

Case: Single-Use Coffee Cup



The issue

Every year, 16 trillion disposable/single-use coffee cups are produced globally. It takes 6.5 million trees and 15 trillion liters of water to produce them. Cups that after a few minutes of use turn into worthless waste that is either burned or ends up in nature.



Your green business idea

Discuss and come up with a product/business that helps tackle the challenge of single-use cups. In your case discuss the following parts of your business:

- How does your case help tackle the issue?
- What are the biggest challenges with your case?

- How can the case create revenue?
- What are the costs involved?

- How are you customers?
- How do you reach your customers?

Use the business model canvas on the next side to answer the questions and use them in your presentation.

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS
*Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities*

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES
*Production
Problem Solving
Platform/Network*

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
*Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability*

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES
*Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation*

Customer Segments



For whom are we creating value?
Who are our most important customers?

*Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform*

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
*Physical
Intellectual (brand patents, copyrights, data)
Human
Financial*

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES
1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

Cost Structure



What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE
*Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)*

SAMPLE CHARACTERISTICS
*Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope*

Revenue Streams



For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES <i>Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising</i>	FIXED PRICING <i>List Price Product feature dependent Customer segment dependent Volume dependent</i>	DYNAMIC PRICING <i>Negotiation (bargaining) Yield Management Real-time-Market</i>
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Case: Ocean Plastic Recycling



The issue

The global production of plastics reached 413.8 million tons in 2023 and it is estimated to reach 600 million tons by 2050. Up to 50 % of plastic products are single use and only around 9 % of all plastic waste is recycled, where most is incinerated, ends in landfills or in our oceans.



Your green business idea

Discuss and come up with a product/business that revolves around recycling ocean plastic. In your case discuss the following parts of your business:

- How does your case help tackle the issue?
- What are the biggest challenges with your case?

- How can the case create revenue?
- What are the costs involved?

- Who are your customers?
- How do you reach your customers?

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Key Resources



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Case: Clothing Upcycling



The issue

Every year, between 80 and 100 billion new pieces of clothing are produced globally and on average, a piece of clothing is only used 7 to 10 times before being discarded. In fact, around 87% of all clothing ends up in incinerators or landfills. Only around 20% is collected for recycling and only 1% becomes new clothing.



Your green business idea

Discuss and come up with a product/business that revolves around upcycling used textile. In your case discuss the following parts of your business:

- How does your case help tackle the issue?
- What are the biggest challenges with your case?

- How can the case create revenue?
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Case: Regenerative Tourism



The issue

The tourism industry is one of the fastest growing industries in the world and tourism can have great economy effects on a local area. But at the same time tourism often also have a significant negative environmental impact, causing harm to the natural environment, creating pollution and causing waste management issues etc.

Regenerative tourism is described as a practice that seeks to leave destinations in a better state than they were found.



Your green business idea

Discuss and come up with a product/business that revolves around regenerative tourism. In your case discuss the following parts of your business:

- How does your case help tackle the issue?
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*Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
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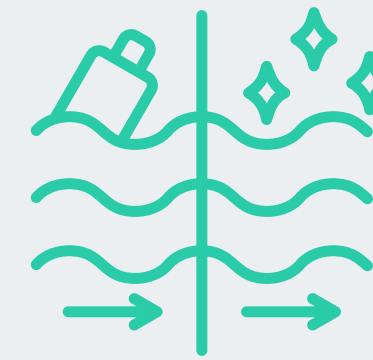
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Case: Clean-up Technology



The issue

There is a growing need for efficient and environmentally sustainable cleanup solutions as plastic waste and other pollutants continues to accumulate in oceans at an increasing rate. Cleaning up the oceans is a difficult task and often costly and ineffective. But there is a need for new and better solutions to remove the vast amounts of waste in our waterways.



Your green business idea

Discuss and come up with a product/business that helps tackle the challenge of cleaning up ocean waste. In your case discuss the following parts of your business:

- How does your case help tackle the issue?
- What are the biggest challenges with your case?

- How can the case create revenue?
- What are the costs involved?

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Key Activities



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Problem Solving
Platform/Network*

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Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
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Convenience/Usability*

Customer Relationships



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Customer Segments



For whom are we creating value?
Who are our most important customers?

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Key Resources



What Key Resources do our Value Propositions require?
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Value Driven (focused on value creation, premium value proposition)*

SAMPLE CHARACTERISTICS
*Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope*

Revenue Streams



For what value are our customers really willing to pay?
For what do they currently pay?
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How much does each Revenue Stream contribute to overall revenues?

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