

**BECOME A**  
**WASTE**  
**HERO**

**REDUCE TO ZERO**



# Circular Business Model Canvas

Level 5 Advanced Lesson



# Lesson Prep & Curriculum Alignment

Prep time: 10 – 15 minutes

Students will apply a circular design strategy to solve a linear business design problem. They will learn what the circular business model canvas tool is and how to use one to create their own circular business model. They will work in teams to solve an existing business challenge of their choice and redesign the business using the circular business model canvas. They will sketch their final business model to give a visual of how their business idea is circular, and then share with the rest of the class.

- 1** Display the lesson slides for the class and create a discussion about what they already know about **circular business models and how to identify solutions to customer problems**. Ask students the guiding questions in the PowerPoint slide notes.
- 2** Print out the **“Circular Business Model Canvas”** and **“Circular Solution”**, one for each team, along with the **“Redesign for Circularity”** handout.
- 3** Follow the instructions in the lesson on how to fill in each section of the **“Circular Business Model Canvas”**. The slide notes at the bottom of each slide will have instructions on how to fill in the section.

# Lesson Prep & Curriculum Alignment

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## Key Learning Outcomes and Curriculum Alignment:

- **Science - Earth and Human Activity:** Communicate solutions that will reduce the impact of humans on the land, water, air, and/or other living things in the local environment. Things that people do can affect the world around them. But they can make choices that reduce their impacts on the land, water, air, and other living things.
- **English Language Arts and Literacy:** Participate in collaborative conversations with diverse partners about topics and texts. Follow agreed-upon rules for discussions. Use words and phrases acquired through conversations, reading and being read to, and responding to texts. Present information, findings, and supporting evidence clearly, concisely, and logically such that listeners can follow the line of reasoning.
- **Social Studies - People, Places, and Environments:** The study of people, places, and environments enables us to understand the relationship between human populations and the physical world.

## SDG Alignment



## Flexible and adaptive lesson

Lesson plans are designed to be flexible and responsive to the evolving needs of your classroom. Lessons are editable and customizable to meet the different individual student and classroom contexts. A PowerPoint version with teacher instructions and a printable PDF lesson are available for download.

# The Lesson

Lesson duration: 90 minutes

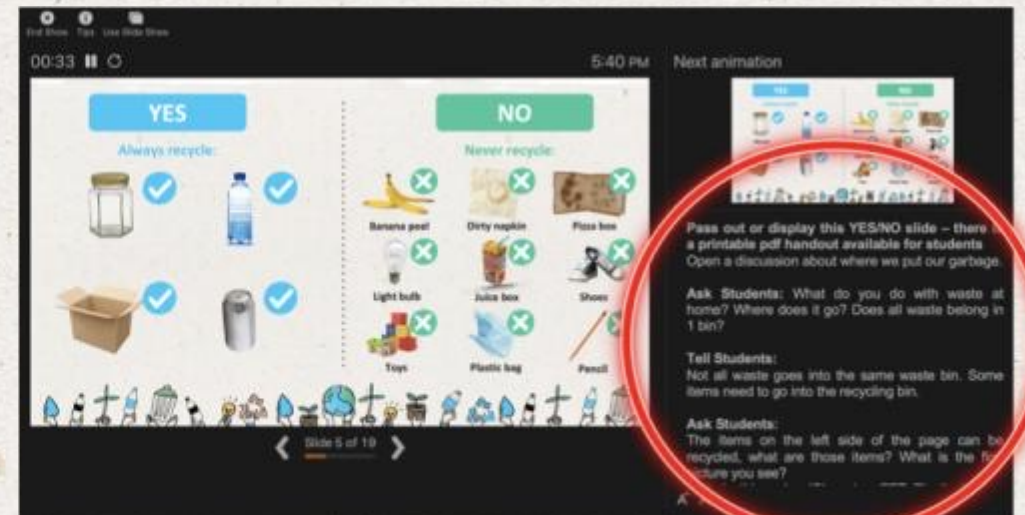
- 1** **Go through the slides** using the examples to walk students through the “**Circular Business Model Canvas**” so that they can become familiar with each of the segments and business elements.
- 2** **Split into groups of 3-5** and prepare a posterboard or use the “**Circular Business Model Canvas**” handout for the exercise. Using sticky notes on a large posterboard is recommended.
- 3** **Pick one of the scenarios from the “Redesign for Circularity” handout to use for the canvas.**
- 4** **Fill out the “Circular Business Model Canvas”** in your group and apply one or more circular design models to your business model.
- 5** **When finished with the canvas, sketch your circular product and business model** and share your circular innovations with the class.

# Prepare the PowerPoint presentation

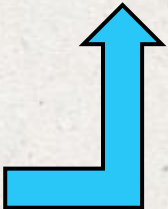
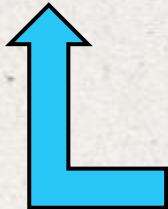
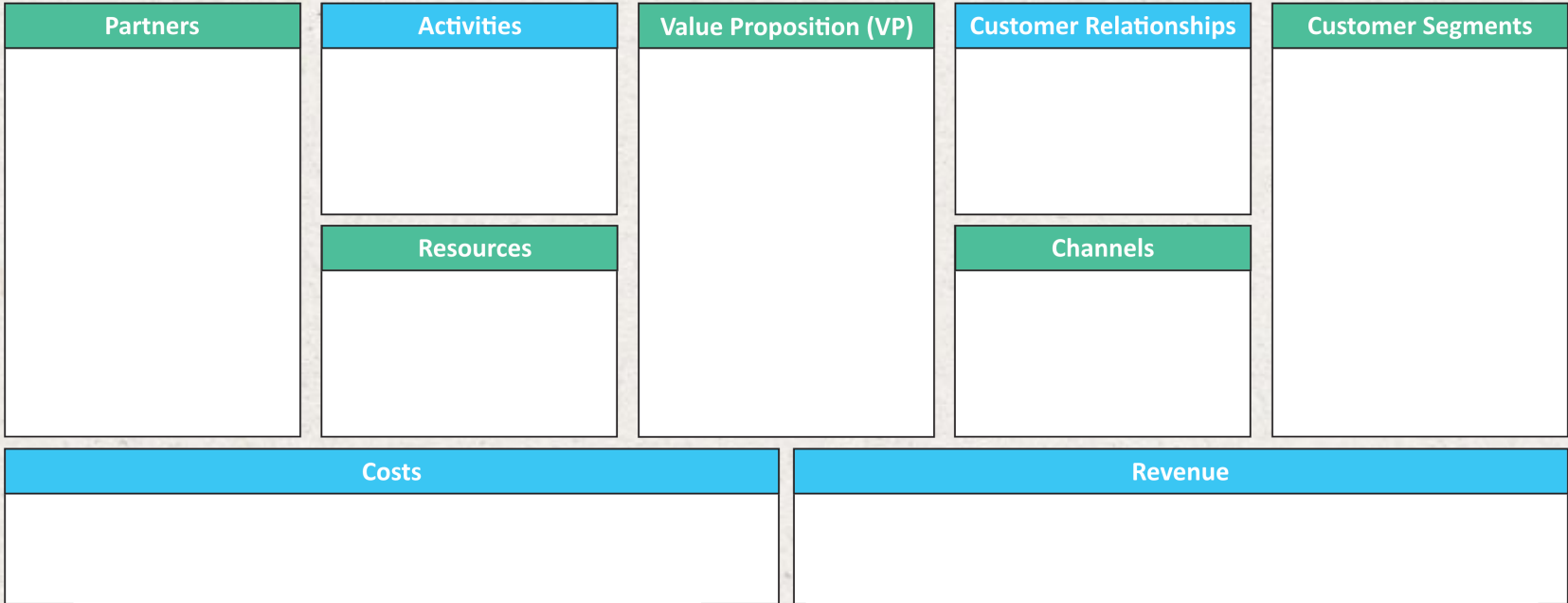
When you are ready to present the lessons to your class click on **Slide Show** on the top menu bar then select **Presenter View**. In Presenter view, you can see your notes as you present while the audience see only your slides.



