

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.

- 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.
- Print out the "Circular Business Model Canvas" and "Circular Solution", one for each team, along with the "Redesign for Circularity" handout.
- 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.

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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

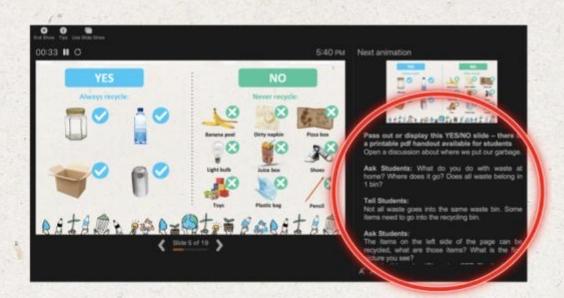
- Go through the slides using the examples to walk students through the "Circular Business Model Canvas" so that they can become familiar with each of the segments and business elements.
- Split into groups of 3-5 and prepare a posterboard or use the "Circular Business Model Canvas" handout for the exercise.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

Prepare the PowerPoint presentation

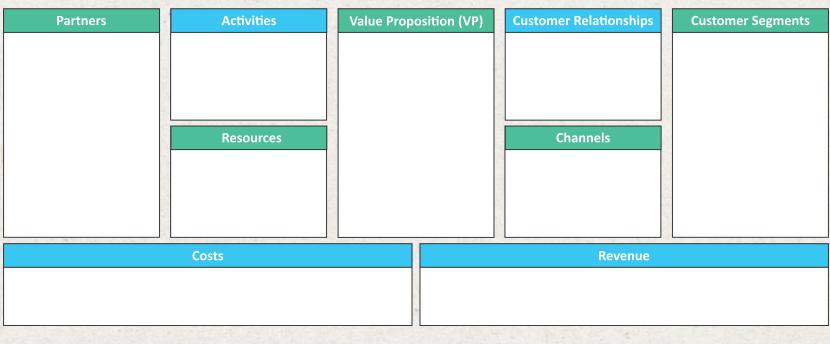
When you are ready to present the lessons to your class click on **Slide Show** on the top menu bar then select **Presenter View.** In Presenter view, you can see your notes as you present while the audience see only your slides.

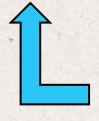


The notes appear in a pane on the right. The text should wrap automatically, and a vertical scroll bar appears if necessary. You can also change the size of the text in the Notes pane by using the two buttons at the lower left corner of the Notes pane.



Business Model Canvas









Example Business Model Canvas: Home Sharing Platform

Partners

Photographers, insurance companies

Activities

Platform dev, customer support

Resources

Online platform, properties listed

Value Proposition (VP)

Make money with unused rooms, and stay in unique places conveniently

Customer Relationships

Self-service, customer support

Channels

Website & App

Customer Segments

Hosts & Guests

Costs

Employees, tech platform, marketing and customer support

Revenue

Hosting fees & guest fees

Pa	Partners Activitie		Value Prop	osition (VP)	Customer Relationships	Customer Segments	
		Resources		cular (VP) Channels			
		Costs			Revenue		
	Circular Innovation			End-of-Life			

Product As A Service: Clothing rental







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

Partners	Activities	Trendy clothes on a budget without having to own clothes you will hardly wear.		Customer Relationships	University Students communities with Lowincome	
	Resources	Circul	ar (VP)	Channels	Mass market and segmented customers (male/female)	
	Costs			Revenue		
Ci	rcular Innovation			End-of-Life		

Partners	Activities	Value Propo	osition (VP)	Customer Relationships	Customer Segments
		Trendy clothes on a budget without having to own clothes you will hardly wear. Circular (VP) Clothes for people with low income, reduces textile waste		Channels	University Students communities with Low- income Mass market and segmented customers (male/female)
	Resources				
	Costs			Revenue	
Circular Innovation				End-of-Life	

