

CREATING AN INNOVATIVE GREEN BUSINESS MODEL CANVAS

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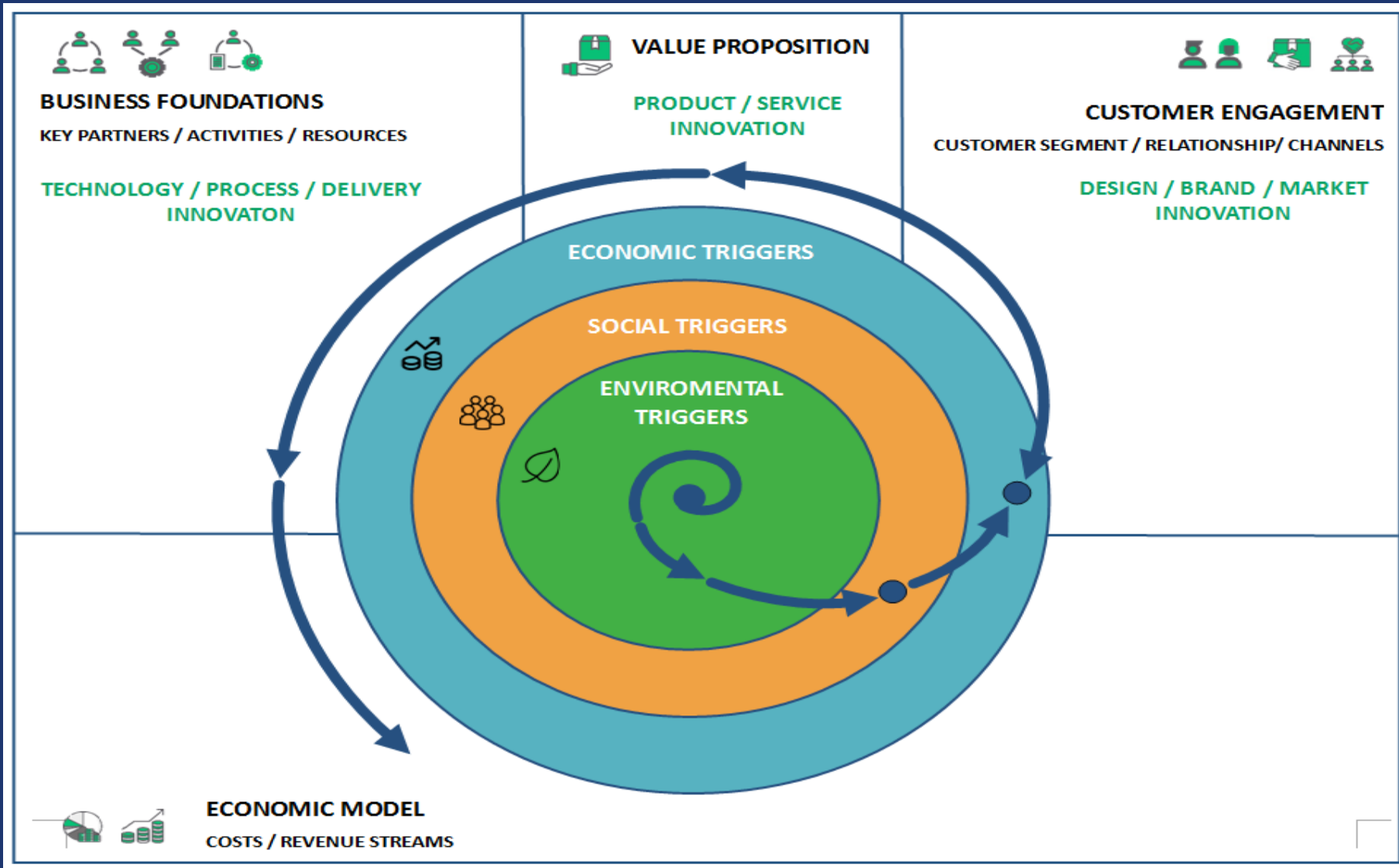
INNOGREEN

WHAT IS INNOGREEN: INNOVATIVE ENTREPRENEURS LEADING GREEN BUSINESSES

- A two-year project, financed by the EC under Erasmus+
- Partners (8): Romania, Italy, Greece, Poland, Portugal, Austria, Switzerland and Malta
- Sixty (60) interviews conducted with entrepreneurs leading companies that practice sustainability
- Sixty (60) case studies, 159 'triggers', GBIC (Green Business Model Canvas)