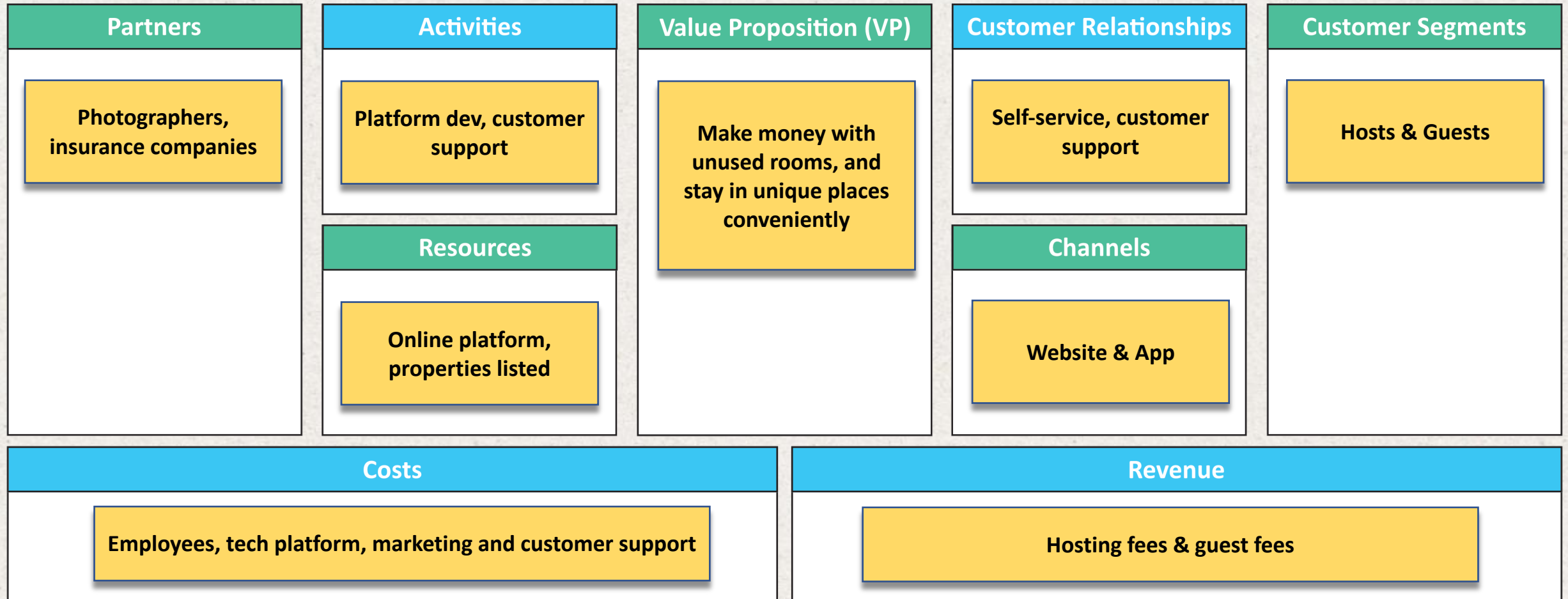
The notes appear in a pane on the right. The text should wrap automatically, and a vertical scroll bar appears if necessary. You can also change the size of the text in the Notes pane by using the two buttons at the lower left corner of the Notes pane.



# Business Model Canvas



# Example Business Model Canvas: Home Sharing Platform



# Circular Business Model Canvas

Partners	Activities	Value Proposition (VP)	Customer Relationships	Customer Segments
	Resources	Circular (VP)	Channels	
Costs			Revenue	
Circular Innovation			End-of-Life	



