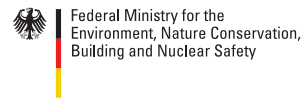


# Sustainable Business Canvas: Making business models sustainable

StartUp4Climate helps companies and people interested in starting a business develop business models



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Every new company starts out with a promising business idea. The next step is to develop a sustainable business model. All the factors relevant for success must be scrutinized, and all essential fields of action must be taken into account as comprehensively as possible. The new tools available on the online platform [www.start-green.net/tools](http://www.start-green.net/tools) support entrepreneurs and people interested in starting a business during this process.

The core of this new part of the website is the Sustainable Business Canvas.

## Knowledge

Comprehensive background knowledge, practical examples, videos, and further information provide a solid foundation on the topic of business models.



## Workshop

The scientific concept, a guide for facilitators with a list of questions, and the Canvas as an A0 poster support the implementation of workshops on business model development. They are available on the website and can be printed.

## Online-Tool

The business model can be prepared online. Users can "pin" keywords to the canvas like slips of paper. Answering the guiding questions helps them to develop the business model systematically. Users have the opportunity to share their canvases with others via a link.

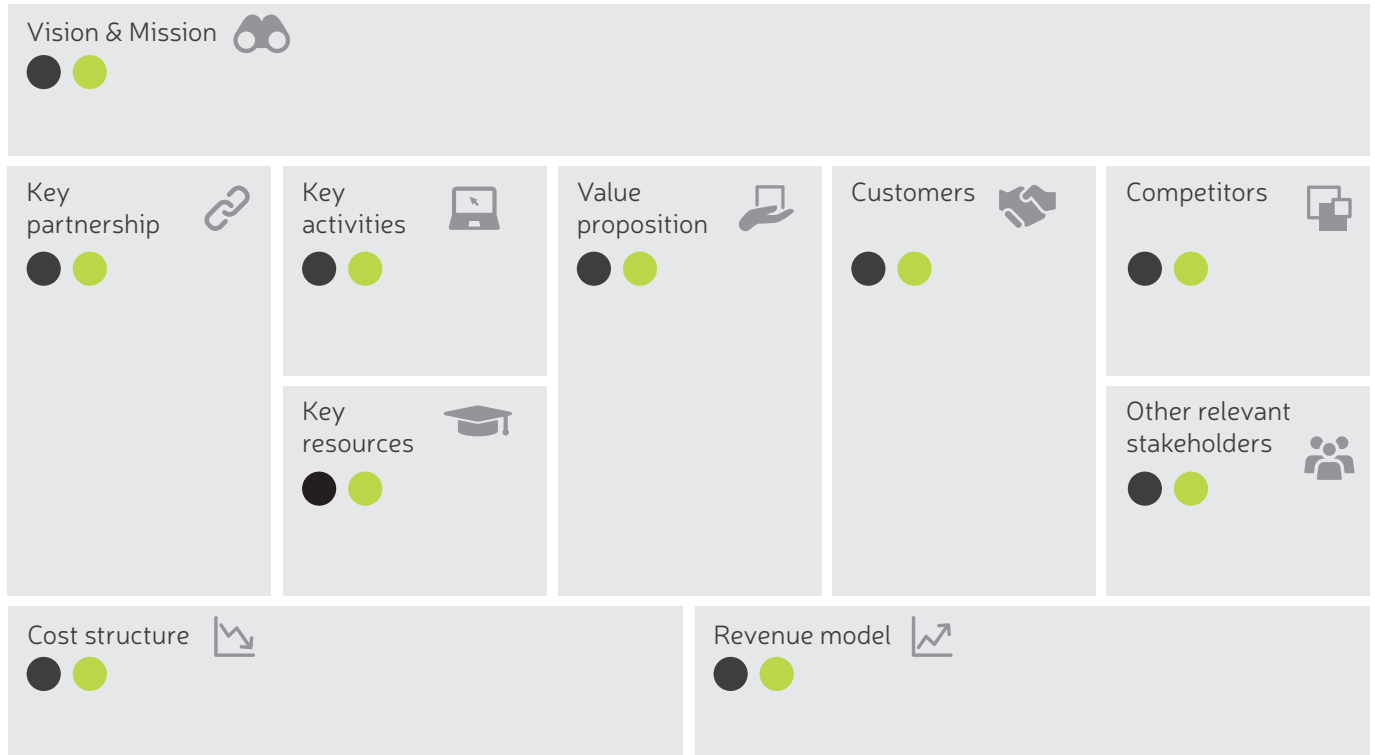
[www.start-green.net/tools](http://www.start-green.net/tools)

**„The Sustainable Business Canvas  
is suitable for everyone,  
regardless whether they have a green business idea  
or simply want to earn money.  
Today sustainability is a success factor  
in all areas of start-ups and business.“**

Prof. Dr. Klaus Fichter  
University of Oldenburg, Germany  
and Borderstep Institute for Innovation and Sustainability

The Sustainable Business Canvas was developed by the University of Oldenburg and the Borderstep Institute on the basis of the Business Model Canvas by Alexander Osterwalder and Yves Pigneur, which is widely used in the start-up scene. In contrast to Osterwalder's canvas, the Sustainable Business Canvas examines the motivation for starting a business, the competition to be expected, and the importance of stakeholders even during the first step. Sustainability as a factor relevant to success can be taken into account in all elements of the business model.

## An overview of the Sustainable Business Canvas



● Classical Canvas question      ● Guiding questions specific to sustainability

## The Sustainable Business Canvas is suitable for:

- entrepreneurs who have an idea for a start-up and now wish to elaborate it and test its feasibility
- start-ups that already have a business model, but would like to optimize it or improve it with a view to issues specific to sustainability
- businesses that have already been practicing a certain business model for years, but now want to review it or develop entirely new ideas
- students and others interested in starting a business who want (or are required) to study business models in the context of classes or as an extracurricular activity and are seeking practical tips and support
- start-up consultants, coaches, and business angels seeking to provide their clients and protégés with practical online information and tools

## A StartUp4Climate initiative



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