

SUSTAINABLE BUSINESS MODEL CANVAS



TARGET GROUP

Start-ups | SMEs | Non-profits |
Public Sector

- Business development
- Strategic planning
- Sustainability
- Innovation



BENEFITS

- Future-proof your business
- Differentiate your brand
- Increase operational efficiency
- Strengthen stakeholder trust
- Unlock new revenue streams
- Drive meaningful innovation



DURATION

- Depends on company size, & structure
- Multi-stage process
- Dividable over several workshops
- Several weeks or months



Project link



Tool link

Traditional business models often approach value creation from a one-dimensional, financial perspective. The Sustainable Business Model Canvas (SBMC) expands this view by integrating ecological and social sustainability into your business model – in a structured, practical, and actionable way.

The CradleALP project

Interreg
Alpine Space



Co-funded by
the European Union

Cradle-ALP

Fossil raw materials and toxic substances are widely used in production processes in the chemical, plastics, and forestry sectors. The Cradle-Alp project focusses on replacing chemical, fossil or unsustainable materials with more circular, sustainable and biodegradable ones.



"This project is co-funded by the European Union through the Interreg Alpine Space programme."





Tool Implementation

Analysis

- Review your existing Business Model
- Evaluate the environmental impacts and social implications

01

02

Input

- Fill in the SBMC using a triple layer approach:
 - Economy
 - Environment
 - Social

03

04

Pilot

- Test 1-2 initiatives (small scale)
- Monitor KPIs
- Adjust based on results and stakeholder feedback

05

06

Research

- Identify key actors
- Conduct workshops or interviews to gain:
 - Expectations regarding sustainability
 - Suggestions and concerns related to change

Output

- Identify 2-3 quick wins and 1-2 levers per layer
- Assign responsibilities and set KPIs

Launch

Interreg



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