas

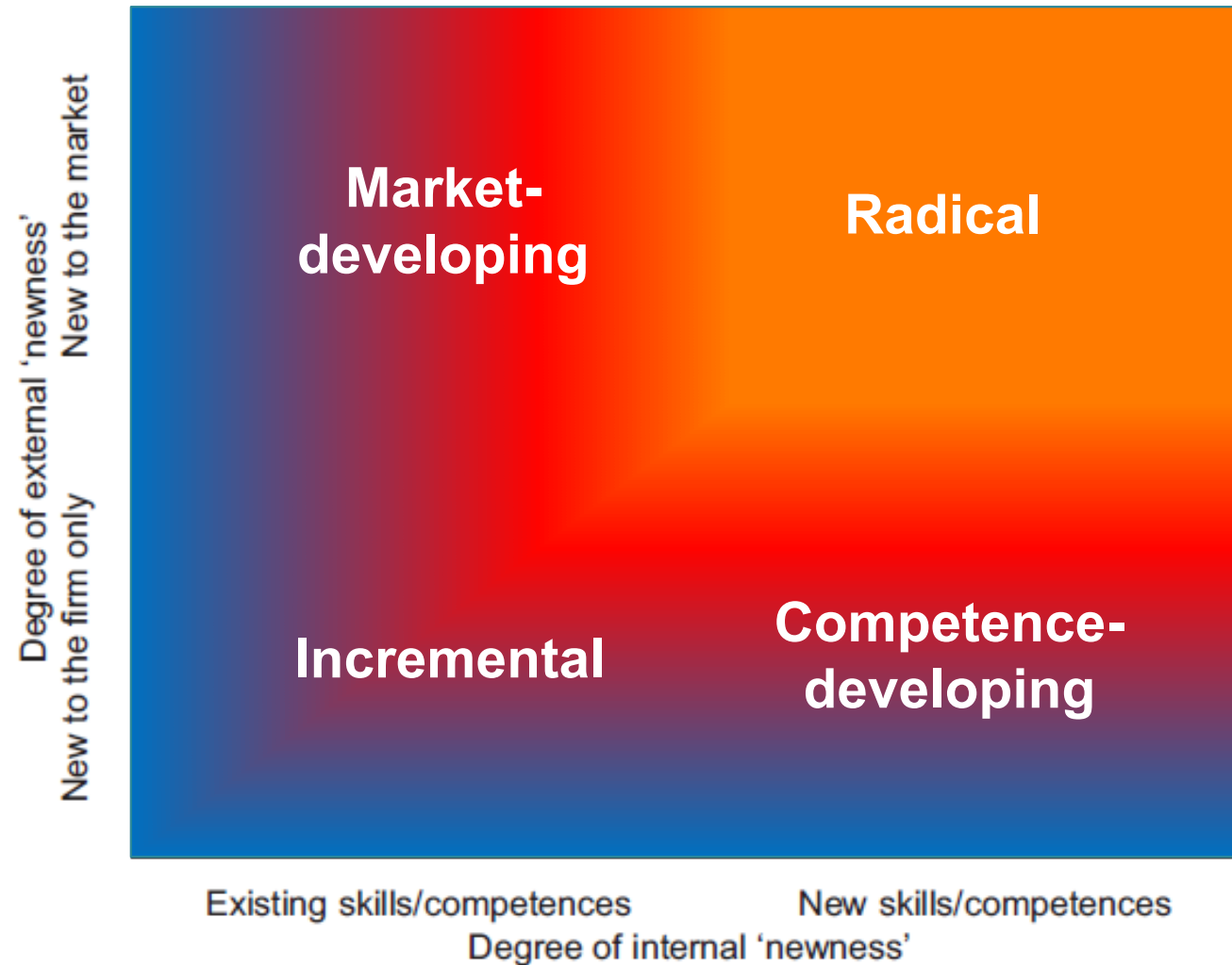


# Sustainability is about the future profit of companies

Businesses with successful sustainability strategies are profitable in the long term, since they are in compliance with future regulations of governments as well as future expectations of buyers.



