



MODULE

SUSTAINABILITY MARKETING COMPETENCES

Unit 2 | Activity 1 Your current business model canvas



35min



- Pen and blank paper
- Printer (optional)
- Coloured pens/pencils (optional)
- List of contacts
- Access to internet

DESCRIPTION

Here, you will refresh your understanding of your business and how it is structured. The output of Module 1, your business model canvas, is crucial for understanding your marketing. It helps you determine the value you communicate and how you do it. However, to achieve this, it is important to understand your business and its current operations. Assess whether your business is sustainable in terms of finances, social impact, and the environment.

THE ACTIVITY

Find a pencil and print out the BMC template, then go through all of the building blocks from 1 to 9 in that specific order. If you have post-it notes, they can be beneficial for writing and moving ideas around. Remember to use the template as the visualisation aspect is crucial.

TIPS AND TRICKS: Create a BMC for each industry your business is involved in. You can also find more information on YouTube to assist you.

Once you have finished, consider the following:

- How does it look?
- Is there anything that needs clarification? Does your partner (if you have one) agree?
- Does the main person in your business agree? Why or why not? Use it as a tool for dialogue and discussion.

Create a BMC for where you want your business to be in the future (e.g., 6 months from now):

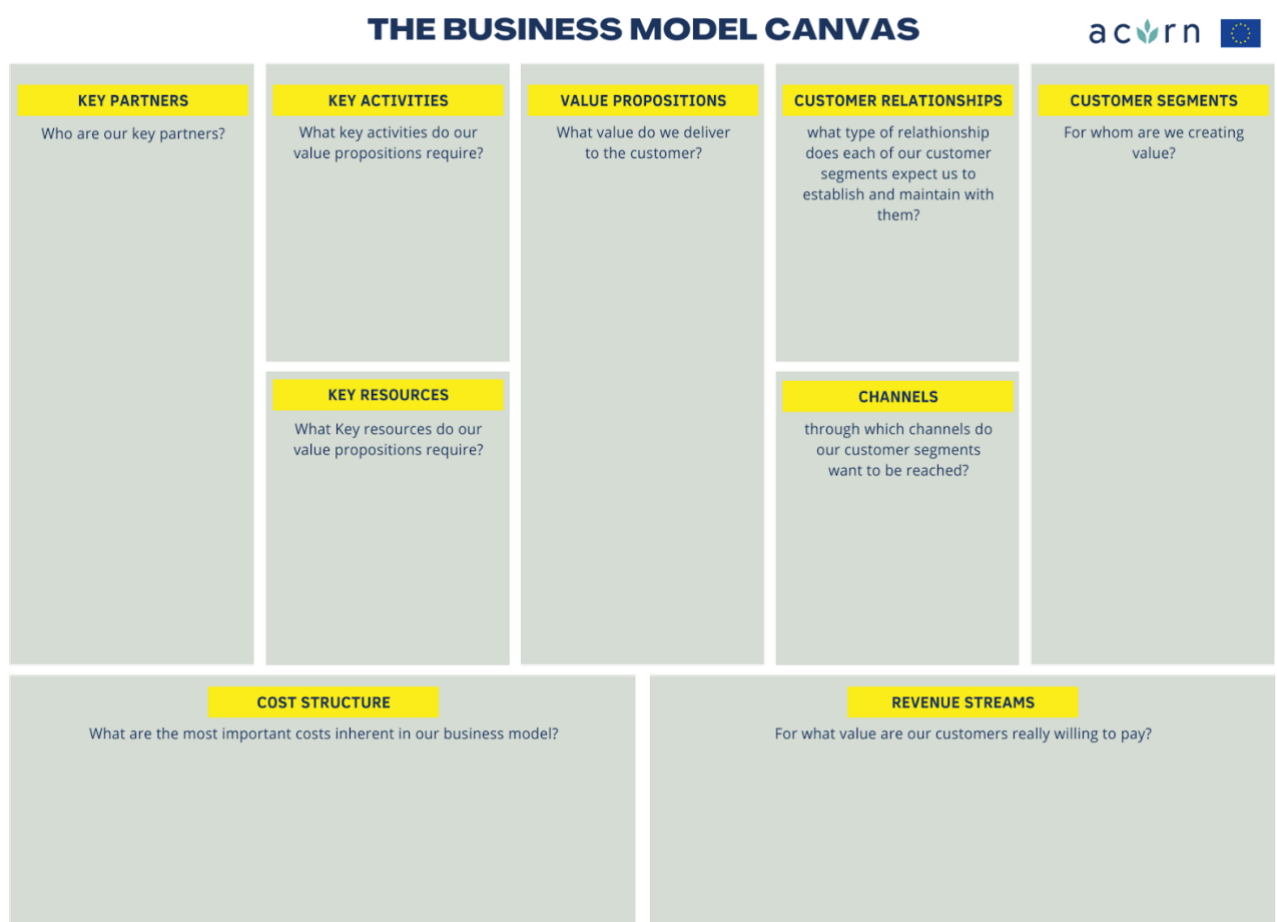
- How does it look?
- What is needed to achieve that?
- What needs to be developed or changed?
- Do all key individuals in your business agree?