INNOGREEN





INNOGREEN ENVIRONMENTAL TRIGGERS

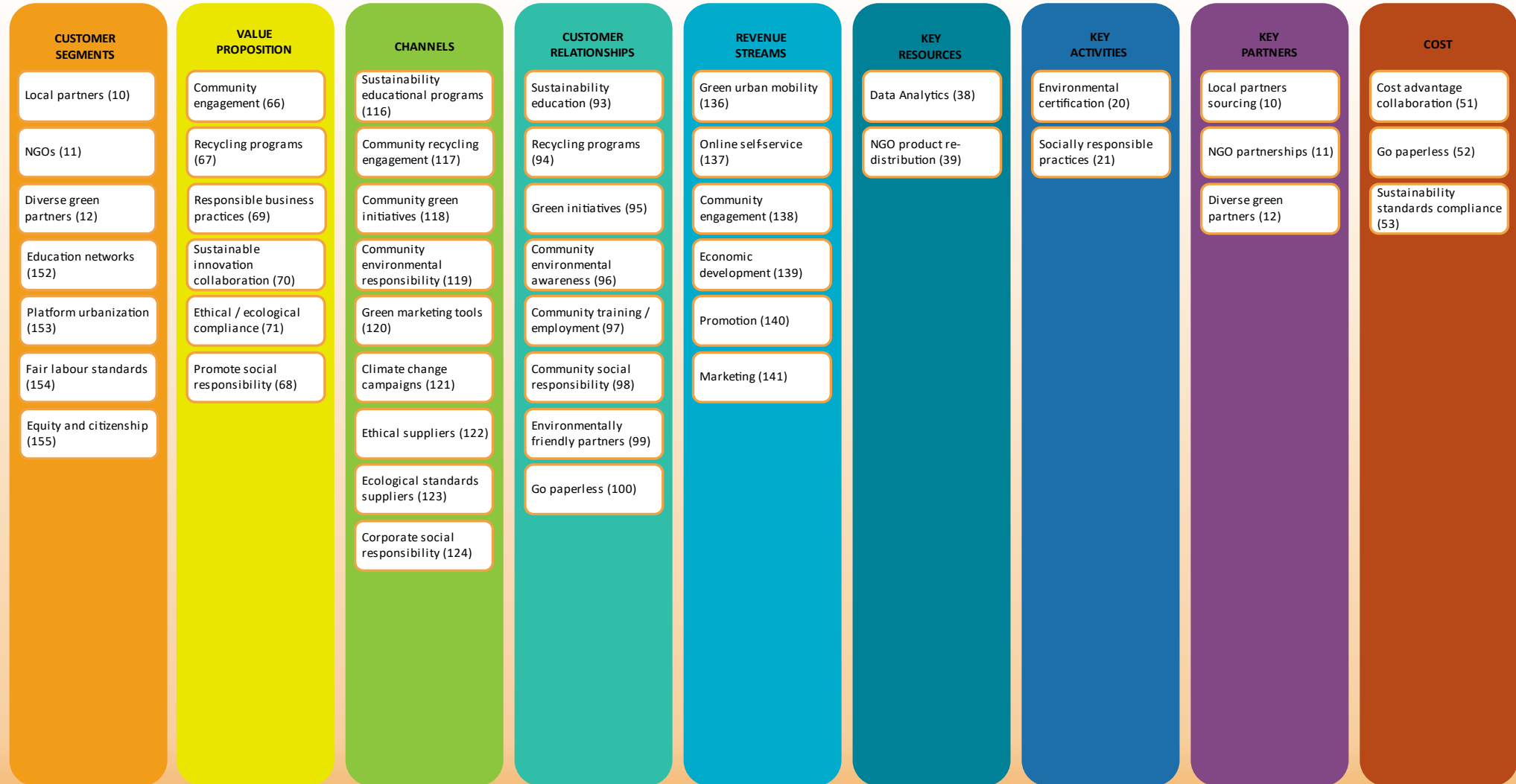
Green practices – Environmental Triggers