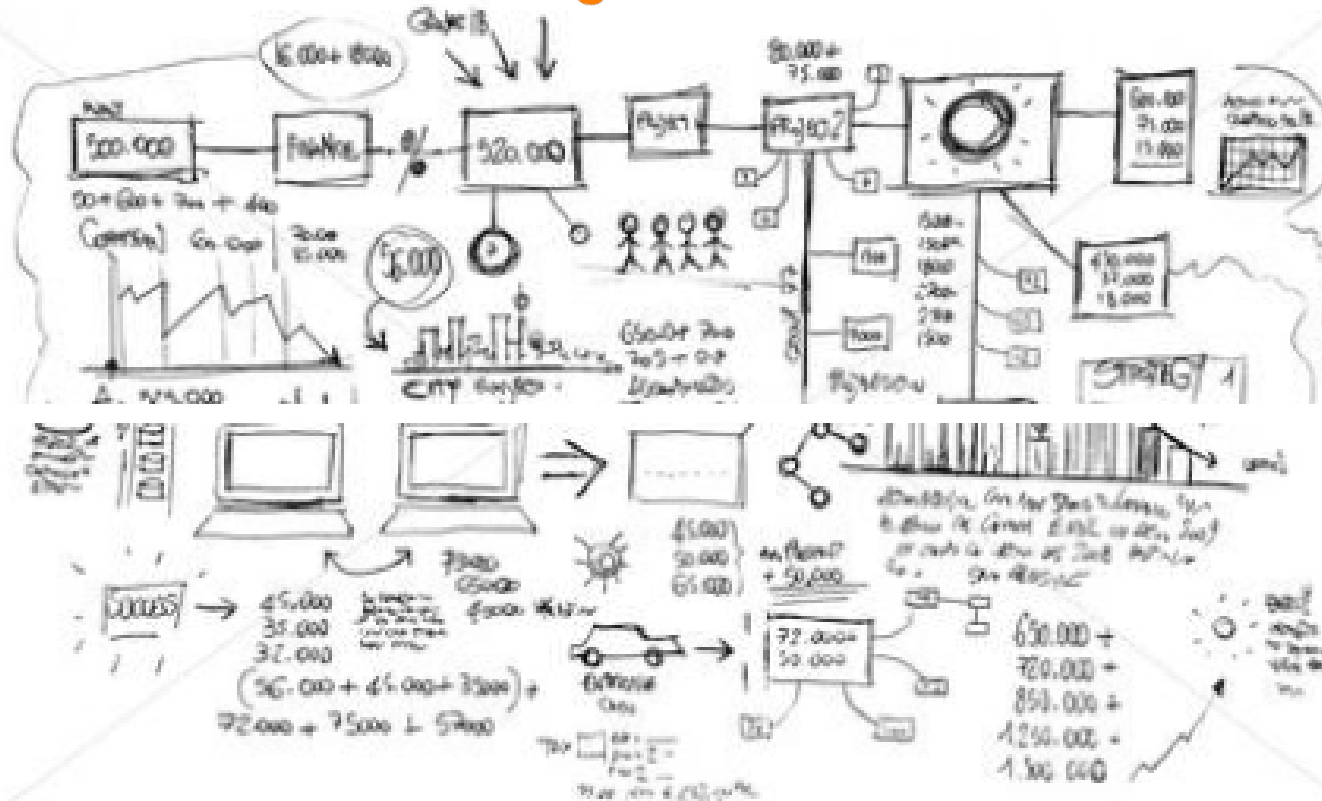
## Fundamental Types of Innovation



***What is a Business Model***



***What is a Canvas***



***Business Model ≠ Business Plan***

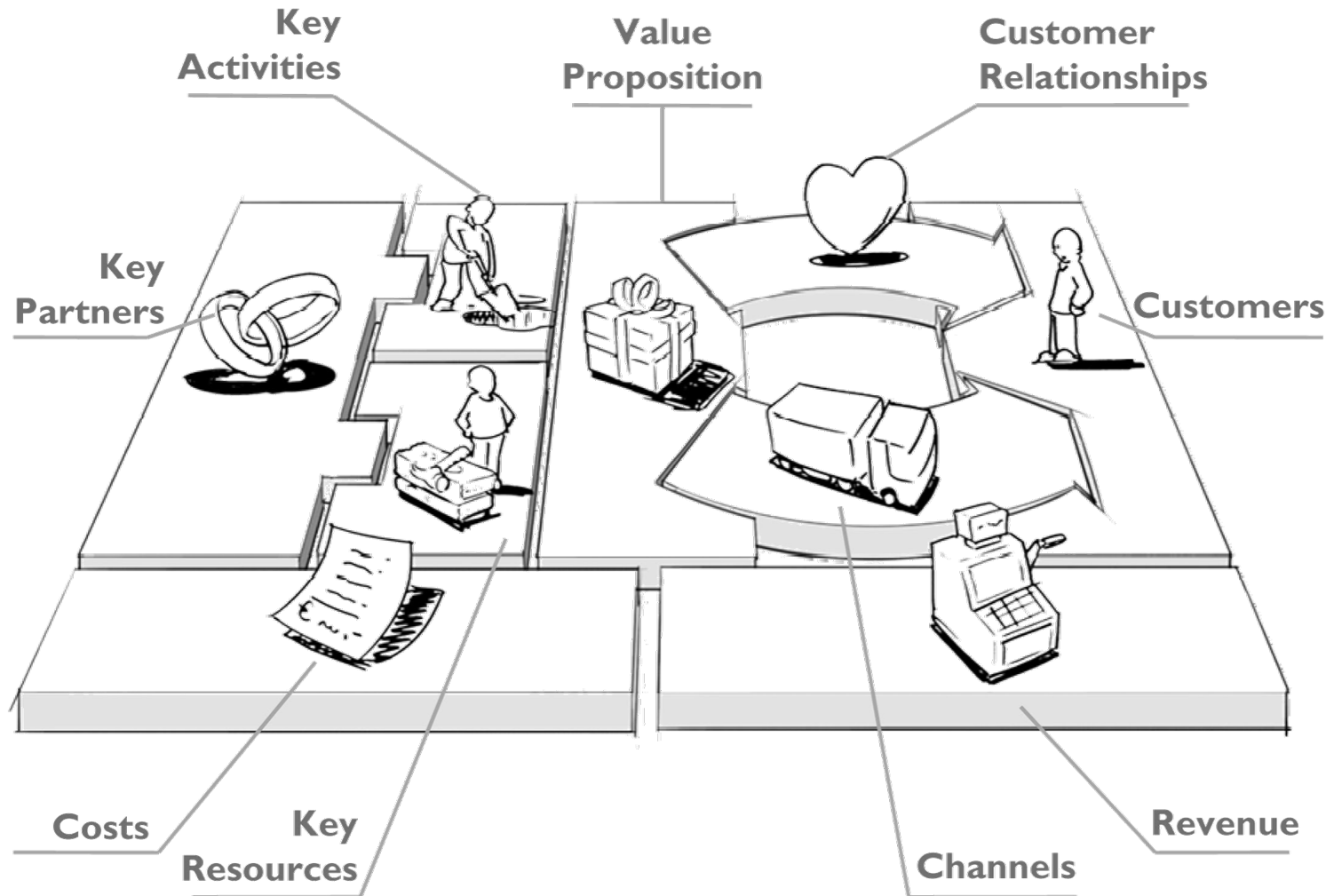
***“A business model describes the rationale of how an organization