



BECOME A WASTE HERO

REDUCE TO ZERO



Circular Business Model Canvas

Workshop 3



Lesson Prep & Curriculum Alignment

Prep time: 10 – 15 minutes

Students will apply a circular design strategy to solve a linear business model 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 waste challenge 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 workshop.

- 1** Display the workshop slides for the class and create a discussion about what they already know about circular business models and introduce the tool to them. Ask students the guiding questions in the PowerPoint slide notes.
- 2** **Print out the following handouts:** 1) Circular Business Model Canvas; 2) 5 Business Models of Circularity; 3) Circular Lifecycle Map; 4) Areas of Circularity; and 5) Waste Challenge.
- 3** **Follow the instructions** in the workshop slides 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 each section.

Lesson Prep & Curriculum Alignment

Prep time: 10 – 15 minutes

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: 45 - 60 minutes

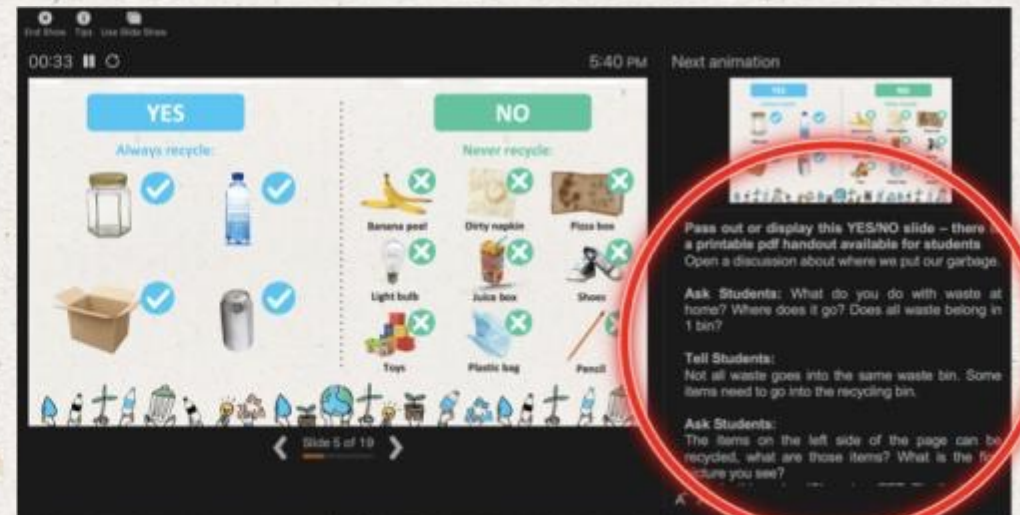
- 1** **Split into groups of 3-5** and prepare a posterboard or use the **“Circular Business Model Canvas”** handout for the exercise. Using sticky notes on a large posterboard is recommended.
- 2** **Read the “Waste Challenge ”** handout and select a problem aspect for the circular business model canvas exercise or continue with the topic from Workshop 1 or 2 (recycling, waste workers, collection and sorting, etc.).
- 3** **Fill out the “Circular Business Model Canvas”** in your group and apply one or more circular design models to your linear business model. Use the 5 business models of circularity cards and the circularity map as a reference guide.
- 4** **When finished with the canvas, groups can sketch out their circular business model** and share their circular innovations with the workshop.

Prepare the PowerPoint presentation

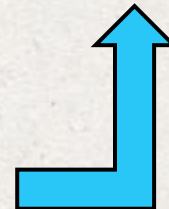
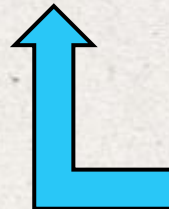
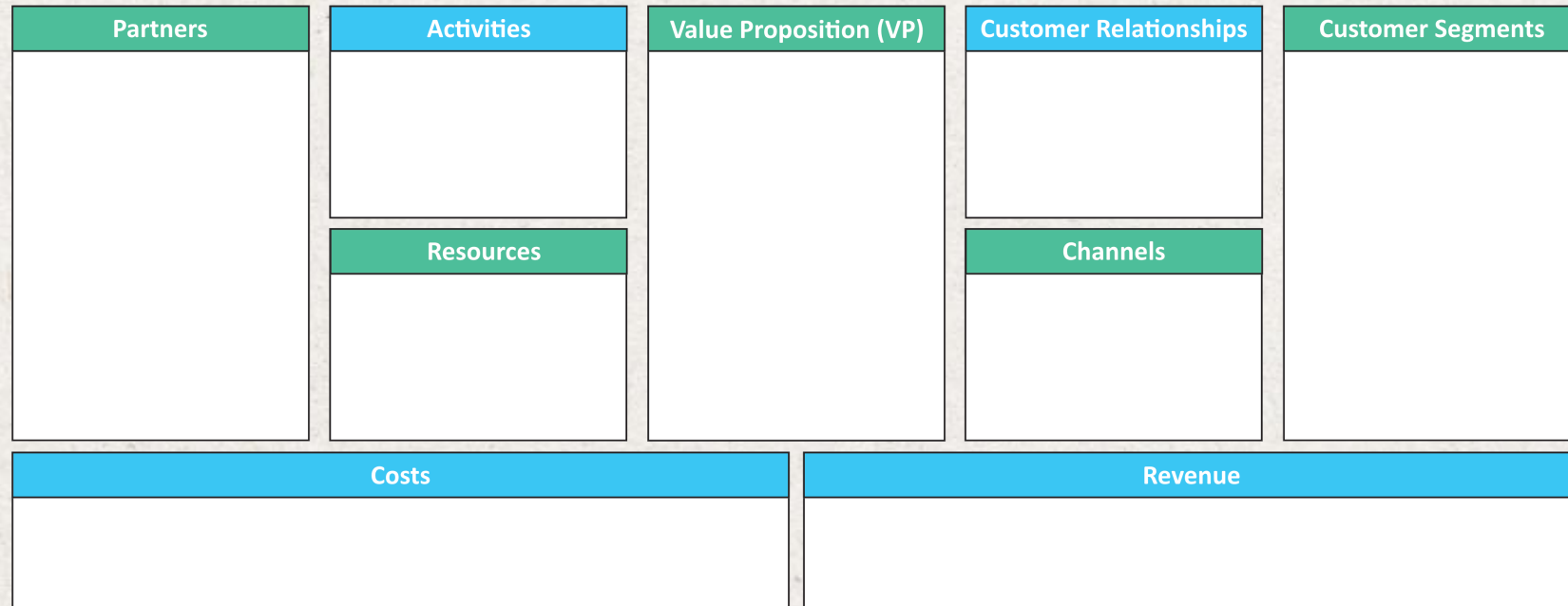
When you are ready to present the lessons to your class click on **Slide Show** on the top menu bar then select **Presenter View**. In Presenter view, you can see your notes as you present while the audience see only your slides.



