

CREATING AN INNOVATIVE GREEN BUSINESS MODEL CANVAS

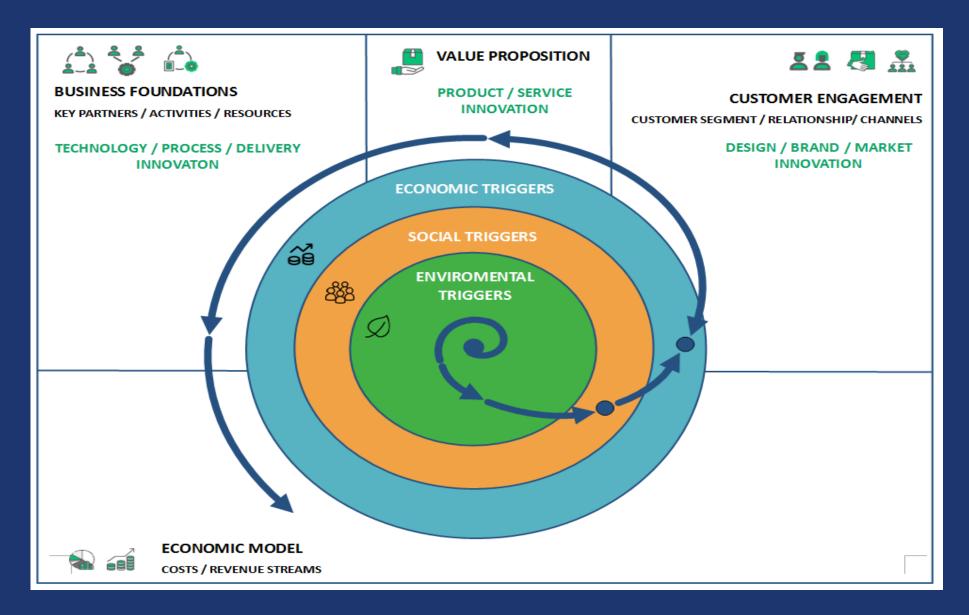
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What is InnoGreen: Innovative entrepreneurs leading green businesses

- 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

CUSTOMER **SEGMENTS**

Eco-friendly partners (148)

Partner eco-conscious firms (149)

Partner NGOs (150)

Sustainable institutions (151)

Sustainable farming partners (8)

VALUE PROPOSITION

Sustainable products / services (56)

Reduce environmental impact (57)

Local material sourcing (58)

Lower transportation costs (59)

Use sustainable materials (60)

Sustainable food production (61)

Minimize packaging waste (62)

Closed-loop waste reduction (63)

Environmentally friendly products (64)

Renewable energy (65)

CHANNELS

Online selfservice (107)

Local material suppliers (108)

Sustainable supply chains (109)

Waste management ogistics (110)

Eco-friendly transportation (111)

E-commerce websites (112)

Digital communication channels (113)

Focus on local suppliers (114)

Local distribution channels (115)

CUSTOMER RELATIONSHIPS

REVENUE

STREAMS

Sustainable products /

production practices

Eco-friendly buildings

Apply 3Rs (135)

Offer educational

programs (131)

Sustainable

(133)

(134)

Sustainable mobility (83)

Online self-service services (132) (84)

Local material sourcing (85)

Partners supply 3R materials (86)

Sustainable food production (87)

Minimise packaging waste (88)

Sustainable sourcing (89)

Zero waste delivery (90)

Sustainable logistics processing (91)

Eco-friendly deliveries (92)

KEY **RESOURCES**

nnovative technologies (27)

Recycle waste (28)

Repurpose waste (29)

Generate renewable energy (30)

Reduce greenhouse gasses (31)

Energy efficient systems (32)

Environmentally friendly materials (33)

Sustainable opensource solutions (34)

3Rs waste reduction (35)

Sustainable waste management (36)

Water saving (37)

ACTIVITIES

Energy and pollution control (15)

Reduce harmful substances (16)

Renewable resources

Employ 3R materials

Sustainable CSR practices (19)