# Product As A Service: Clothing rental



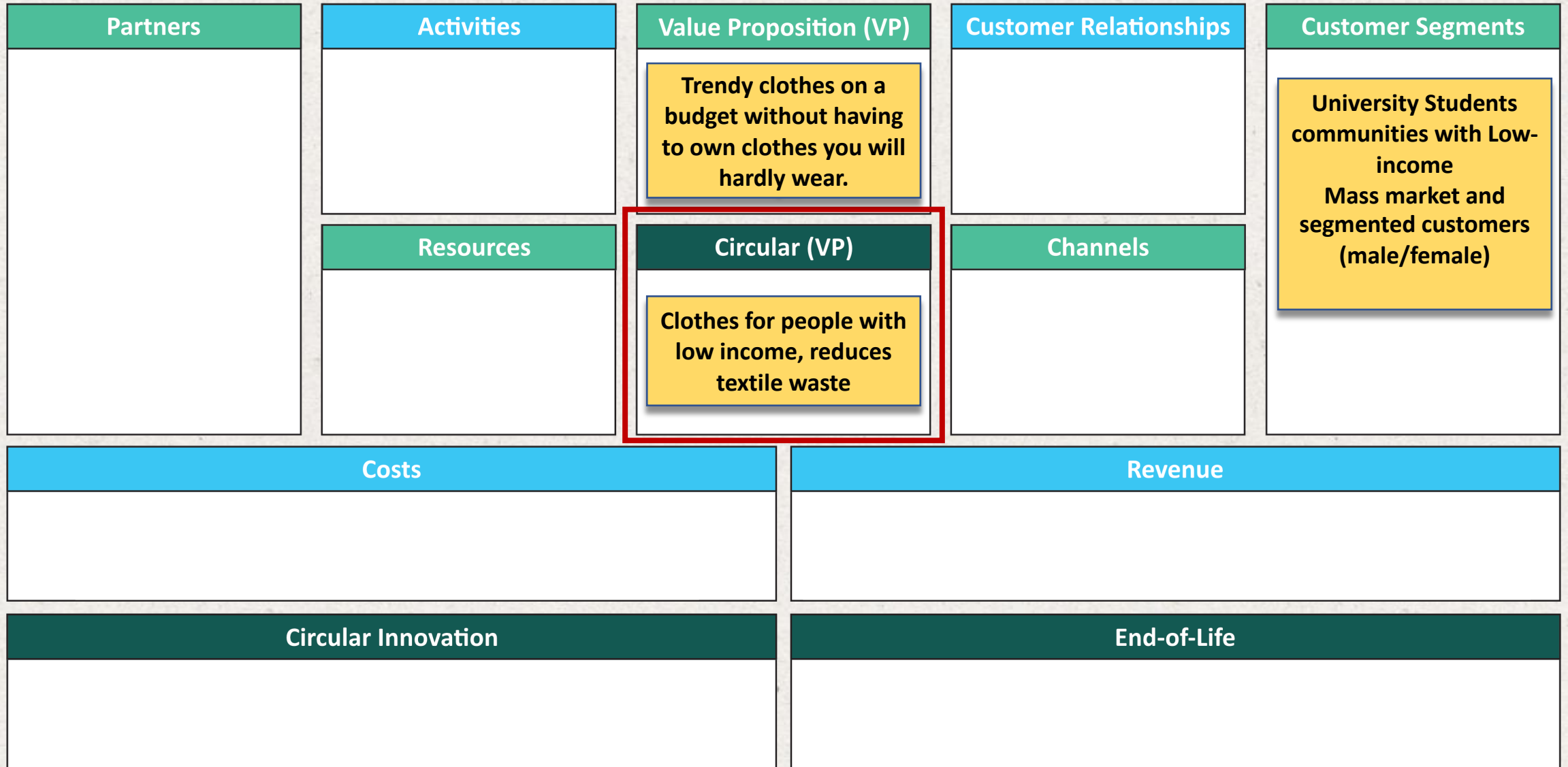
# Circular Business Model Canvas

<b>Partners</b>	<b>Activities</b>	<b>Value Proposition (VP)</b>	<b>Customer Relationships</b>	<b>Customer Segments</b>
				<b>University Students communities with Low- income Mass market and segmented customers (male/female)</b>
	<b>Resources</b>	<b>Circular (VP)</b>	<b>Channels</b>	
<b>Costs</b>		<b>Revenue</b>		
<b>Circular Innovation</b>		<b>End-of-Life</b>		

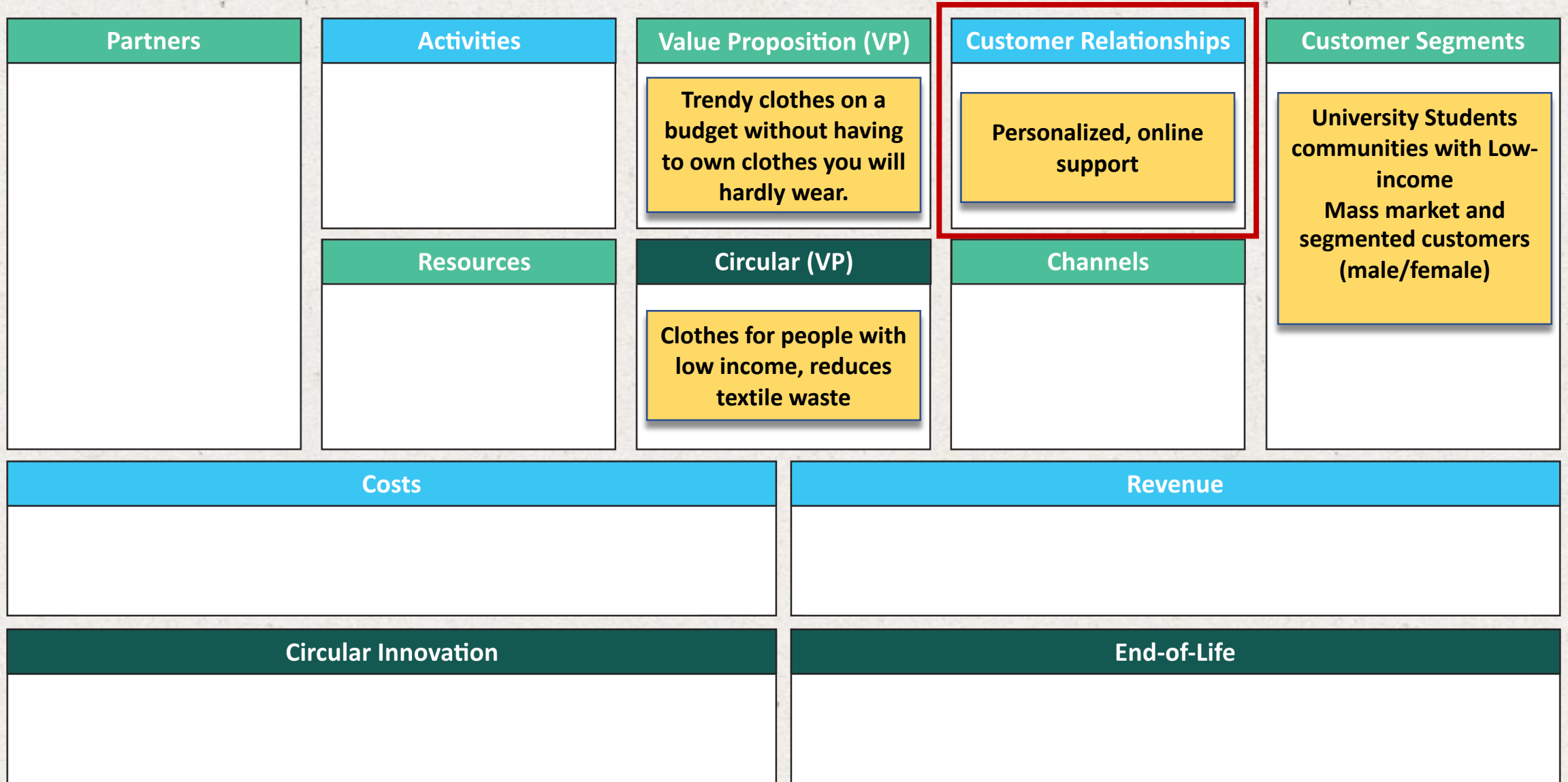
# Circular Business Model Canvas

<b>Partners</b>	<b>Activities</b>	<b>Value Proposition (VP)</b> Trendy clothes on a budget without having to own clothes you will hardly wear.	<b>Customer Relationships</b>	<b>Customer Segments</b> University Students communities with Low-income Mass market and segmented customers (male/female)
	<b>Resources</b>	<b>Circular (VP)</b>	<b>Channels</b>	
<b>Costs</b>		<b>Revenue</b>		
<b>Circular Innovation</b>		<b>End-of-Life</b>		