Use it as a tool for dialogue and discussion.

THE THEORY

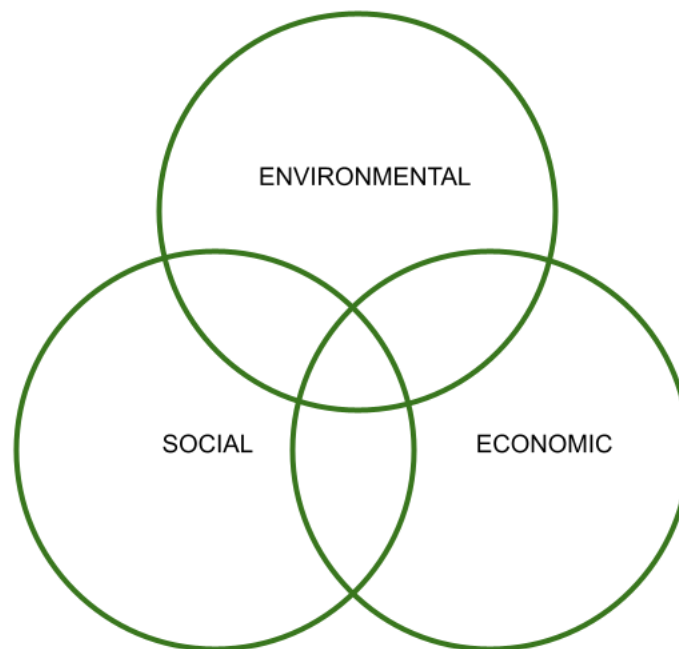
This focuses on a short explanation of the BMC. If you have completed Module 1, feel free to proceed to the next unit.

The Business Model Canvas, developed by Alexander Osterwalder and Yves Pigneur, is an acknowledged tool that visually simplifies how a business is structured. It provides an overview of the business's value proposition, customer target group, resources, and infrastructure. It also indicates whether the product or service is desirable, if the infrastructure is feasible, and if it is economically viable. Through its 9 building blocks, a company can document and analyse the impact of changes in each building block.



The 9 building blocks of the BMC are:

1. Customers/Segments (existing and potential)
2. Value proposition (what we offer)
3. Channels (how we reach our customers)
4. Customer relationships (how, when, and in what way we establish or maintain relationships with our customers)
5. Revenue streams (where and how we generate cash)
6. Key resources (the resources needed to create and deliver our value proposition, such as infrastructure, people, and materials)
7. Key activities (the activities needed to create and deliver our value proposition, such as production and marketing)
8. Key partners (external partners we work with to create and deliver our value proposition, such as outsourcing parts of our business)
9. Cost (the expenses incurred to create and deliver our value) - ideally lower than our revenue for profitability.



Remember to include the 3 dimensions in your reflections when you're creating your BMC. Think in the 3 aspects of Economic, Social and Environmental.

Developed by our organizations

