

# Zero Waste Business Model Canvas

The Zero Waste Business Model Canvas serves all businesses, at any stage. It informs a business' shift from the linear and short-term focus on customer to crafting long-term value in products and services for and together with users and society. Utilize it for brainstorming, discussions, and strategic planning. An ambitious and successful zero waste business development journey begins here!

Designed by:

Designed by:

Date:

Version:



## IMPLEMENTATION

### Key Partners & Stakeholders

*Who helps develop the business and make its value creation work?*

Examples of zero waste partners and stakeholder moving towards zero waste together:  
Staff, users, suppliers, distributors, alliances, clusters etc.

### Users & society

*What types of relationships with users and society are essential for the value creation?*

Examples of relationships:  
- Recurring beyond the initial purchase, rent etc.  
- Educational, continuous feedback loops, role models  
- Co-creation and community-based  
- Independent of zero waste proficiency

### Key Activities

*What tasks and processes are necessary to create, deliver, and sustain the value creation?*

Examples of activities:  
Circular strategy, design, and production; Waste audit and minimisation; Research and Innovation; Digitalisation for efficiency, Sustainable supply chain and material sourcing; Energy and water conservation, Land regeneration; Staff training and engagement, Community and user outreach and engagement, Regulatory compliance and reporting; Certifications etc.

### Key Resources

*What assets, capabilities, and strategic inputs are needed to make the value creation work?*

Examples of resources: access, advisors, clusters, data, energy, expertise, finance, innovations, leadership, land, loops, materials, networks, partnerships, space, symbiosis, team, technology, water etc.

Examples of zero waste resource properties:

- Local, community-driven
- Optimised, minimal
- Circular, renewable, regenerative, shared, energy-efficient, non-toxic
- Fair, ethical, transparent
- Limited, seasonal

## VALUE CREATION

### Products & Services

*What are the business' products/services? What are some of their most prominent properties?*

- What value is created for users and society? How does it meet their needs?
- How is the value creation enhanced by championing zero waste?
- What future regulations, policies and trends might impact the ability to deliver value?

Examples of value of zero waste products/services:

- Designing for **zero** waste
- Simplifying life for users/communities
- Reducing consumption by prioritizing needs over wants
- Facilitating the shift from products to services
- Emphasizing quality and durability
- Prioritizing transparency, accountability, equity, and fairness

Examples of zero waste business models:

Clean-up and protect, compost, recirculate, regenerate, repair, refill, rent, research, refurbish, restore, share, upskill and build awareness etc.

No-go: landfill, incinerate, waste-to-energy, dump, disperse.

### Impact model

*How does the value creation contribute to measurable impact?*

- What social/environmental problem does the products/services solve?
- What social/environmental value is created?
- What is the impact potential of the products/services? How is the impact measured?

Impact in a wider perspective:

- How does the business ensure operations within the planetary boundaries?
- How does the business ensure human rights and equity?
- How does the business contribute to reaching local, regional or global, social and environmental targets? (Waste, CO2, climate targets, SDGs etc.)

## GO-TO-MARKET

### User & society segments

*For whom is value created?*

- Who are the key users?
- What other stakeholders should be considered?
- How does the level of zero waste proficiency impact users' perception of value?

### Market entry and development

*What is the market entry and/or development strategy?*

- How big is the market? How much of it is/could be served?
- What is the competitive landscape?
- What are key market entry and/or development milestones?

### Channels

*Through what channels can users and other stakeholders best be engaged?*

Examples of channels (digital, physical, hybrid):

- Marketing, sales channels
- Systems for recirculation: take-back, return, reentry to market
- User and community involvement

## KEY FINANCIALS

### Cost structure

*What are the most significant costs?*

- How does a zero waste/circular business model save costs/change the cost structure?
- How can the product's or service's true cost throughout its entire lifespan be captured?

### Revenue streams & pricing

*What is the breakdown of the revenue streams by %?*

- What is the pricing of the products/services?
- How might a zero waste/circular business models change the revenue streams?
- How might revenue help us boost resilience, innovation, zero waste target etc.?

## CHAMPIONING ZERO WASTE

### Zero waste leadership

*Define the strategy to champion zero waste and create a stable foundation for the value creation process:*

Examples of activities:

- Determine and revise zero waste targets and strategies based on the zero waste hierarchy. Tie it together with other social/environmental targets, concerns, requirements. Ensure zero waste upstream and downstream in all process and actions.
- Set up a zero waste office and premises.
- Provide training for board and staff.
- Conduct waste audits and implement separate collection.
- Communicate the zero waste journey and efforts internally and externally.
- Ensure zero waste practices in cleaning, maintenance, furniture, procurement, food and drinks, meetings, and travels.
- Pursue and honour a zero waste certification
- Network with others in this space and celebrate wins!

### Zero waste target

*Formulate the company's zero waste target following the zero waste hierarchy:*

### Zero waste target and business model logic

*How does this canvas champion the company's zero waste target?*

# Zero Waste Business Model Canvas

Designed for:

Designed by:

Date:

Version:



## IMPLEMENTATION

### Key Partners & Stakeholders

*Who helps develop the business and make its value creation work?*

### Key Activities

*What tasks and processes are necessary to create, deliver, and sustain the value creation?*

### Users & society

*What types of relationships with users and society are essential for the value creation?*

### Key Resources

*What assets, capabilities, and strategic inputs are needed to make the value creation work?*

## VALUE CREATION

### Products & Services

*What are the business' products/services?  
What are some of their most prominent properties?*

### Impact model

*How does the value creation contribute to measurable impact?*

## GO-TO-MARKET

### User & society segments

*For whom is value created?*

### Market entry and development

*What is the market entry and/or development strategy?*

### Channels

*Through what channels can users and other stakeholders best be engaged?*

## KEY FINANCIALS

### Cost structure

*What are the most significant costs?*

### Revenue streams & pricing

*What is the breakdown of the revenue streams by %?*

## CHAMPIONING ZERO WASTE

### Zero waste leadership

*Define the strategy to champion zero waste and create a stable foundation for the value creation process:*

### Zero waste target

*Formulate the company's zero waste target following the zero waste hierarchy:*

### Zero waste target and business model logic

*How does this canvas champion the company's zero waste target?*