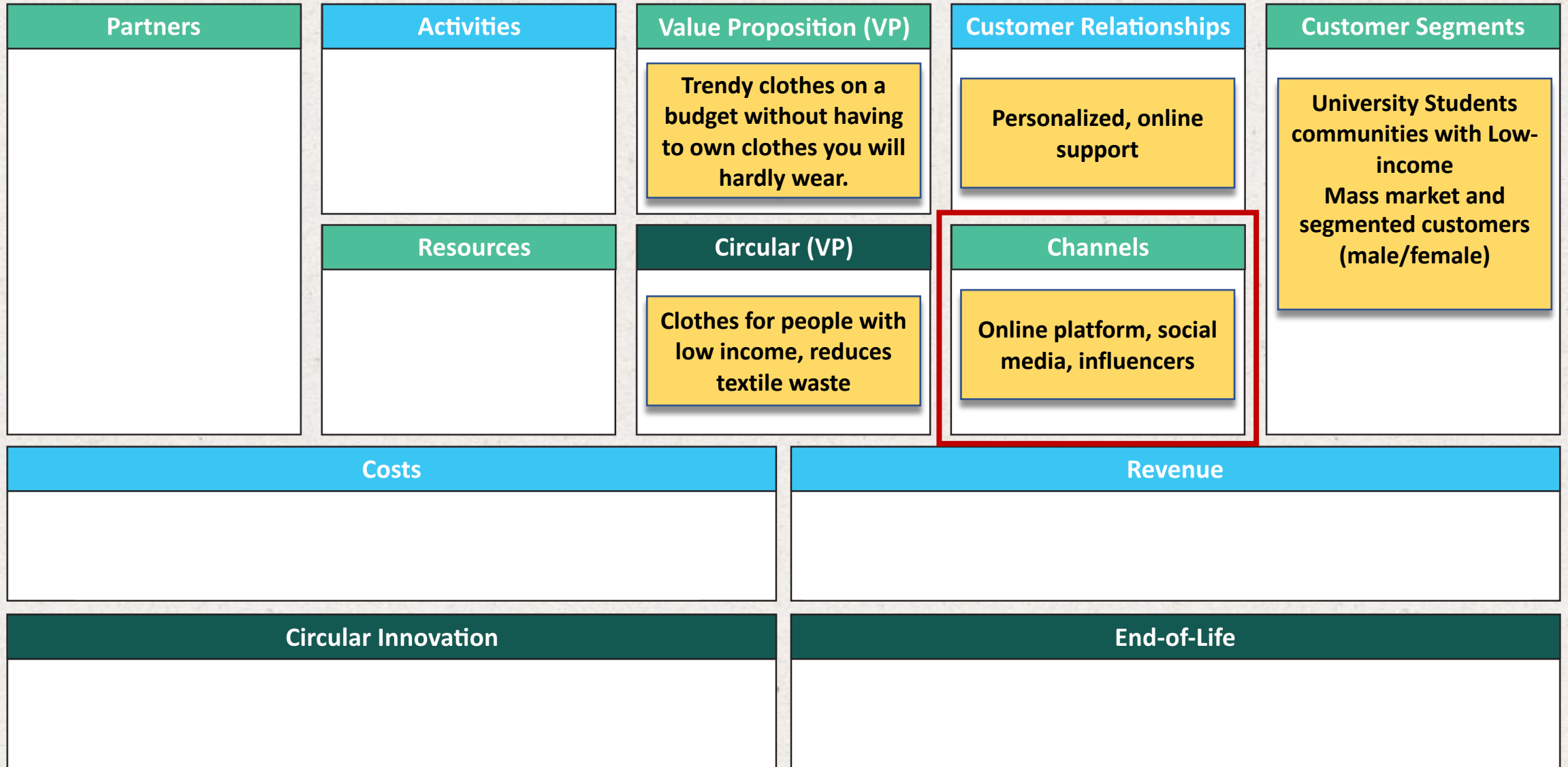
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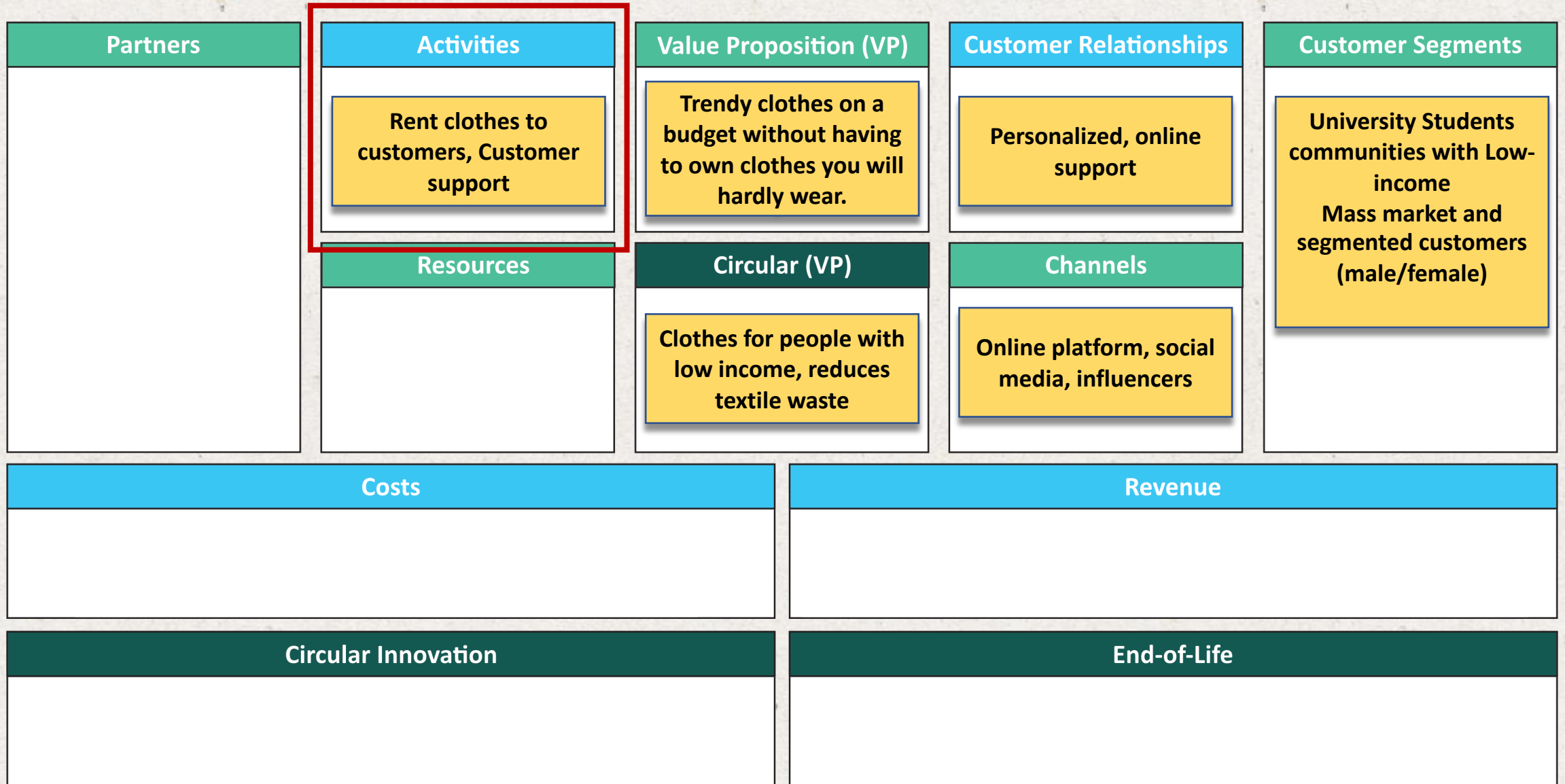
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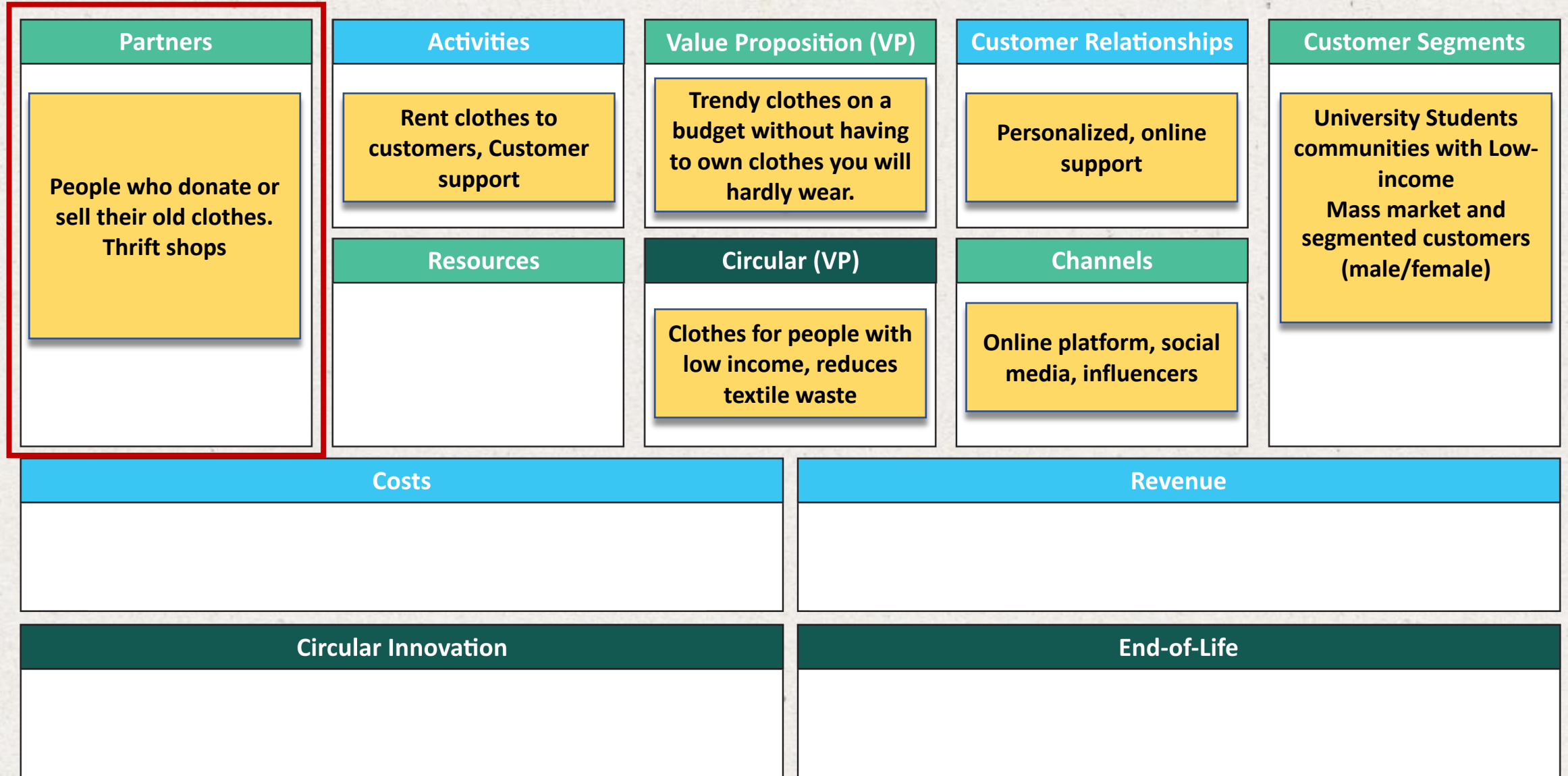
# Circular Business Model Canvas