creates, delivers, and captures value”***

Osterwalder and Pigneur, 2010

***Let's listen to Osterwalder himself, who invented the business model canvas***

At <https://www.youtube.com/watch?v=RpFiL-1TVLw>

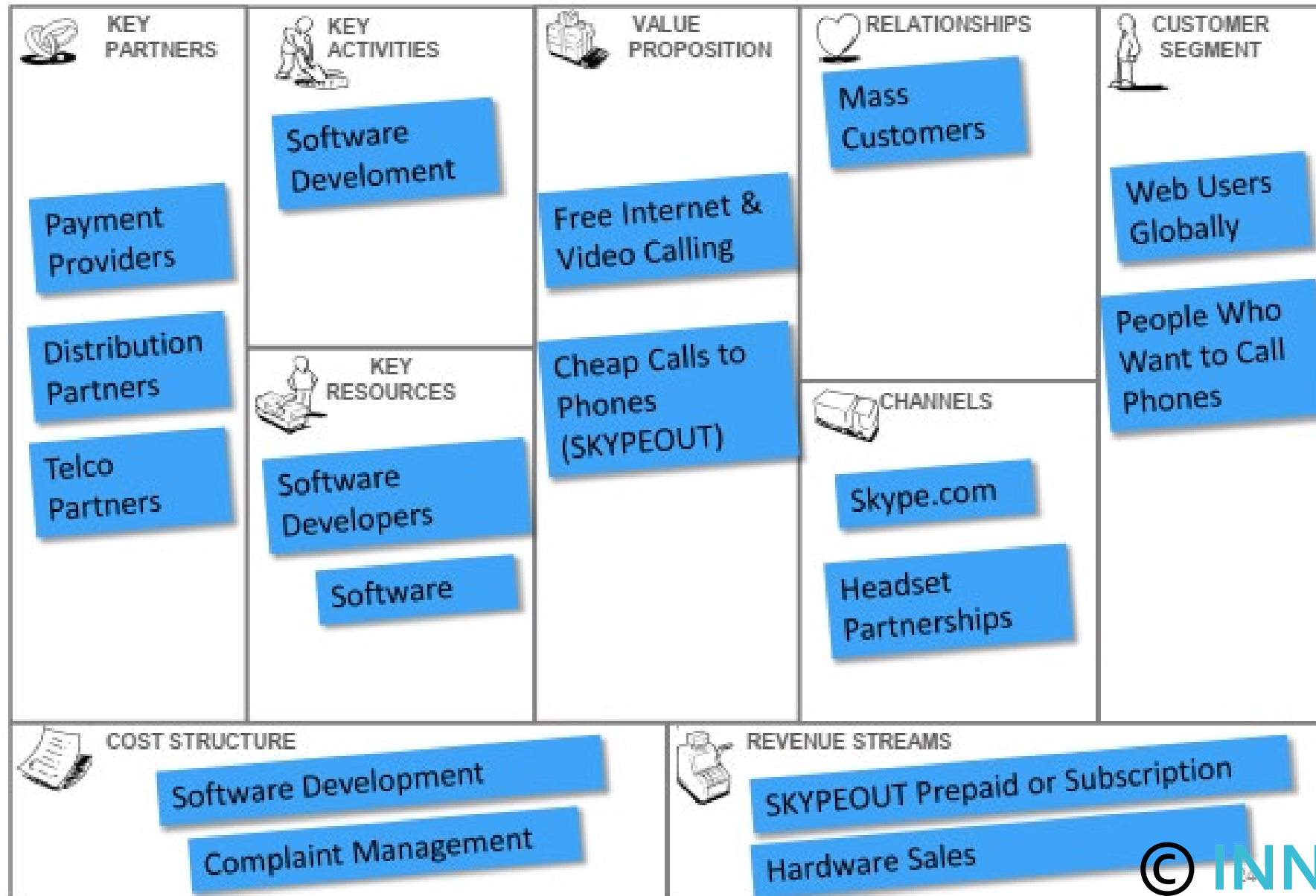
# So, we know now what it is and how it works