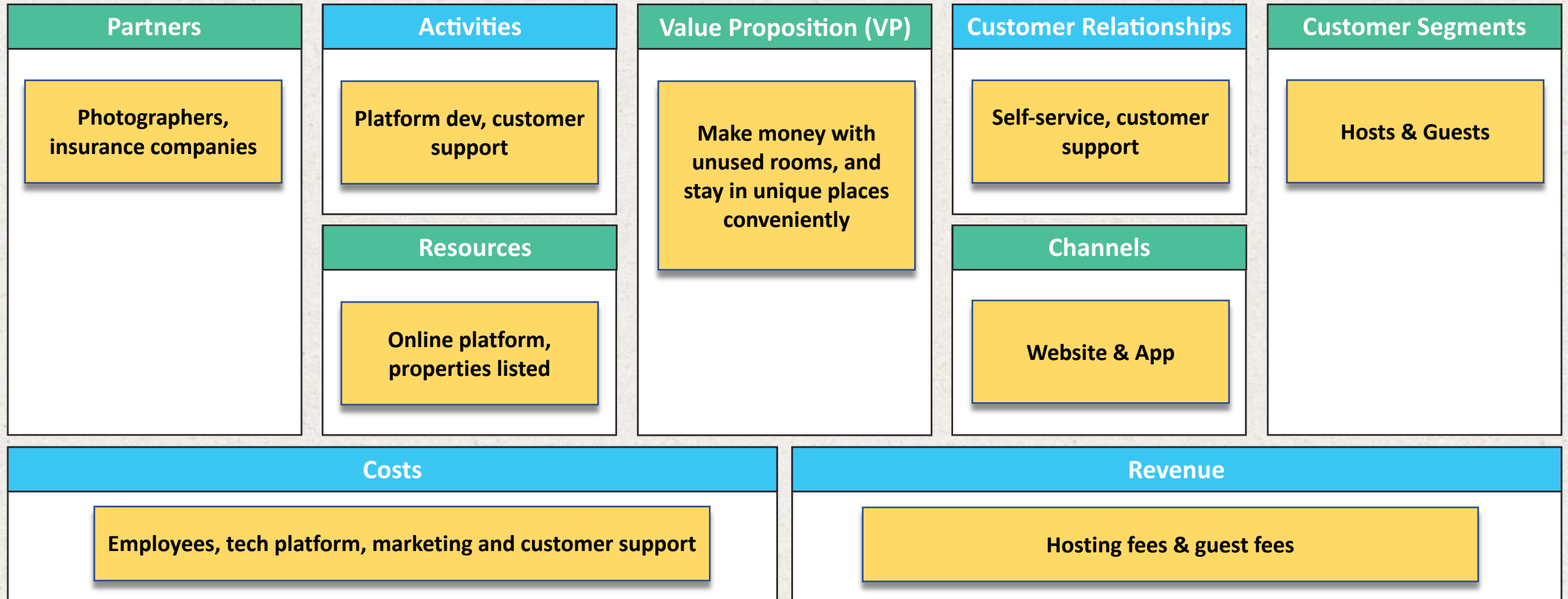
The notes appear in a pane on the right. The text should wrap automatically, and a vertical scroll bar appears if necessary. You can also change the size of the text in the Notes pane by using the two buttons at the lower left corner of the Notes pane.



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		

Resource Recovery: Ethically Sourced Plastic



Circular Business Model Canvas

Partners

Activities

Value Proposition (VP)

Customer Relationships

Customer Segments
Niche market, product manufacturers and recycling companies

Resources

Circular (VP)

Channels

Costs

Revenue

Circular Innovation

End-of-Life

Circular Business Model Canvas

Partners

--

Activities

--

Value Proposition (VP)

Fight poverty through plastic recycling
--

Customer Relationships

--

Customer Segments

Niche market, product manufacturers and recycling companies
--

Resources

--

Circular (VP)