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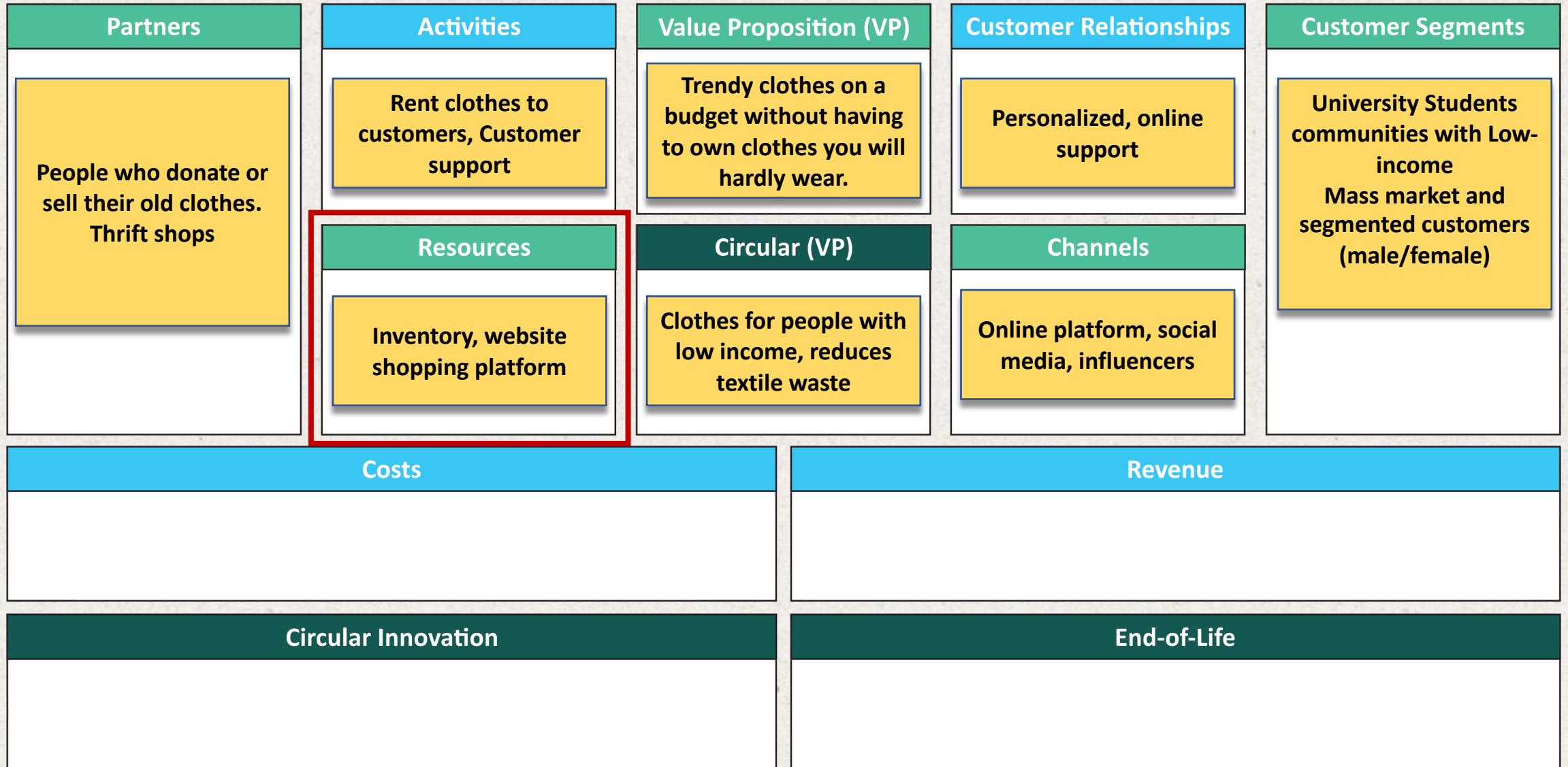