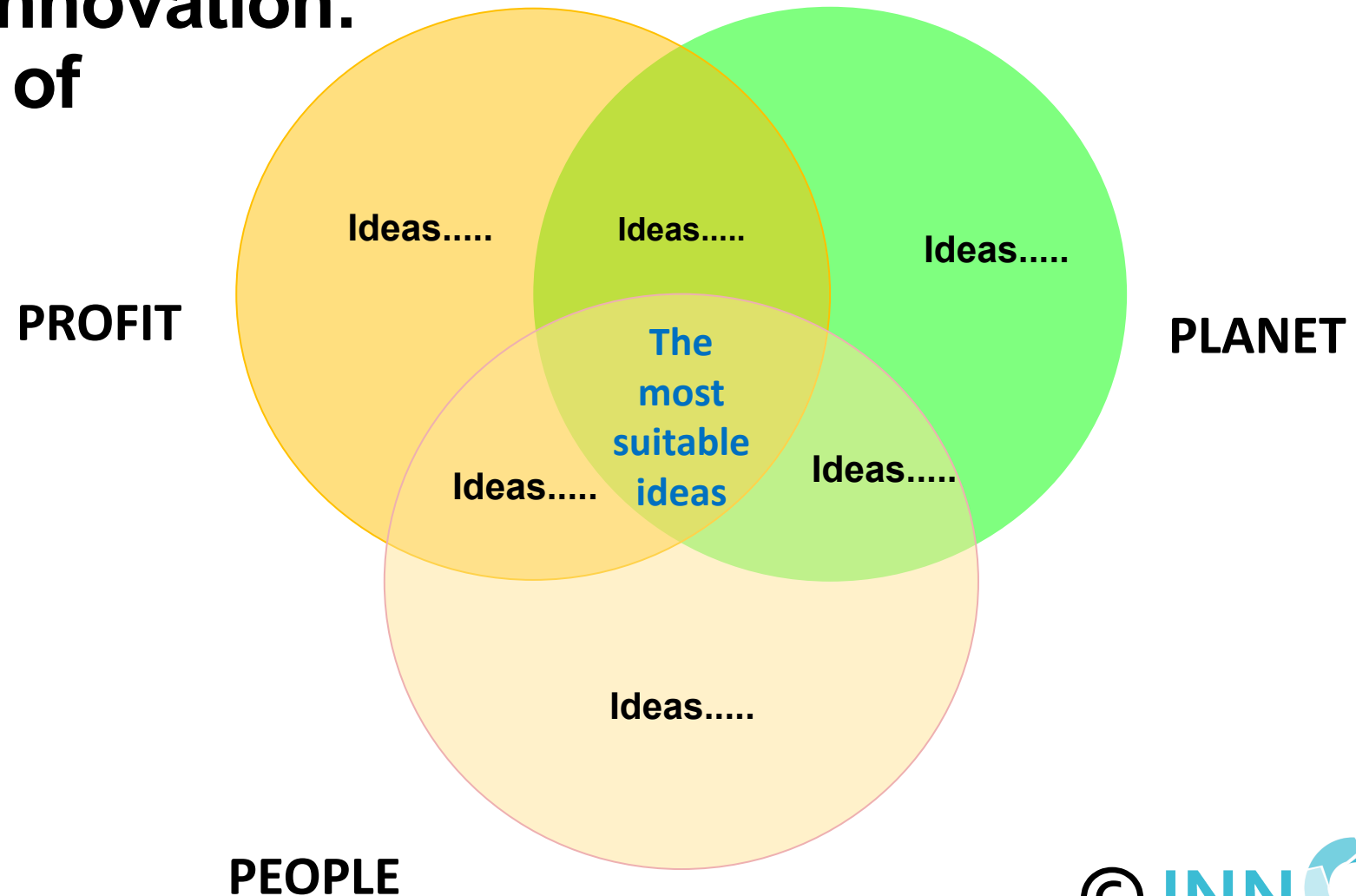
drawings by JAM



## Example of Skype



# Sustainability in Business Model Innovation: the 