# 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

### **Partnerships**



#### **Examples:**

- Suppliers of circular materials
- Remanufacturers
- Developers of digital services
- Financiers with an understanding of circular business
- Partners for product design, research and development
- Partners for logistics solutions
- Partners for reaching specific customer segments
- Brokers of waste and surplus

### **Activities**

**Examples:** 

nature



## **Value Proposition**

by rental, subscription, sharing

recyclable or degradable

• Service for repair or upgrade

Reused products

Examples of circular business opportunities:

· Service that replaces the purchase of products,

• Products designed to be used for a long time

• Remanufactured products, i e returned and refurbished

• Products made of circular materials, e.g. recycled,

• Products that contribute to regenerating nature



• Via digital services for rental, subscription, sharing or selling returned products

**Customer Relationships** (

• Feedback on how products are used when offering a rental or subscription service, or when taking back products

## **Customer Segments**



#### Examples:

- Users of service that replaces purchase of products, e g rental, subscription, sharing
- Buyers of reused or remanufactured products
- Buyers of products of circular materials
- Users of service for repair or upgrade
- Buyers of waste and surplus or returned material
- Buyers of products that contribute to regenerating

#### STRATEGIC DEVELOPMENT

rental or subscription service

• Remanufacture products

- Product design and material development
- Incremental improvements, e.g. to increase the amount of recycled material in a product

• Manufacture products from circular materials

• Keep track of and maintain products when offering a

• Manufacture products that contribute to regenerating

• Encourage customers to make circular choices

### Resources



#### Examples:

- Circular materials
- Returned products
- Digital solutions, e.g. for rental, subscription and sharing
- Long-term managed natural resources
- Customers who return products
- Competence relevant to circular development

#### **UNUSED RESOURCES**

- Waste and surplus
- Physical assets with a low utilization rate

### Distribution



- Own system for taking back products, e.g. in store
- Industry-wide take-back system
- · Community-wide collection system

## **Cost Structure**

### **Examples:**

SYMBIOSIS

- Purchase of circular materials
- Remanufacturing of returned products

• Partnerships in a symbiosis network where

resource in one or several other businesses

waste or surplus from one business is used as a

- Investments for the purchase of products when offering a rental or subscription service
- Investments for strategic development

#### COST SAVINGS

- Reduced costs for materials and components when products are returned using a take-back system
- Reduced costs for purchasing resources in a symbiosis network



### **Revenue Streams**

#### Examples:

- From the sale of service that replaces the purchase of products, through recurring revenue or pay-per-use
- From the sale of product of circular materials
- · From the sale of service for repair or upgrade
- From the sale of waste and surplus in a symbiosis network



- What can we do to reduce our negative impact? What can we stop doing?
- Does our negative impact risk damaging the brand and customer relationships?



**Impact** 



- Does our business model lead to any positive impact on the planet and society?
- How can our business model contribute to further positive impact?
- What value does our positive impact add to the brand, customers and partners?