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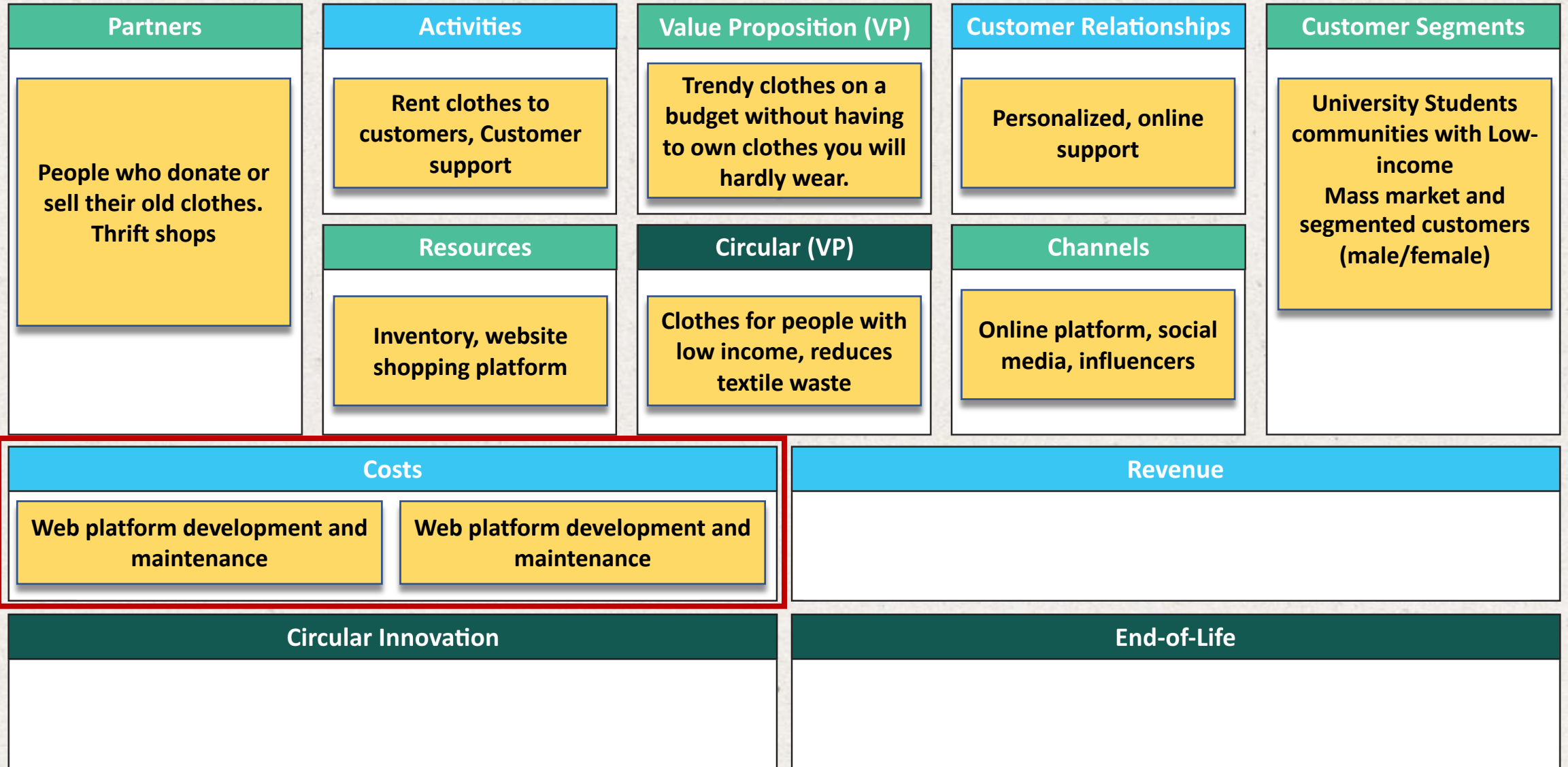