3 dimensions of the Triple P



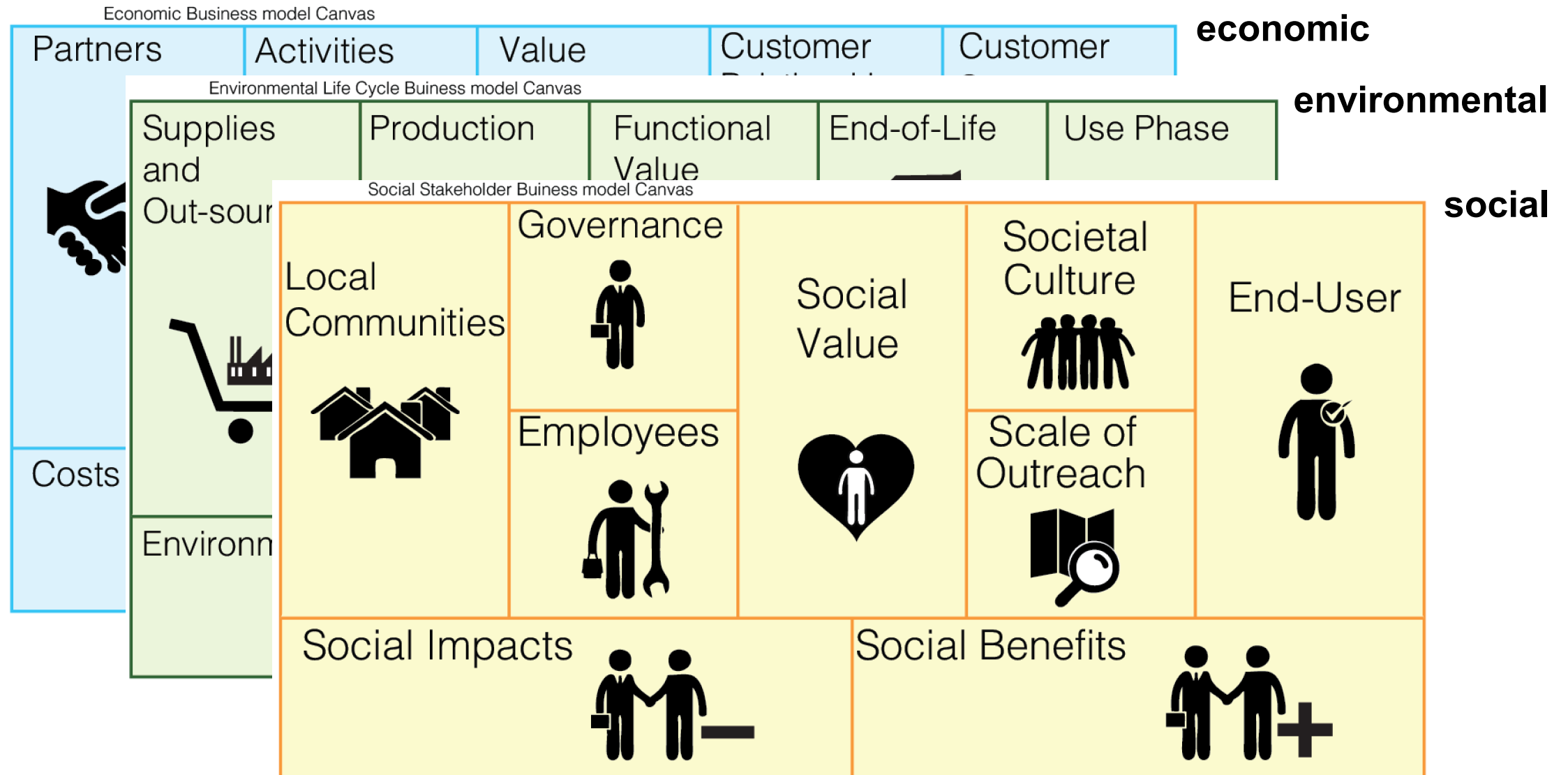
# Important issues in building a sustainable Business Model