--

Channels

--

Costs

--

Revenue

--

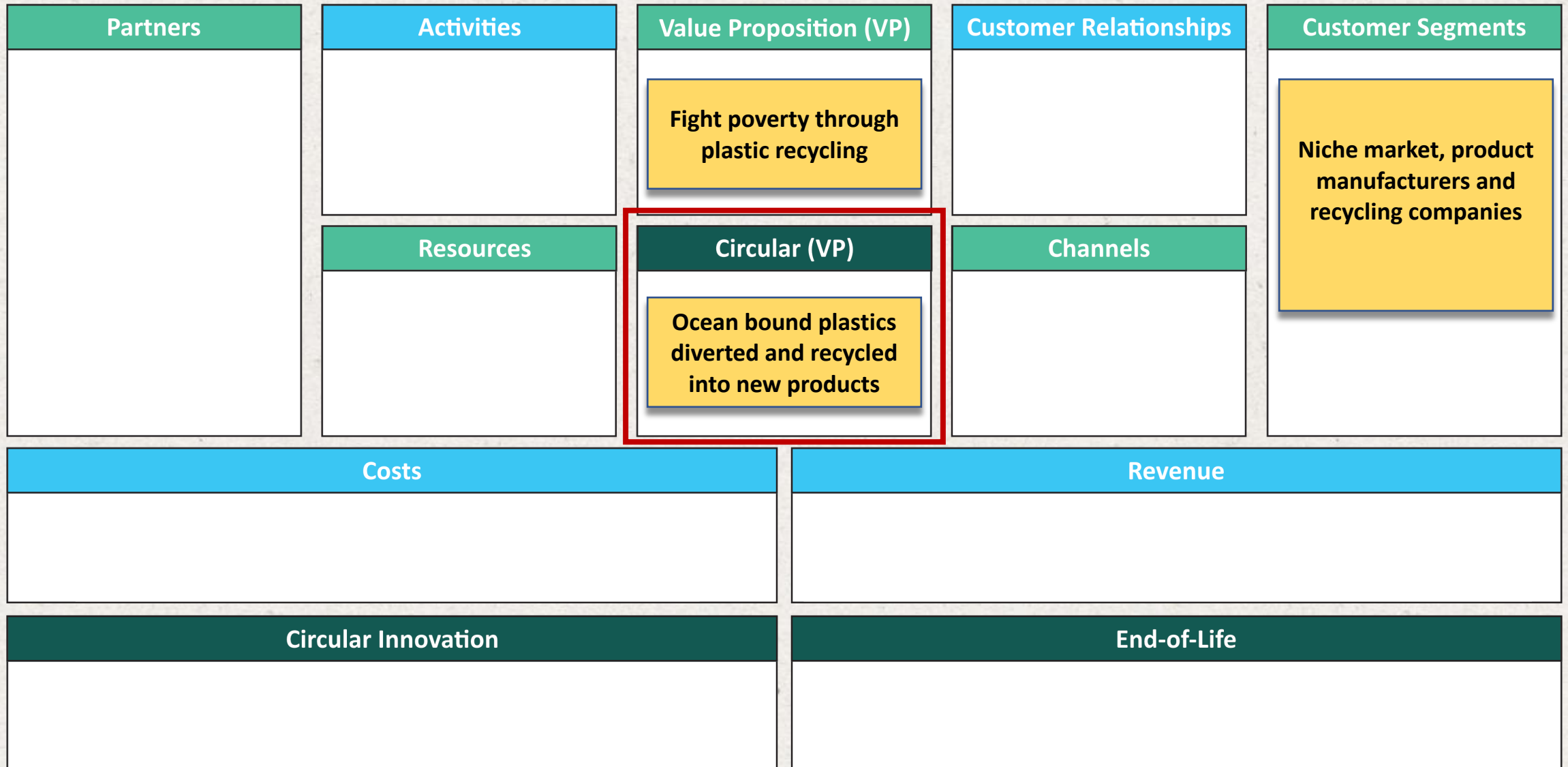
Circular Innovation

--

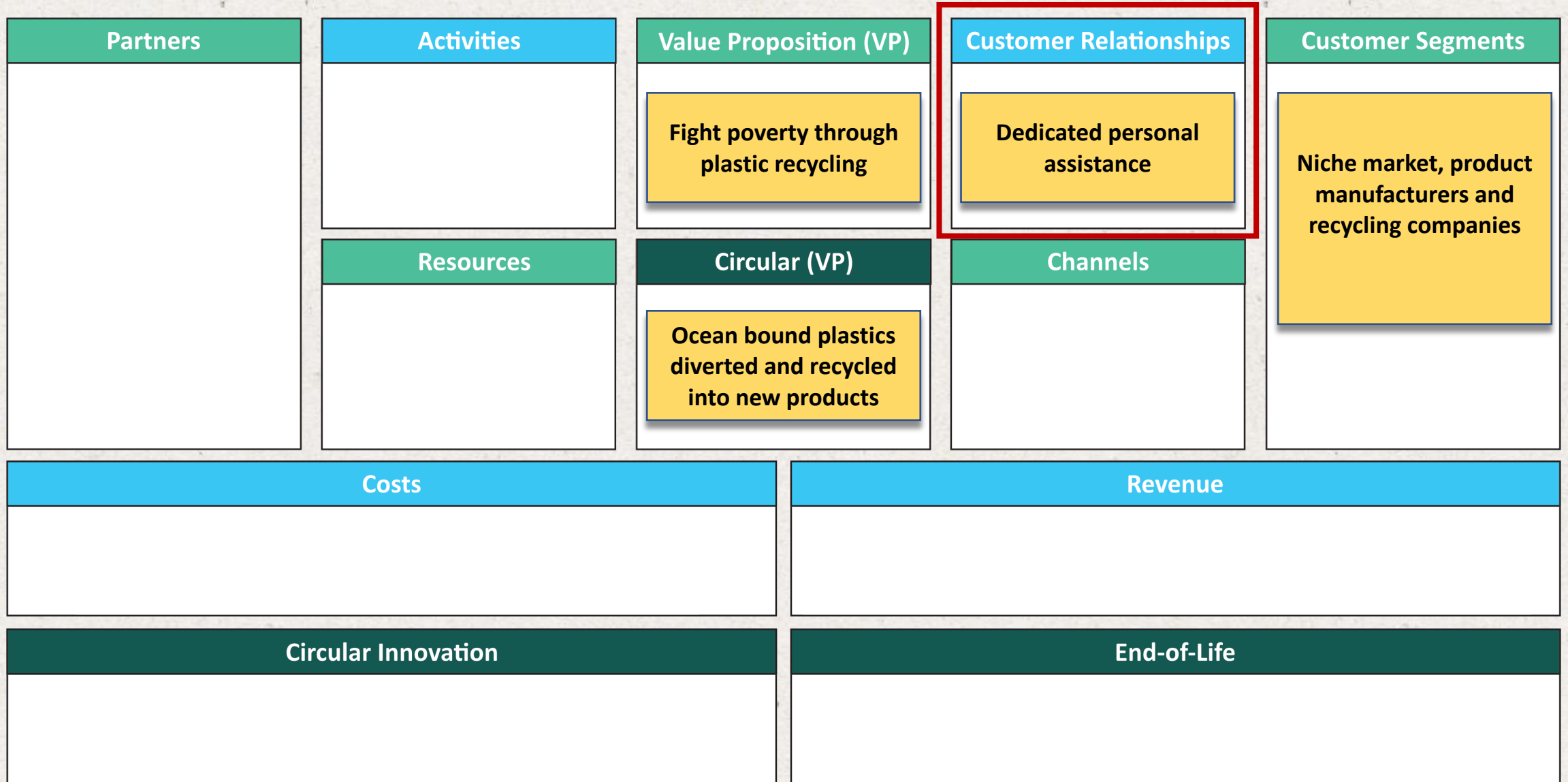
End-of-Life

--

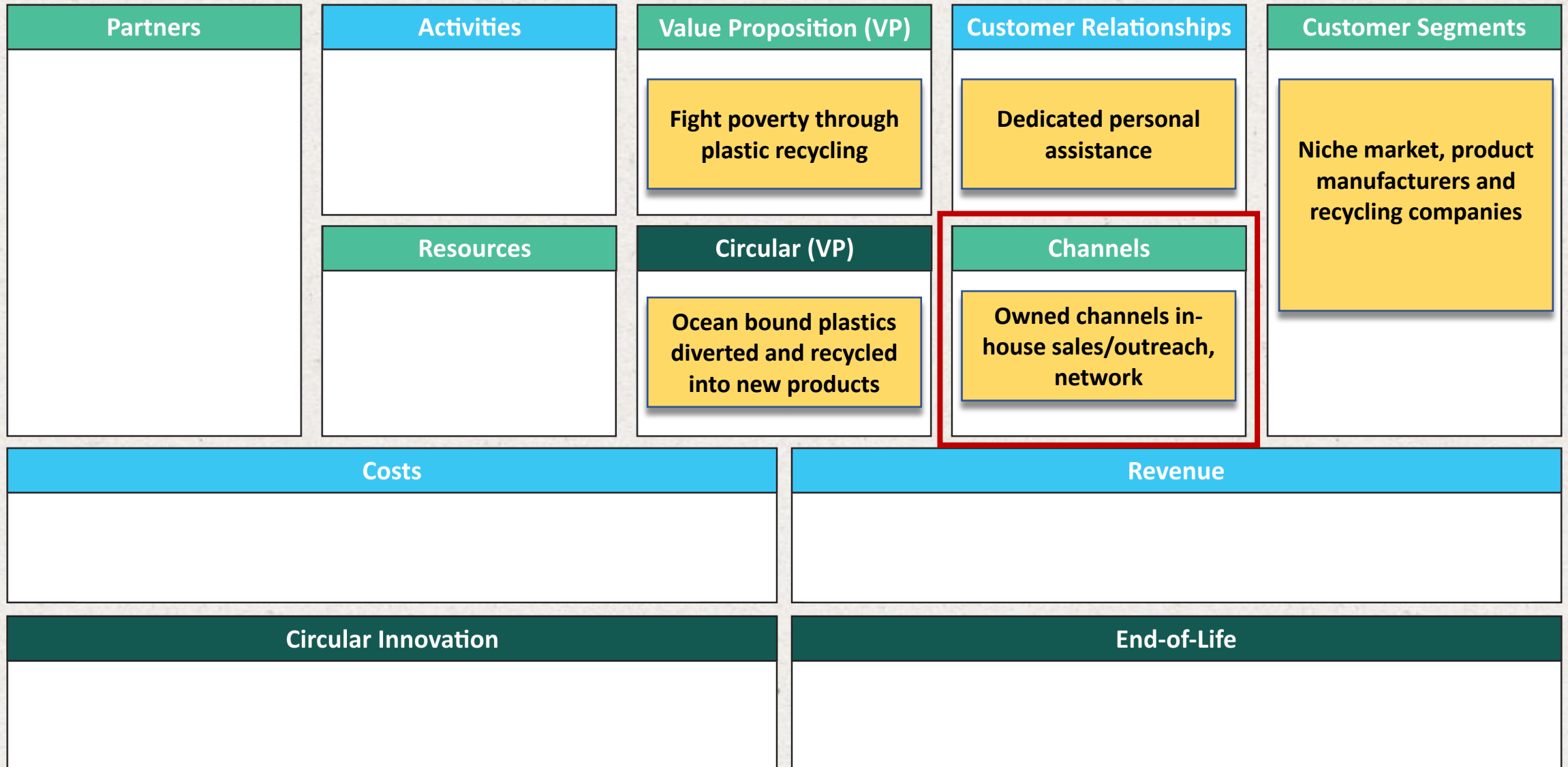
