

# Circular Business Model Canvas

A **circular economy** is based on the three principles of keeping products and materials in circulation, eliminating waste and pollution, and regenerating nature. At the core of a **circular business model** is a value proposition that responds to customer needs by taking the principles for circular economy into account. In the Value Proposition block there are examples of **circular business opportunities** to be inspired by. The examples in the other blocks are related to these business opportunities.