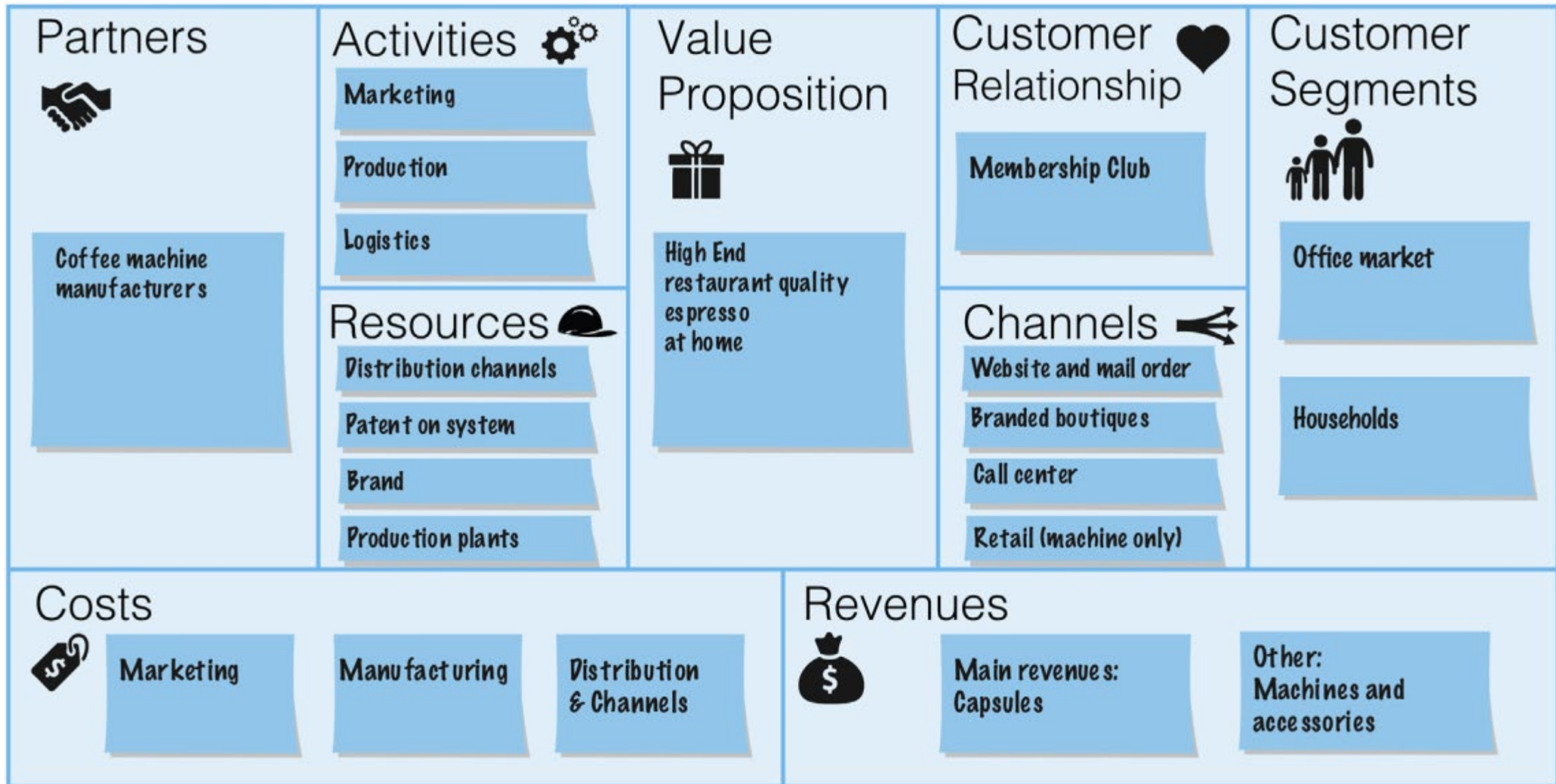
- **It must start with a change in business strategy**
  - Eco-innovation of product design
  - Integration social values
- **It requires a holistic approach of the product chain**
  - Considering all phases of the product life cycle
  - Defining the hotspots
- **It requires co-operation across the value chain**
  - Improved marketing and logistics
  - Building new types of relationships between suppliers, manufacturers, distributors, customers, and recyclers
- **It should consider all three aspects of sustainability:**
  - Economic, social and environmental, and it should look at synergies