KEY **PARTNERS**

Sustainable sourcing collaboration (1)

Partner alignment (2)

Sustainability assessment alignment

Green supply chain lignment (4)

Waste management partners (5)

Sustainable packaging suppliers (6)

3Rs collaboration (7)

Sustainable farming partners (8)

Sustainable innovation knowledge sharing (9)

COST

Local material sourcing (44)

Reduce transportation (45)

Waste reduction (46)

Renewable energy

Water saving practices

Environmentally friendly equipment

Reduce energy consumption (50)



SOCIAL TRIGGERS

REVENUE

STREAMS

Green urban mobility

Online selfservice

engagement (138)

development (139)

Promotion (140)

Marketing (141)

(136)

(137)

Community

Economic

Green practices – Social Triggers

CUSTOMER SEGMENTS

Local partners (10)

NGOs (11)

Diverse green partners (12)

Education networks (152)

Platform urbanization (153)

Fair labour standards (154)

Equity and citizenship

VALUE PROPOSITION

Community engagement (66)

Recycling programs (67)

Responsible business practices (69)

Sustainable innovation collaboration (70)

Ethical / ecological compliance (71)

Promote social responsibility (68)

CHANNELS

Sustainability educational programs (116)

Community recycling engagement (117)

Community green initiatives (118)

Community environmental responsibility (119)

Green marketing tools (120)

Climate change campaigns (121)

Ethical suppliers (122)

Ecological standards suppliers (123)

Corporate social responsibility (124)

CUSTOMER RELATIONSHIPS

Sustainability education (93)

Recycling programs (94)

Green initiatives (95)

Community environmental awareness (96)

Community training / employment (97)

Community social responsibility (98)

Environmentally friendly partners (99)

Go paperless (100)

KEY RESOURCES

Data Analytics (38)

NGO product redistribution (39) KEY ACTIVITIES

Environmental certification (20)

Socially responsible practices (21)

KEY PARTNERS

Local partners sourcing (10)

NGO partnerships (11)

Diverse green partners (12) COST

Cost advantage collaboration (51)

Go paperless (52)

Sustainability standards compliance (53)



Green practices – Economic Triggers

CUSTOMER **SEGMENTS**

Eco-friendly partner incentives (14)

Government/ EU green funding (24)

Support green NGOs (25)

Green finance opportunities (26)

Service/products packages (156)

Customer market expansion (157)

Transparency (158)

Participatory green budgeting (159)

VALUE **PROPOSITION**

Innovative technologies (72)

Technical consulting (73)

Online transactions (74)

Ecological IT equipment (75)

Sustainable payment systems (76)

Assess operations sustainability (77)

Customise / assess sustainability (78)

Eco-friendly practices (79)

Sustainable material sources (80)

Transition operations online (81)

Sustainable technology solutions

CHANNELS

Customer relationship management (125)

Partner relationship management (126)

Online purchasing / payment (127)

Sustainable transport networks (128)

Sustainable logistics networks (129)

Incentives for ecofriendly partners (130)

REVENUE STREAMS

CUSTOMER

RELATIONSHIPS

Eco-friendly delivery

collaboration (103)

Eco-friendly payment

Eco-friendly practices

Online operations

Software for

technological

processes (101)

vehicles (102)

Sustainable

innovation

systems (104)

(105)

(106)

Online operations (142)

Data analytics (143)

E-commerce platforms (144)

Eco-friendly logistics (145)

Green practices funds (146)

Sustainable revenue generation (147)

KEY **RESOURCES**

Sustainability performance (40)

Go paperless (41)

Government/ EU funding (42)

Green finance opportunities (43)

KEY **ACTIVITIES**

Green practice certification (22)

Cost reduction collaboration (23)

Government/ EU green funding (24)

Support green NGOs (25)

> Green finance opportunities (26)

Cost reduction Digital operations (54) collaboration (13)

KEY

PARTNERS

incentives (14)

Eco-friendly partner

COST

Leverage financial aid



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