

An Interactive Knowledge Sharing Product



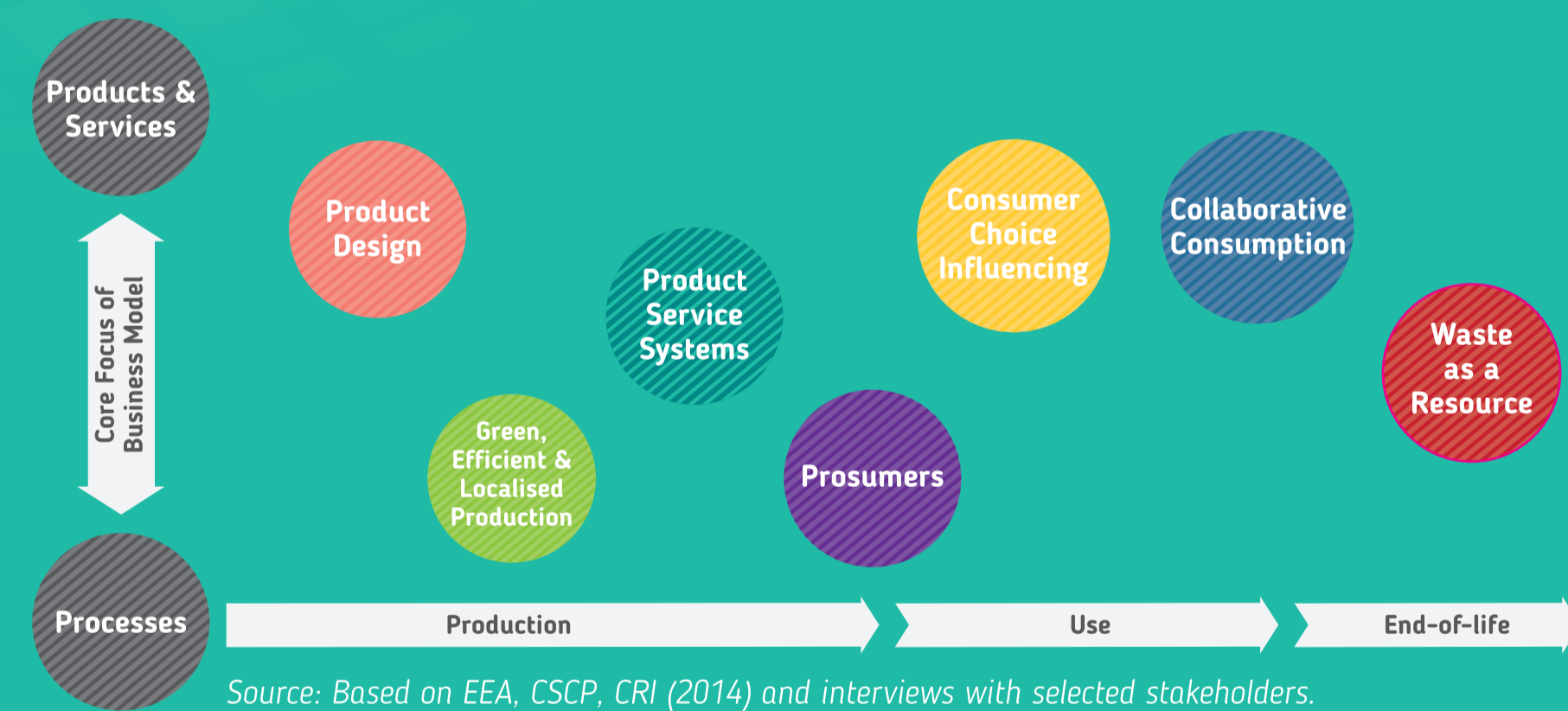
GREEN BUSINESS MODEL NAVIGATOR

GREEN BUSINESS MODELS

A business model describes the rationale of how an organisation – such as an enterprise – creates, delivers, and captures value for itself, the environment and society. Each organisation has its own business model and creates value through it.

»Green business models deliver products and services with economic, environmental and social benefits to society and businesses along the supply chain, and thereby increased competitiveness, inclusiveness, and innovations.«

Green business models apply to both profit and non-profit organisations, and cover both business-to-consumer (B2C) and business-to-business (B2B).



MAIN COMPONENTS OF THE NAVIGATOR

BUSINESS MODELS EXPLAINED

Introduction to (green) business models



Rationale and positive impacts of green business models



Overcoming challenges of green business models



SCALING UP IMPACTS AND YOUR ROLE

Scaling up the positive impacts of green business models



Your role in advancing green business models:



Entrepreneurs – Development Organisations – Consultants
Large Business – Innovation Centres

DATABASE OF EXISTING TOOLS

Search existing tools and approaches on green business models



SEARCHABLE DATABASE – GREEN BUSINESS MODEL TOOLS

- What is the main target group for the tool?
- What is the main geographical focus?
- What are the main targeted impact areas?
- What is the main type of needed support?

- Worldwide ·
- Developed Countries ·
- Developing Countries ·
- Transition Economies ·
- Specific Country ·

- Entrepreneurs ·
- Large Businesses ·
- Consultancies ·
- Innovation Centres ·
- Development Agencies ·
- Other ·

The database currently contains 44 existing tools for one's own selection and evaluation.

- Practical Examples ·
- Theoretical Knowledge ·
- Development ·
- Implementation ·
- Scaling Up ·
- Other ·

- Use of Resources / Energy Generation ·
- Nutrition, Food & Drinks ·

- Governance ·
- Leisure & Culture ·
- Others ·

- Health ·
- Communication ·
- Education & Skills ·

- Housing ·
- Mobility ·
- Urban/Rural Development ·
- Employment & Work Conditions ·

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