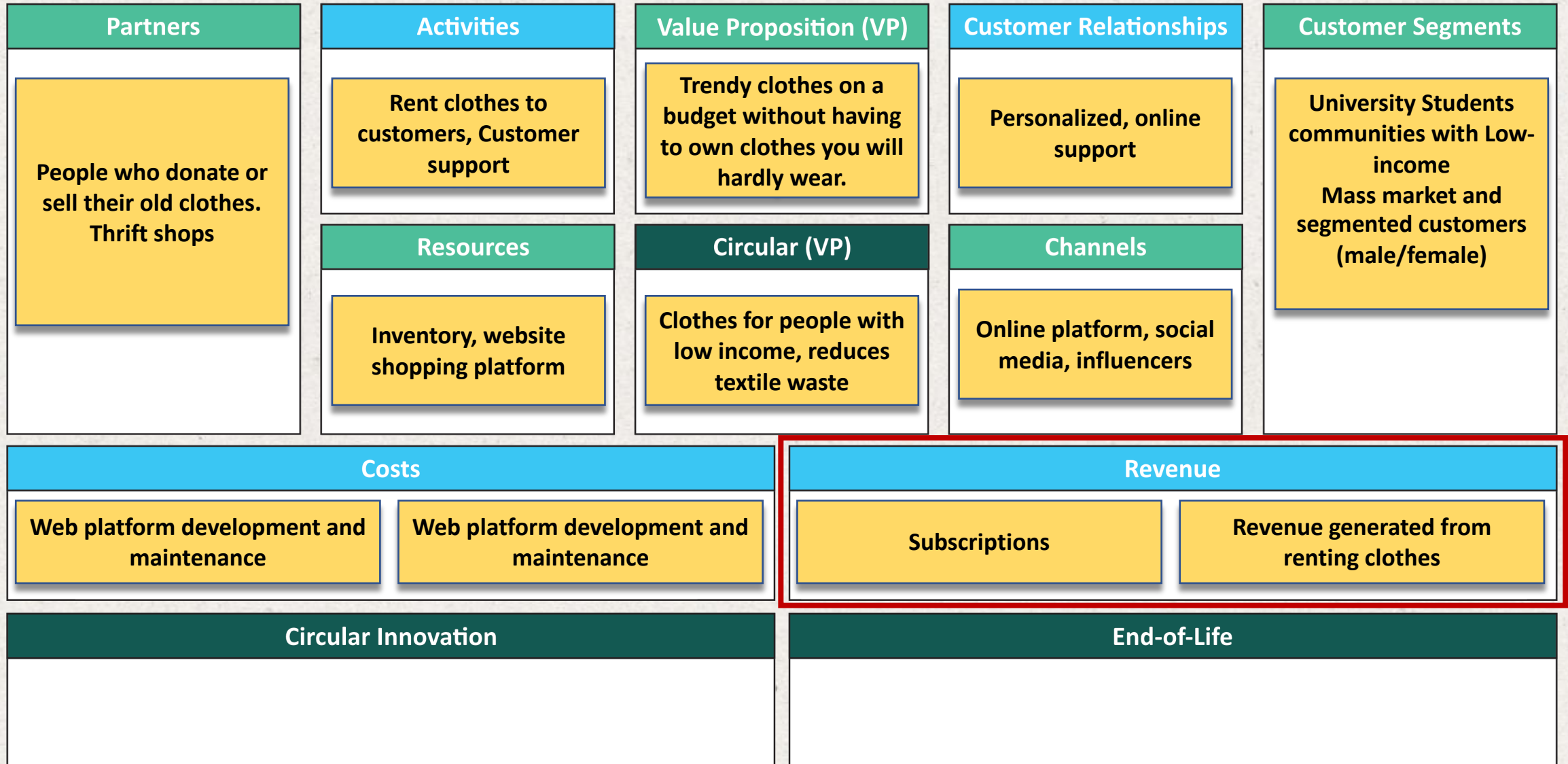
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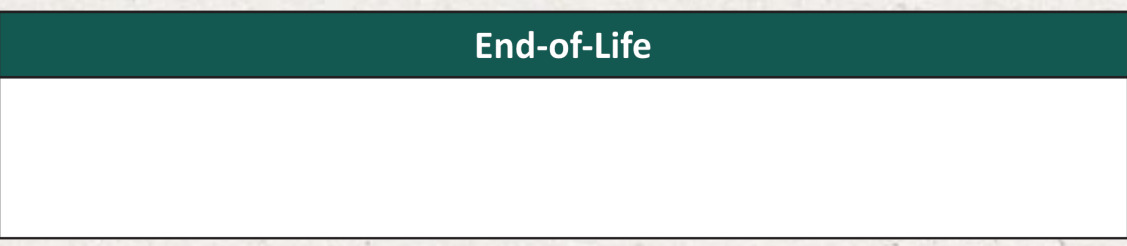
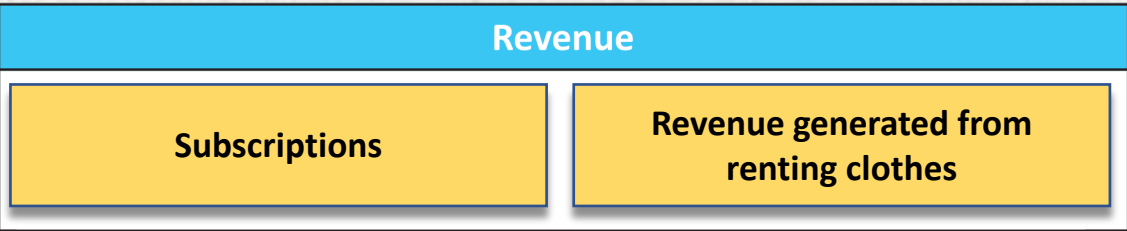
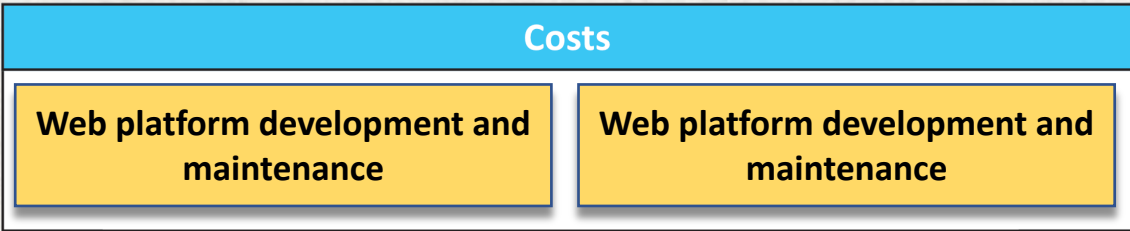
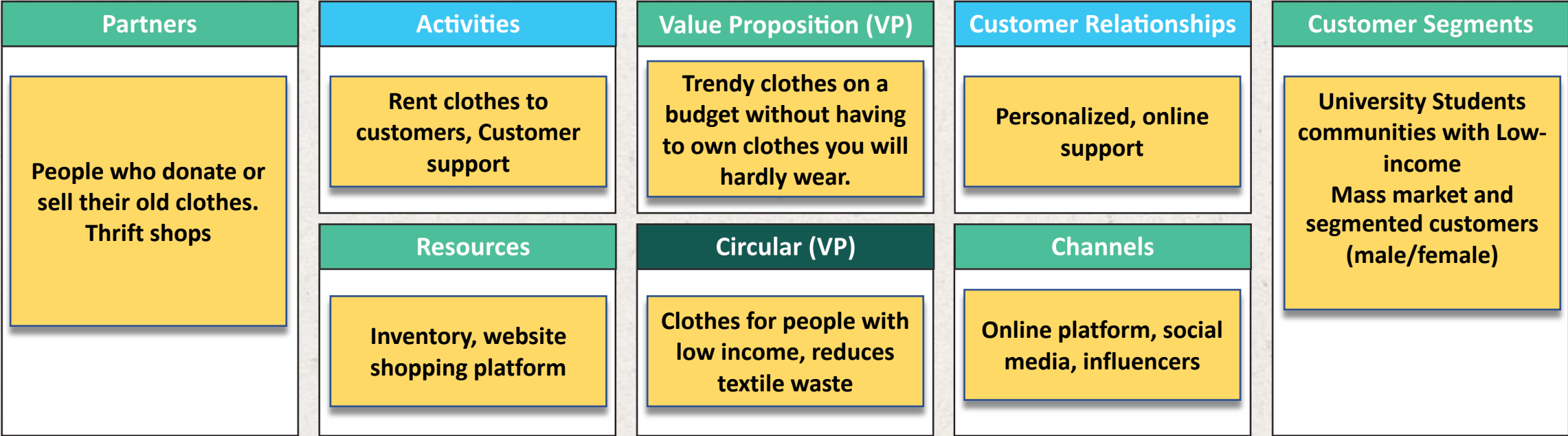
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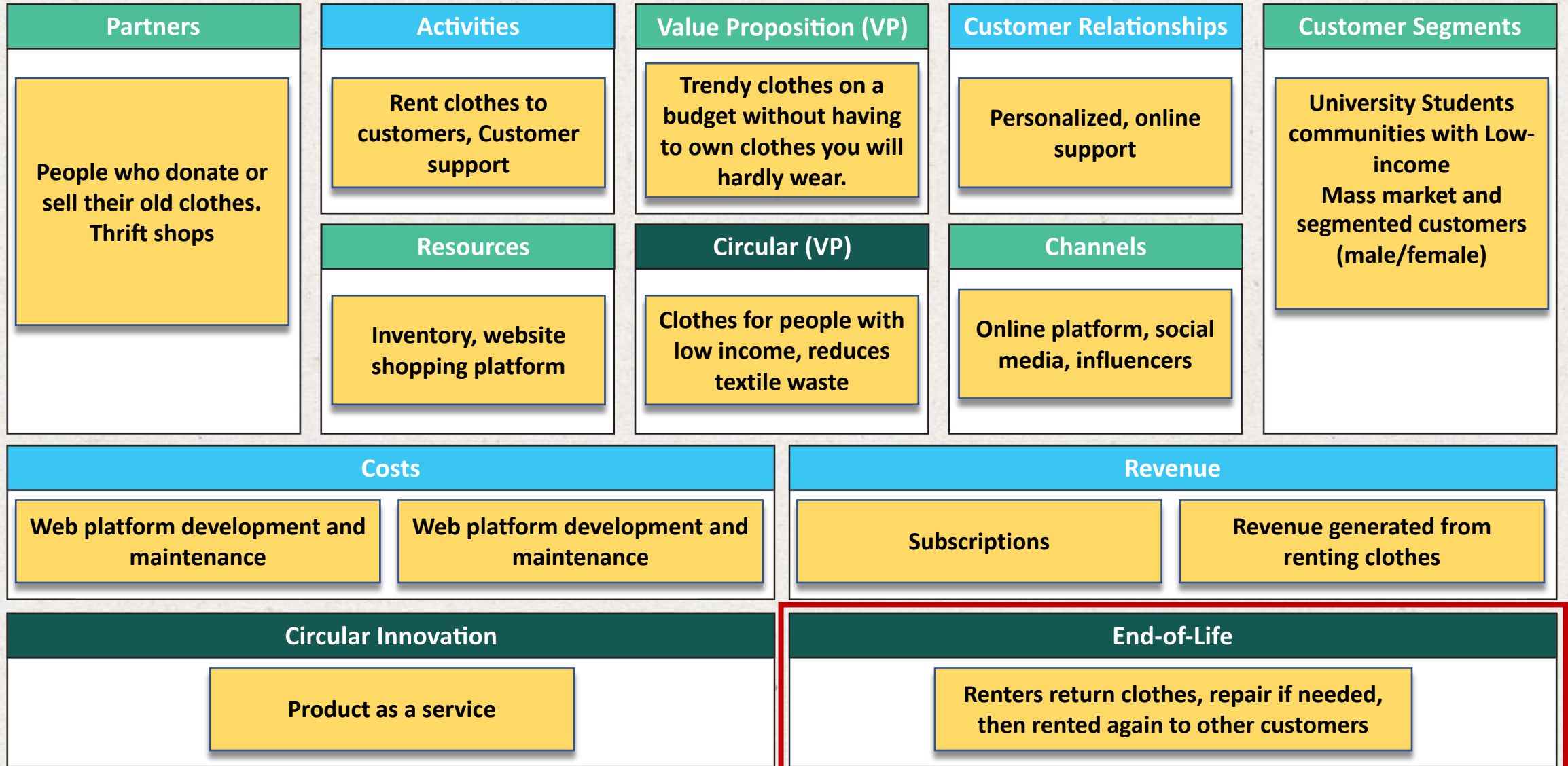
# Circular Business Model Canvas



# Circular Business Model Canvas



# Circular Business Model Canvas



# The Activity

Activity duration: 30 minutes

- 1** Split into groups of 3-5 and prepare a posterboard or use the “Circular Business Model Canvas” handout for the exercise. Using sticky notes on a large posterboard is recommended.
- 2** Pick one of the scenarios from the “Redesign for Circularity” handout to use for the canvas.
- 3** Fill out the “Circular Business Model Canvas” in your group and apply one or more circular design models to your business model.
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<b>Partners</b>	<b>Activities</b>	<b>Value Proposition (VP)</b>	<b>Customer Relationships</b>	<b>Customer Segments</b>
	<b>Resources</b>	<b>Circular (VP)</b>	<b>Channels</b>	
<b>Costs</b>		<b>Revenue</b>		
<b>Circular Innovation</b>		<b>End-of-Life</b>		