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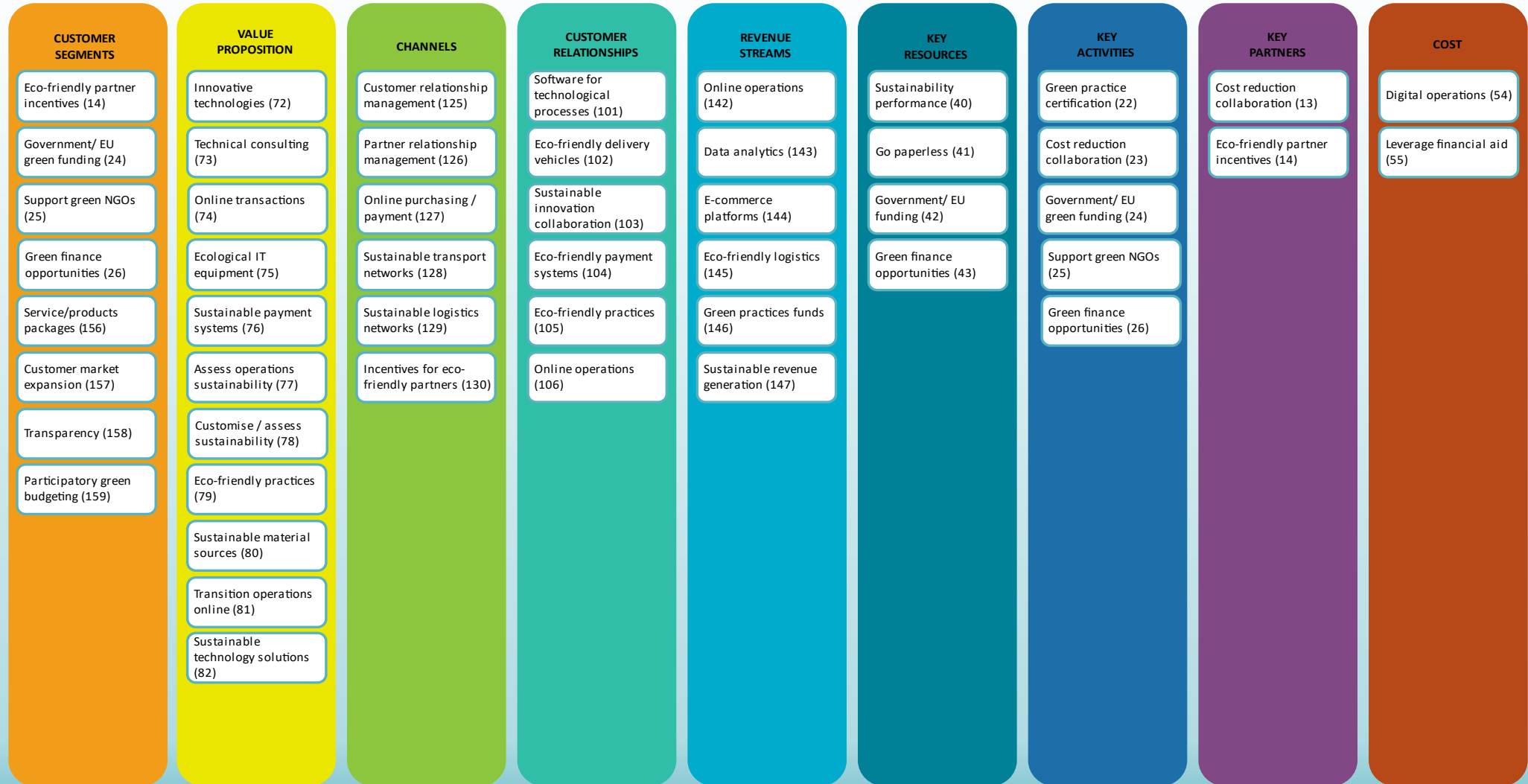
Green practices – Social Triggers





INNOGREEN ECONOMIC TRIGGERS

Green practices – Economic Triggers





SOME EXAMPLES THAT EMERGED (1) AUSTRIA

A marketing and retail enterprise: A swapping party with about 200 participants is organized twice a year, because keeping the clothes in circulation is better than disposing of them.

- Environmental trigger: Sustainable Value Proposition: Reduce environmental impact
- Social trigger: Sustainable value creation: Socially responsible practices
- Social triggers: Community engagement *and* Recycling programs
- Financial trigger: Eco friendly practices



SOME EXAMPLES THAT EMERGED (2) GREECE

A social cooperative that produces special souvenirs, awards, and works of art: The enterprise does not consider olive leaves from oil mills to be waste, rather, it is the only company with the right to use the international patent 'Environmentally friendly olive leaf panels' and the only company globally that uses olive leaves to produce various objects including premium gifts and souvenirs.

- Environmental trigger: Key Resources: Sustainable Technology and Resources: Repurpose waste
- Financial trigger: Eco friendly practices



SOME EXAMPLES THAT EMERGED (3A) MALTA

Information technology, consultancy and open-source software enterprise:

(a) When attending face-to-face conferences, goods which are responsibly sourced are distributed, such as pens made from recovered ocean-bound plastic and chocolate bars made from rescued chocolate. Hats that are made from organic cotton are used, and their information cards are climate neutral.

- Environmental trigger: Key Resources: Sustainable Technology and Resources: Environmentally friendly materials
- Financial trigger: Sustainable Customer Relations: Eco friendly practices



SOME EXAMPLES THAT EMERGED (3B) MALTA

Information technology, consultancy and open-source software enterprise:

(b) Since smaller apps play a key role in reducing the energy impact of the IT industry, this enterprise ships the smallest binaries available to their clients, through the provision of minimized storage and data processing methods, where individuals use minimal energy when applying technology and downloading new applications.

- Environmental triggers: Key Resources: Sustainable Technology and Resources: Energy efficient systems *and* sustainable open-source solutions
- Financial Triggers: Sustainable Cost Structure: Digital operations *and* Sustainable Value Proposition: Sustainable Technology Solutions



WHAT COMES NEXT: THE FINAL PHASE

InnoGreen is a two-year Erasmus+ project, ends in October 2024.

An open-source e-learning platform in six languages, with explanatory videos, presentations, texts, and quizzes to inspire innovation and to motivate the adoption of green practices (target: adult educators and entrepreneurs).

The project results are of value to academics, adult educators and entrepreneurs, due to the key lessons that emerge from the best practice examples in the case studies and they are expected to be motivated by the triggers provided and the GBIC to adopt more environmentally friendly practices.

THANK YOU FOR YOUR ATTENTION! sandra.m.dingli@um.edu.mt