Circular Business Model Canvas



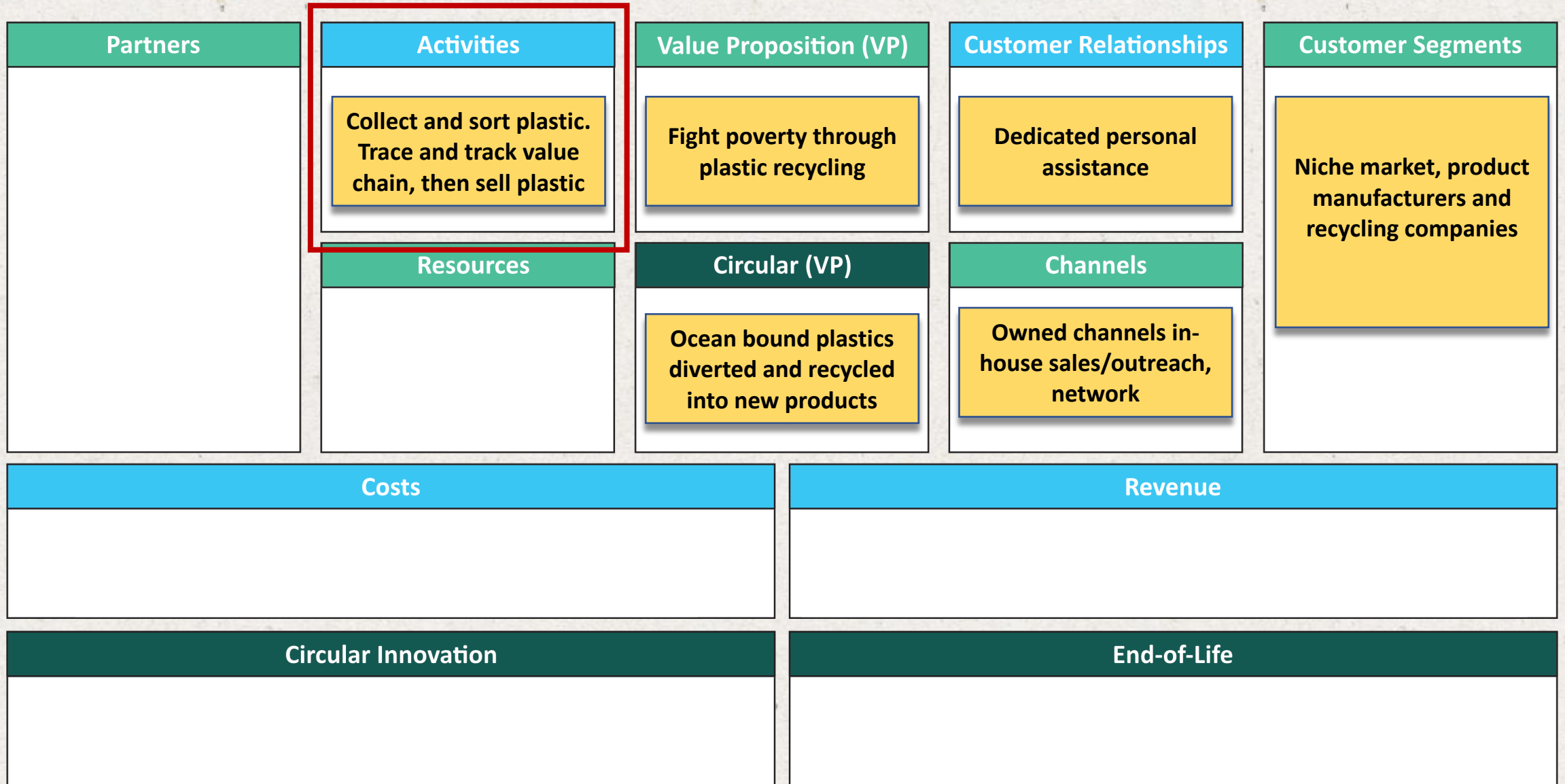
Circular Business Model Canvas



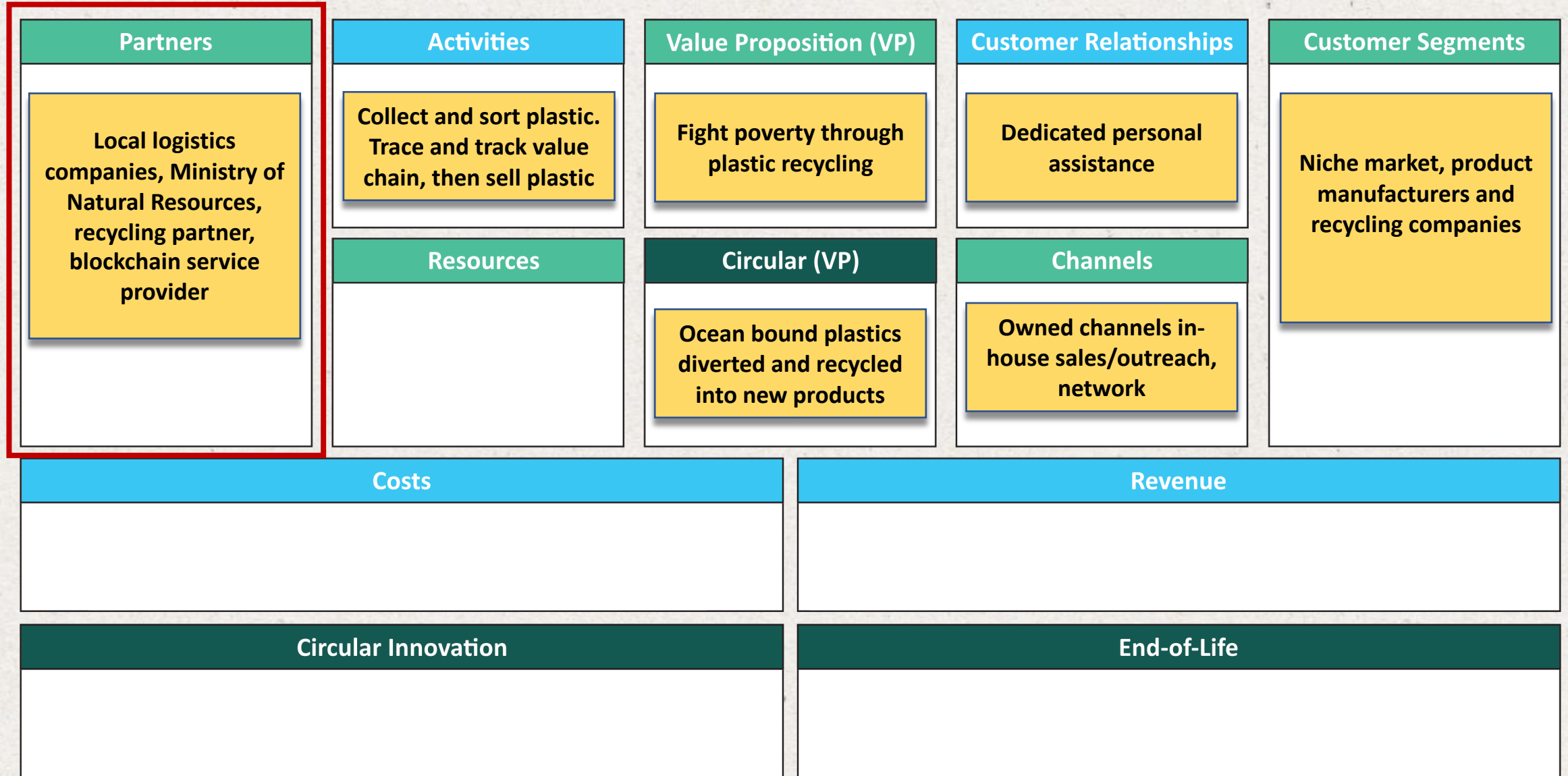
Circular Business Model Canvas