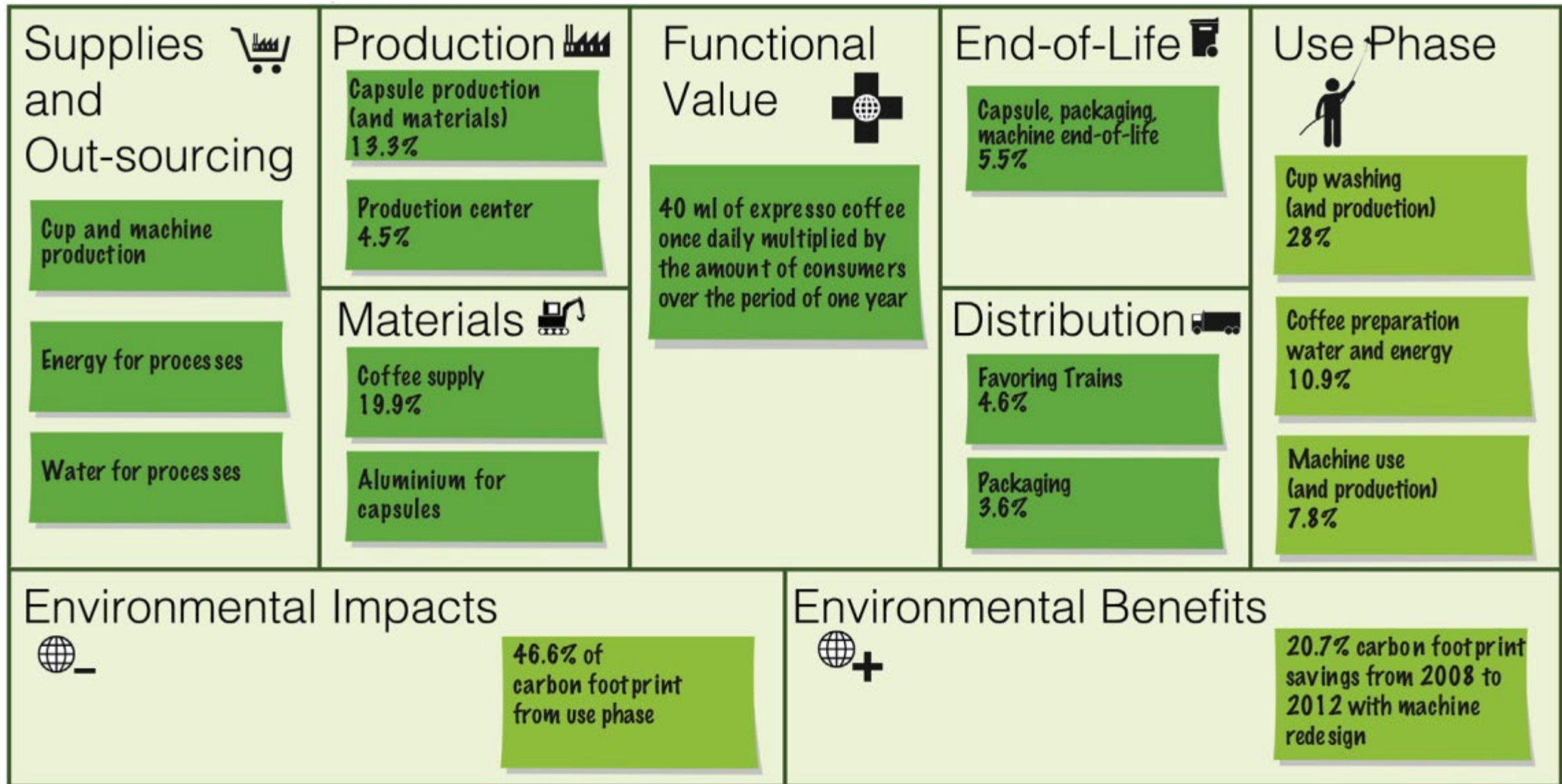
# Triple Layered Business Model Canvas (TLBMC)

