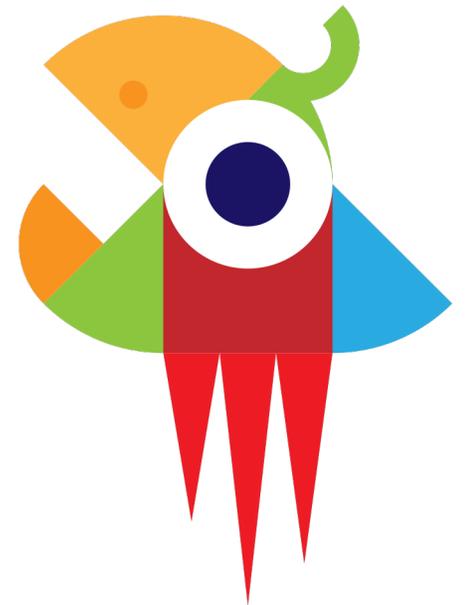


# Environmental Business Model Canvas



# Problem Statement

The circular economy concerns the production, consumption of goods and services, and the supply of money based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems. Circular economy requires restoration, regeneration, and disruption to the economic systems and consequently poses severe challenges to the adaptation and evolution of business models. In order to address these challenges, the topic of environmental business models, as tools to represent environmental sustainability within the value proposition of companies, has become extremely widespread.

The business model represents the value that a company promises to deliver to customers if they choose to purchase its product. Sustainability, if properly introduced and communicated, can change this value proposition and differentiate the product or brand from the competition.

The “Ceramica Colli di Sassuolo” aims to re-design its business model considering also the environmental factors. The company is located in the ceramic Sassuolo district, in Italy, which has reached a high level of automation and control of the production process due to investments in industry 4.0 (<http://www.colli.it/chi-siamo>).

The company is asking you to **design** its business model taking into account the **environmental aspects**, not limiting the analysis of the value proposition to the mere economic factors. Be creative, do not hesitate to substitute, rename, add (...) the building blocks of Osterwalder’s Business Model Canvas or even redesign a brand new canvas. An engineer of “Ceramica Colli di Sassuolo”, Dott. Gualtiero Fantoni, is come to Pisa for answering your challenging questions. Feel free to ask him all potential doubts.

*The problems is adapted by the authors from:*

[1] García-Muiña, F. E., Medina-Salgado, M. S., Ferrari, A. M., & Cucchi, M. (2020). Sustainability transition in industry 4.0 and smart manufacturing with the triple-layered business model canvas. *Sustainability*, 12(6), 2364.

[2] Pizzi, S., Corbo, L., & Caputo, A. (2021). Fintech and SMEs sustainable business models: Reflections and considerations for a circular economy. *Journal of Cleaner Production*, 281, 125217.



# Thank You!



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