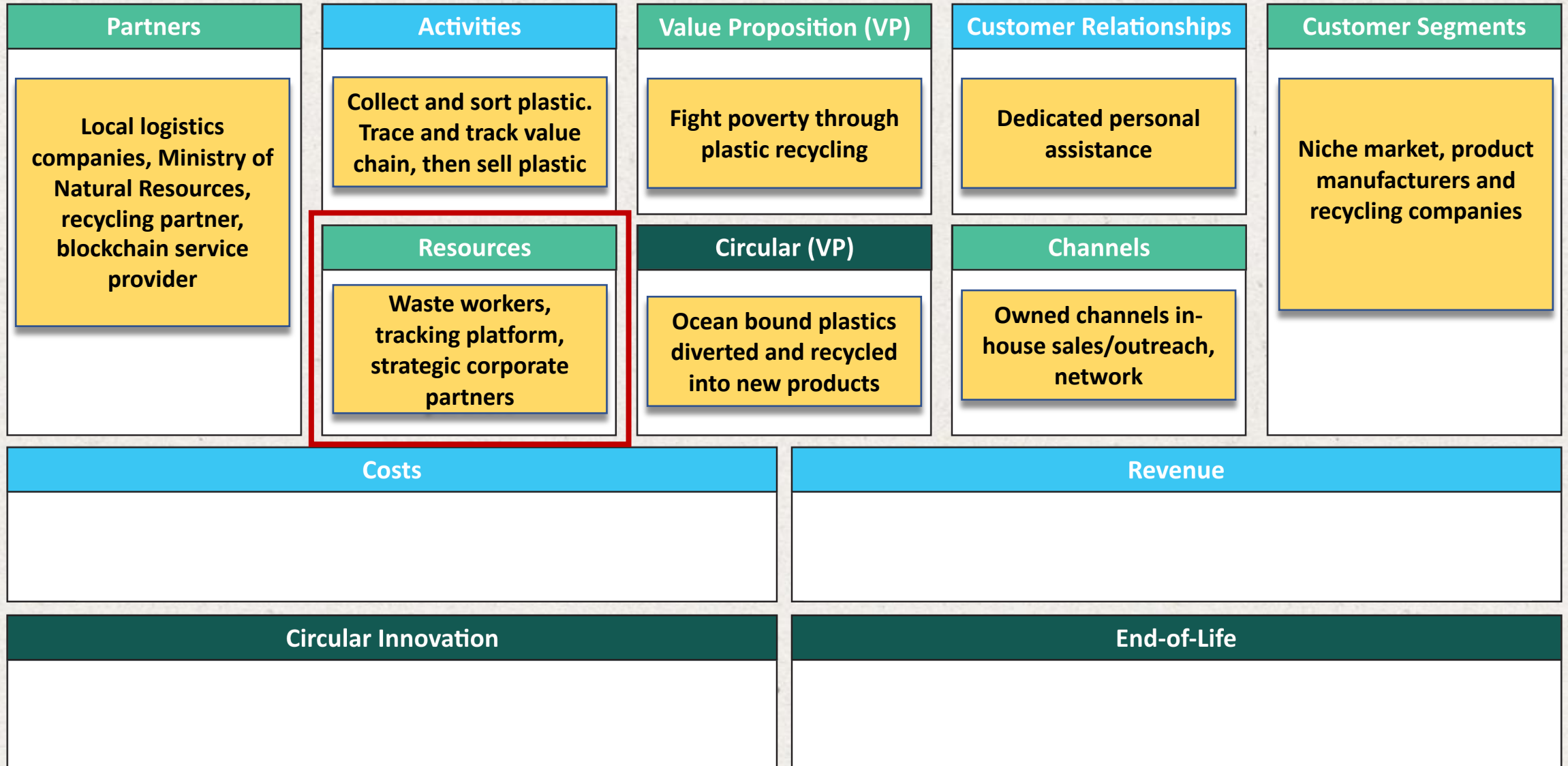
Circular Business Model Canvas



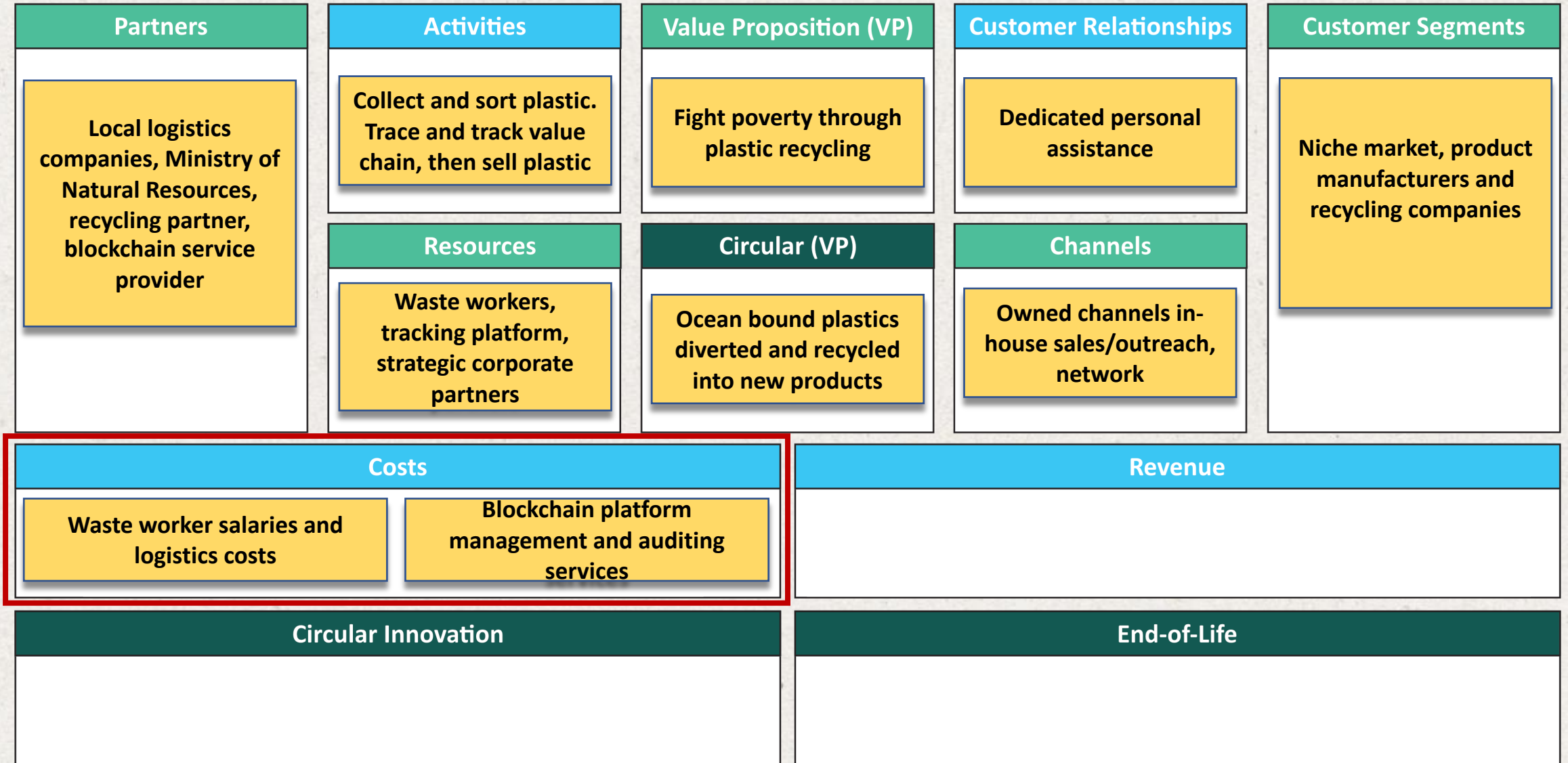
Circular Business Model Canvas



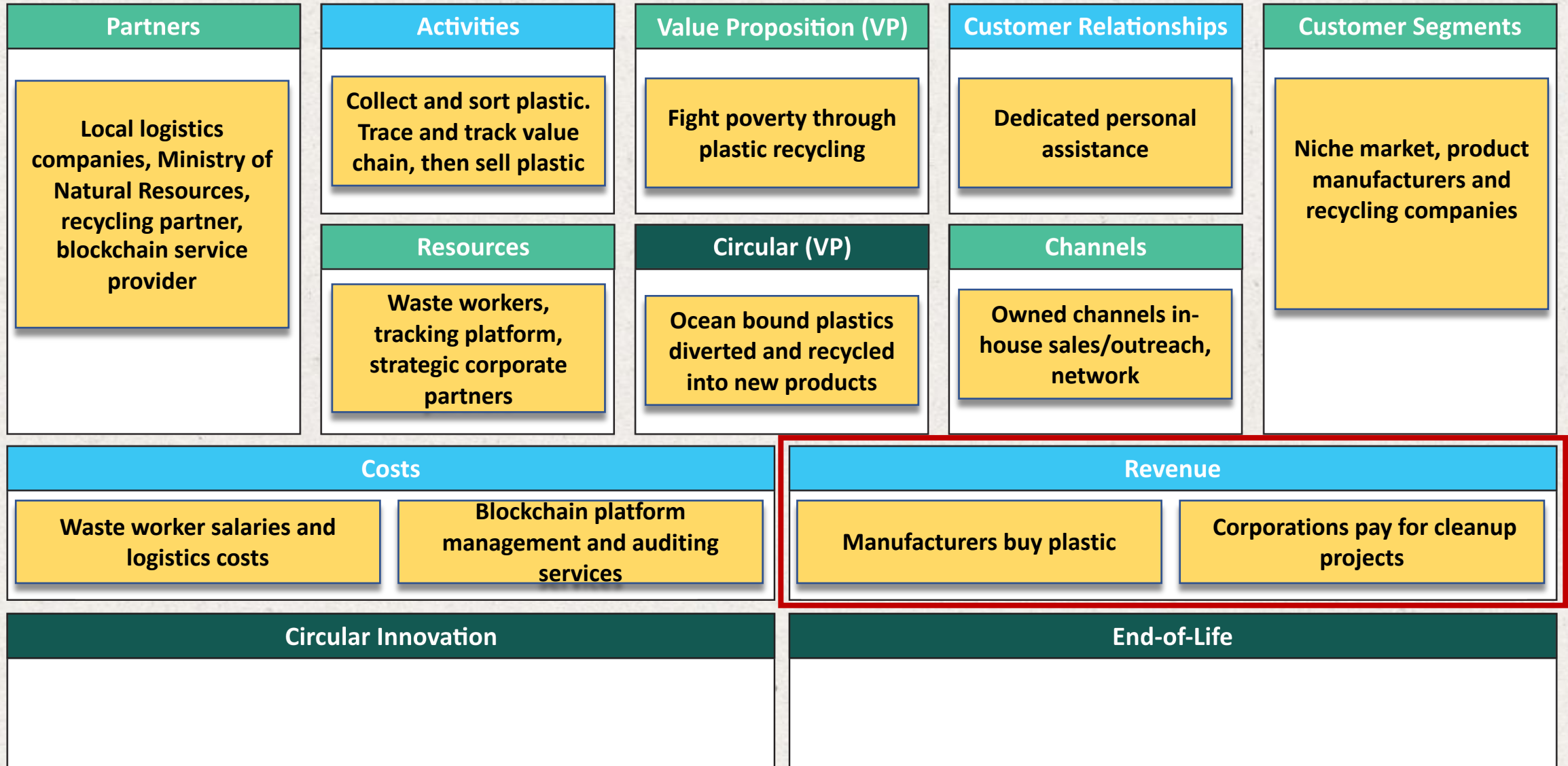
Circular Business Model Canvas