Partners	Activities	Trendy clothe budget without to own clothes hardly we	Personalized, online support		Customer Segments University Students communities with Low- income Mass market and
	Resources	Clothes for peoplow income, retextile was	ole with educes	Channels	segmented customers (male/female)
	Costs			Revenue	
	Circular Innovation			End-of-Life	

Partners	Activities	Value Propo	osition (VP)	Customer Relationships	Customer Segments	
		Trendy clothes on a budget without having to own clothes you will hardly wear.		Personalized, online support	University Students communities with Low-income Mass market and	
	Resources	Circula	r (VP)	Channels	segmented customers (male/female)	
		Clothes for people with low income, reduces textile waste		Online platform, social media, influencers		
	Costs			Revenue		
Ci	Circular Innovation			End-of-Life		

Partners	Activities	Value Prop	osition (VP)	Customer Relationships	Customer Segments
	Rent clothes to customers, Customer support	budget witl to own clot	othes on a nout having hes you will wear.	Personalized, online support	University Students communities with Low-income Mass market and
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		Clothes for people with low income, reduces textile waste		Online platform, social media, influencers	
	Costs			Revenue	
Ci			End-of-Life		

Value Proposition (VP) **Customer Relationships Activities Customer Segments Partners** Trendy clothes on a **Rent clothes to University Students** budget without having Personalized, online communities with Lowcustomers, Customer to own clothes you will support support income People who donate or hardly wear. Mass market and sell their old clothes. segmented customers Thrift shops Resources Circular (VP) **Channels** (male/female) Clothes for people with Online platform, social low income, reduces media, influencers textile waste Costs Revenue **Circular Innovation End-of-Life**

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Value Proposition (VP)

Partners

People who donate or sell their old clothes. Thrift shops

Activities

Rent clothes to customers, Customer support

Resources

Inventory, website shopping platform

Trendy clothes on a budget without having to own clothes you will hardly wear.

Circular (VP)

Clothes for people with low income, reduces textile waste

Customer Relationships

Personalized, online support

Channels

Online platform, social media, influencers

Customer Segments

University Students communities with Lowincome Mass market and segmented customers (male/female)

Costs

Web platform development and maintenance

Web platform development and maintenance

Revenue

Circular Innovation

End-of-Life

Value Proposition (VP)

Partners

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Thrift shops

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Customer Relationships

Personalized, online support

Channels

Online platform, social media, influencers

Customer Segments

University Students
communities with Lowincome
Mass market and
segmented customers
(male/female)

Costs

Web platform development and maintenance

Web platform development and maintenance

Revenue

Subscriptions

Revenue generated from renting clothes

Circular Innovation

End-of-Life

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Partners

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Activities

Rent clothes to customers, Customer support

Resources

Inventory, website shopping platform

Trendy clothes on a budget without having to own clothes you will hardly wear.

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Online platform, social media, influencers

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Web platform development and maintenance

Web platform development and maintenance

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Subscriptions

Revenue generated from renting clothes

Circular Innovation

Product as a service

End-of-Life

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Partners

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Activities

Rent clothes to customers, Customer support

Resources

Inventory, website shopping platform

Trendy clothes on a budget without having to own clothes you will hardly wear.

Circular (VP)

Clothes for people with low income, reduces textile waste

Customer Relationships

Personalized, online support

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Online platform, social media, influencers

Customer Segments

University Students communities with Lowincome Mass market and segmented customers (male/female)

Costs

Web platform development and maintenance

Web platform development and maintenance

Revenue

Subscriptions

Revenue generated from renting clothes

Circular Innovation

Product as a service

End-of-Life

Renters return clothes, repair if needed, then rented again to other customers

The Activity

Activity duration: 30 minutes

- 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.
- Pick one of the scenarios from the "Redesign for Circularity" handout to use for the canvas.
- Fill out the "Circular Business Model Canvas" in your group and apply one or more circular design models to your business model.
- When finished with the canvas, sketch your circular product and business model and share your circular innovations with the class.

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4					
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Circular Innovation			End-of-Life		