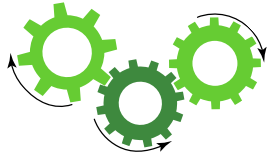


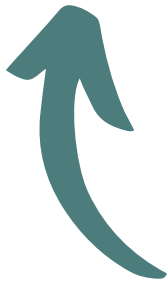
Green Business Plan



It refers to a company's strategy to reduce negative environmental impact resulting from their operations in a particular market.



It includes specific goals, targets, and actions that a company should take.



It helps to identify and anticipate the impacts of a business model, product or activity.



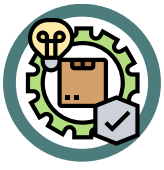
Target

- Big corporations, to transform a specific area, product or activity. They can also create new SMEs, to improve processes, find new sources of value, or reduce external costs.
- Team projects or entrepreneurs that want to design a business model or identify new revenue streams.
- Education organizations, to train and raise awareness among students and learners.
- Cities that aim for industrial symbiosis or circular economy local projects.

Goals

- Implementing energy-efficient technologies.
- Building controls or investing in renewable energy sources.
- Improving supply chain management to reduce waste and emissions.
- Adopting sustainable packaging materials, and encouraging employees to adopt sustainable practices, etc.

Green Business Opportunities



Manufacturing



Retail



Hospitality



Transport



Technology



Construction

Green Business Plan development



Value Propositions

What value do we deliver to your customer?

What bundles of products and services are you offering to your Target?

Which customer needs are you satisfying?

And of course all need to focus on the environment and society.

Key Resources, Activities and Partners

What Key Resources do your Value Propositions require?

What Key Activities do your Value Propositions require?

Who are your Key Partners?

Your Distribution Channels?



Customer Relationships

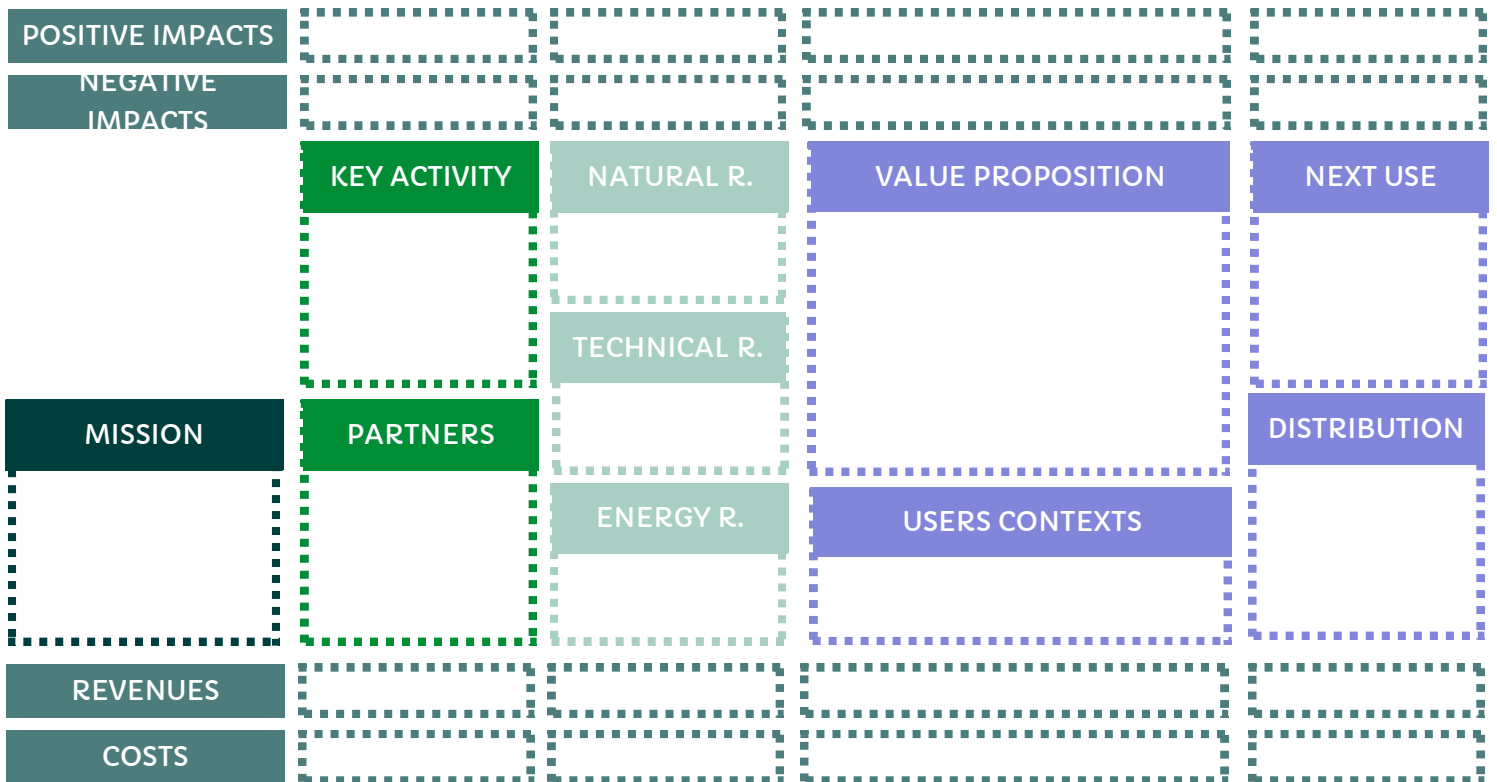
What type of relationship does each of your customer segments expect you to establish and maintain with them?

Which relationships have you already established?

How are they integrated with the rest of your business model?

How costly are they?

You can develop it much more using the following Circular Canvas guide by <http://circularlab.com>



Ultimately, a green business plan should demonstrate that the proposal is:



Economically viable



Environmental sound



Socially just