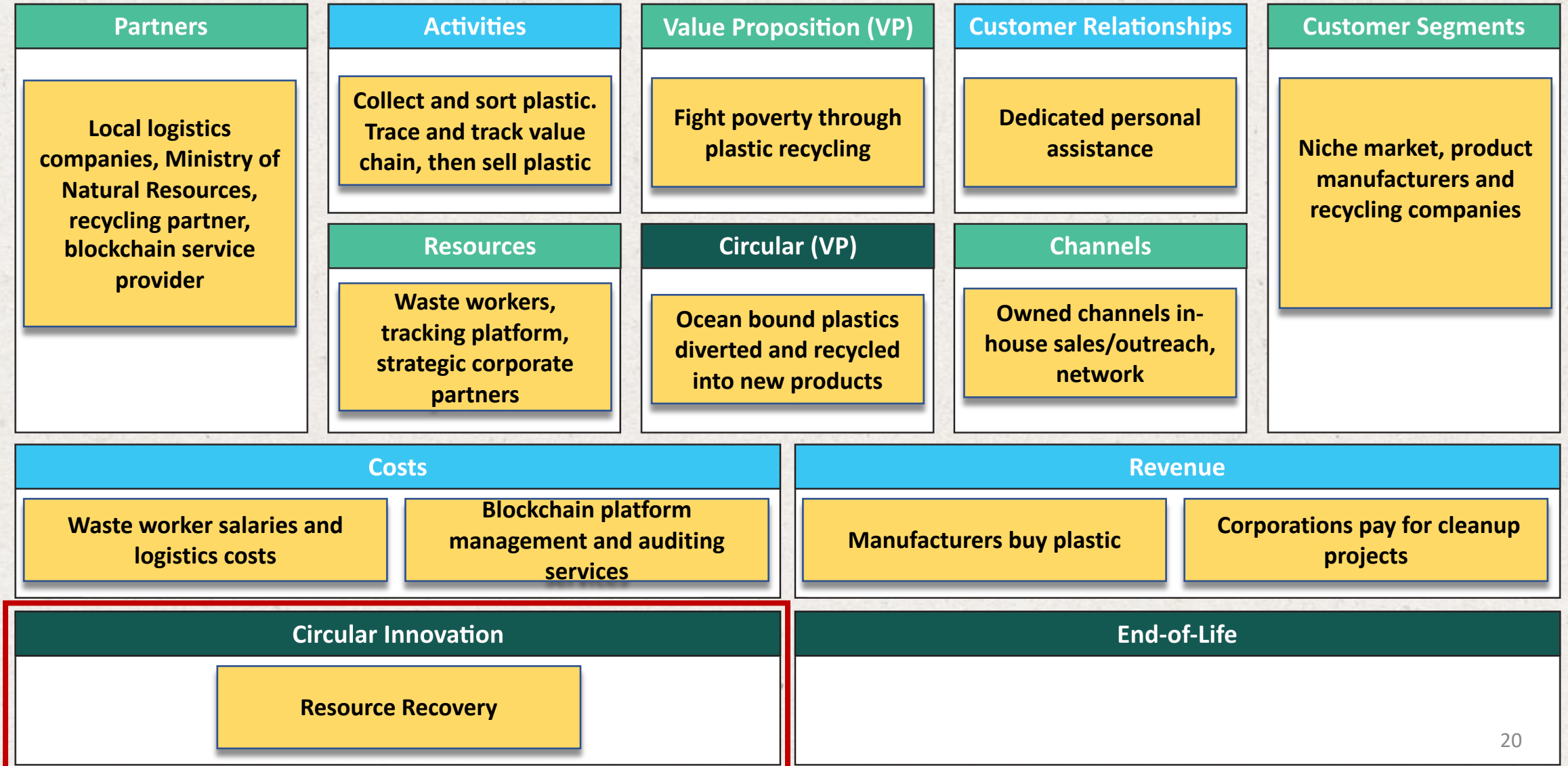
Circular Business Model Canvas



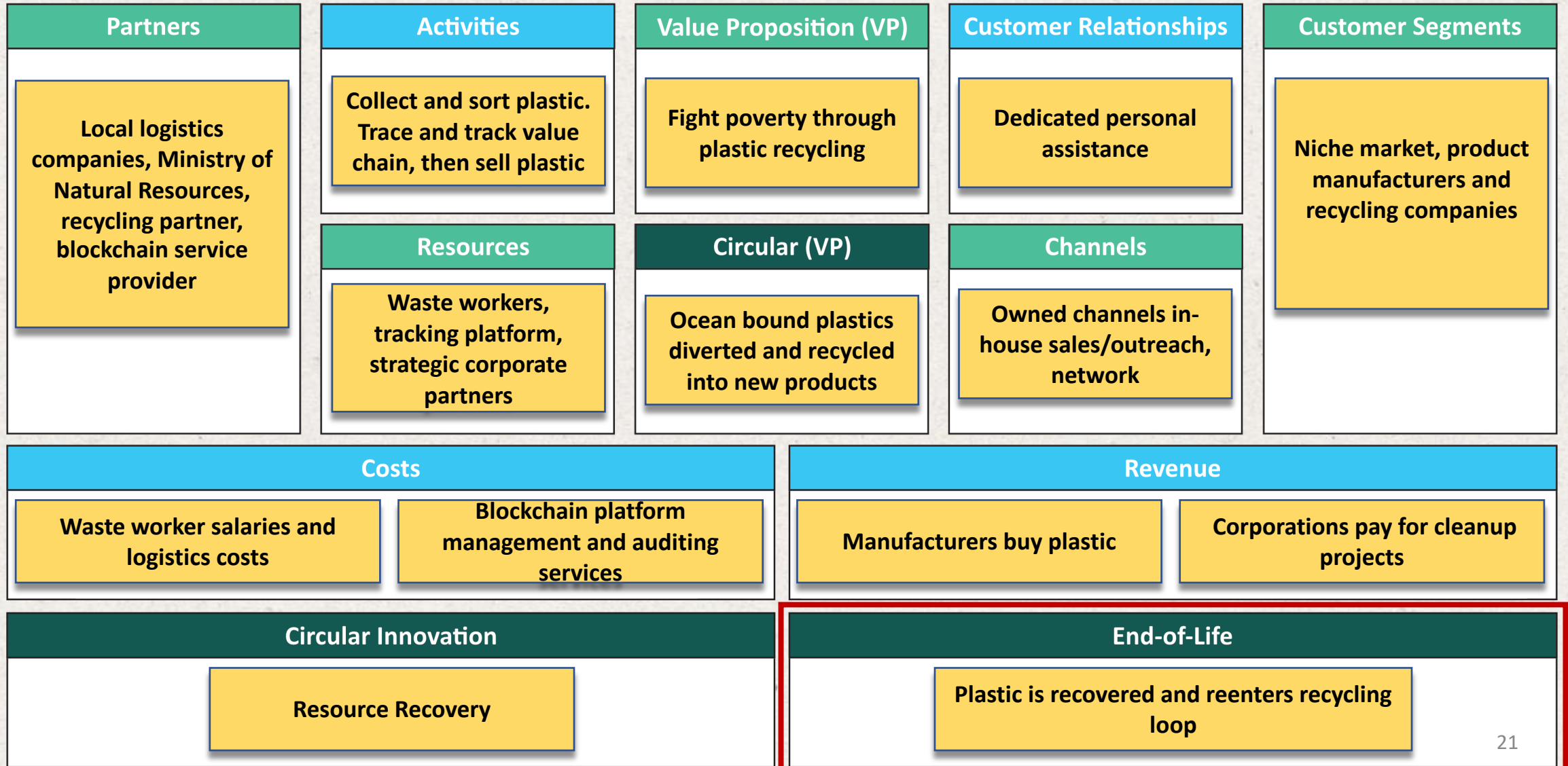
Circular Business Model Canvas



Circular Business Model Canvas