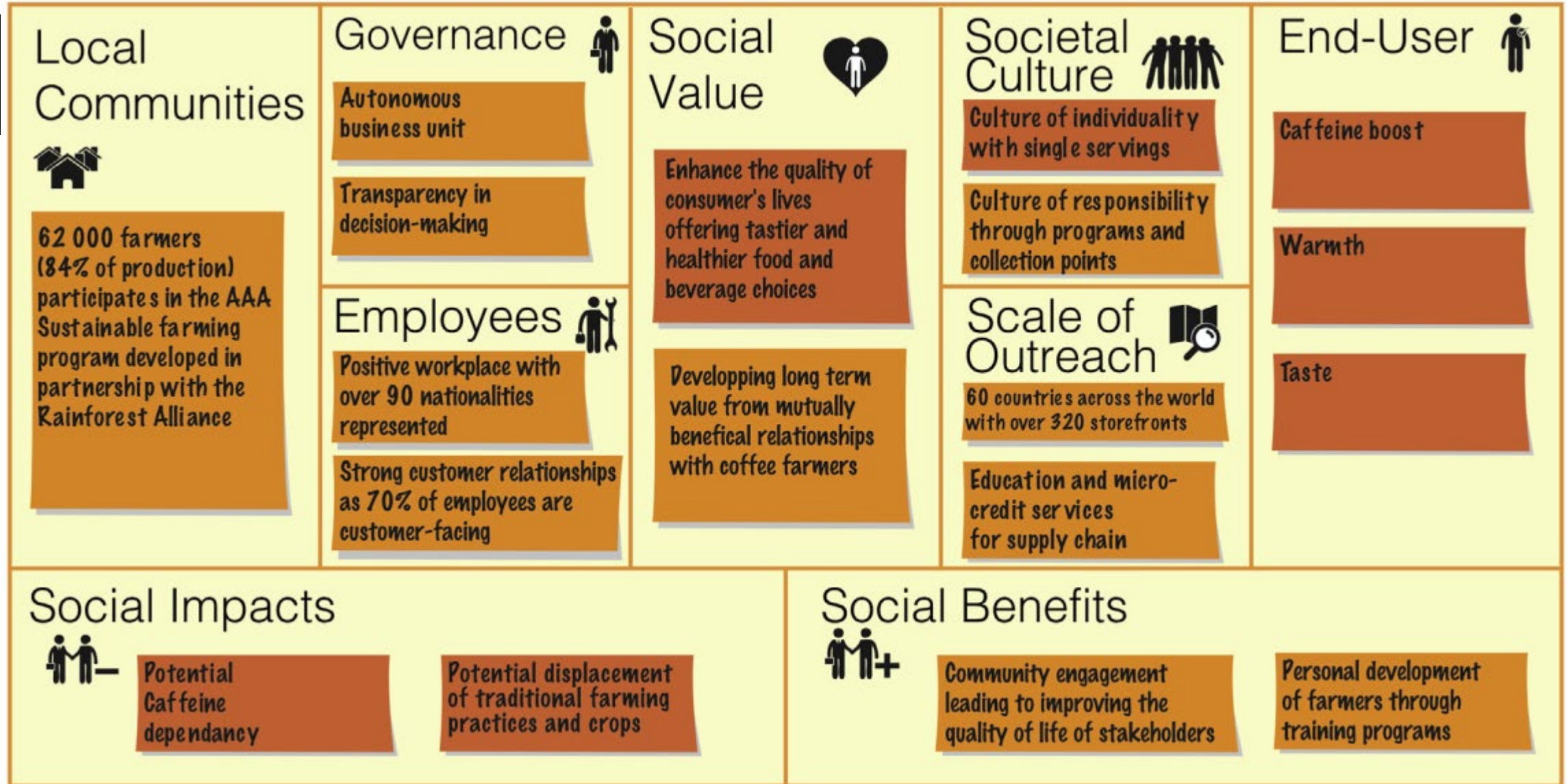
(Joyce and Paquin, 2016)











# **Assignment 6:**

## **Design your own sustainable business model for an innovative company in the BEV (battery electric car) industry**



# INNOMAT

LEARNING & TRAINING PACKAGES

## End of Module 3: Sustainable Business Model Canvas

### You may read for additional information:

Osterwalder A., Pigneur Y., 2010. Business Model Generation: a Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons  
Joyce A., Paquin R.L. 2016. The triple layered business model canvas: A tool to design more sustainable business models. Journal of Cleaner Production 135 474-1486.

copy right training course:  
EIT/KAVA

project:  
EU EIT Raw Materials  
Lifelong Learning KAVA  
Education project (project  
number 17226)

contact:  
J.H.Welink@TUdelft.nl

*All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.*