Circular Business Model Canvas



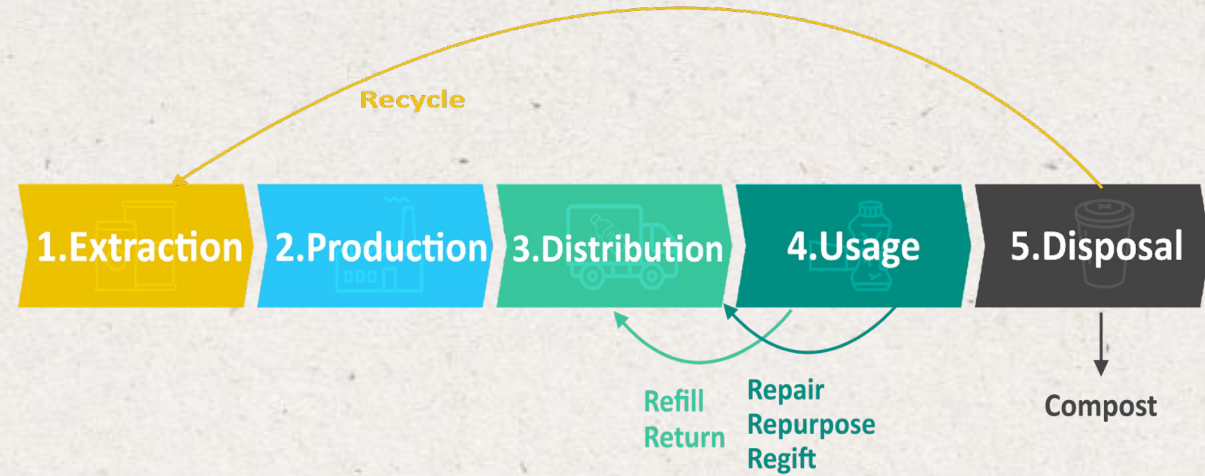
1. Choose an aspect from the “waste challenge” scenario



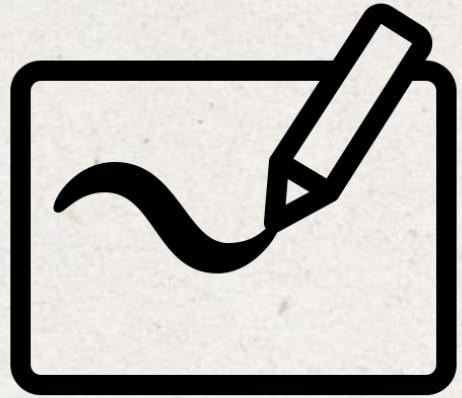
2. Fill in the Circular Business Model Canvas

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

3. Identify the key areas of circularity your business model practices



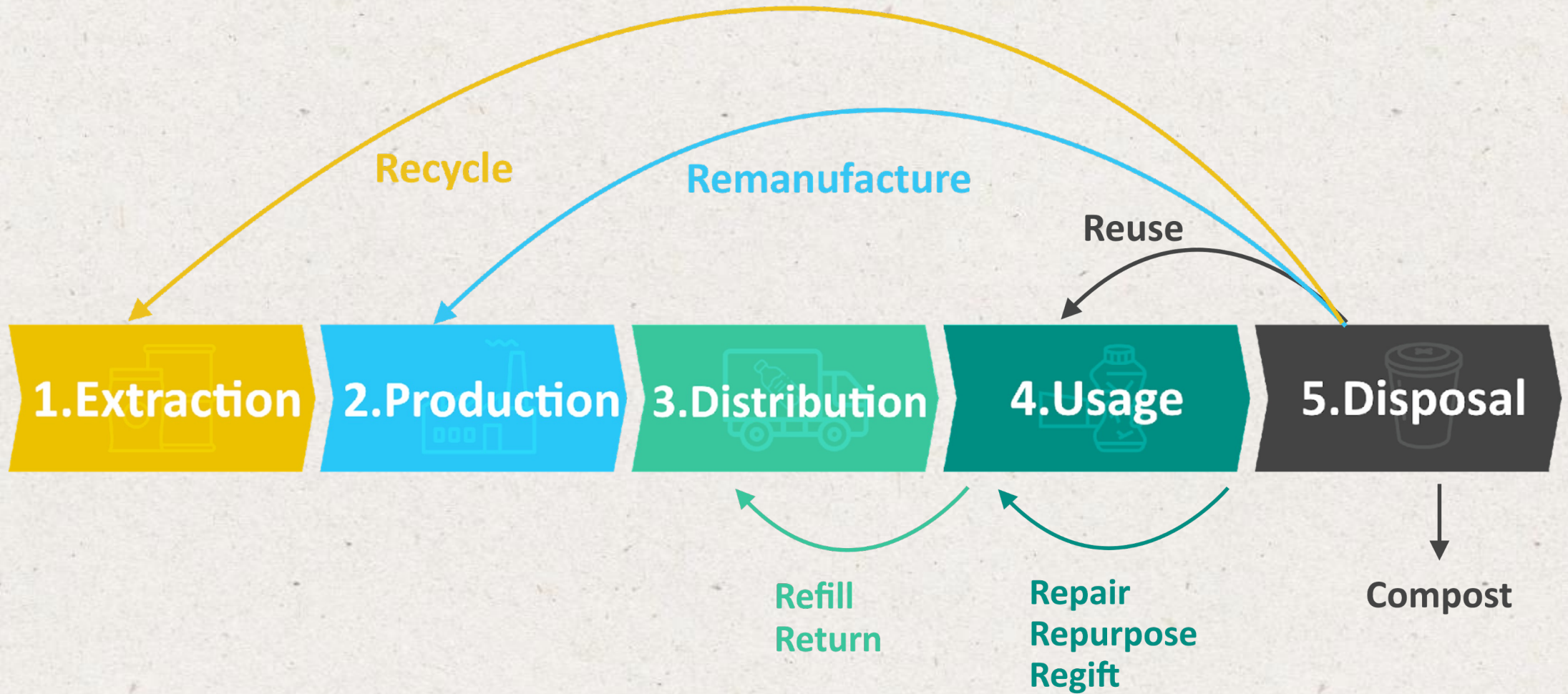
4. Sketch your business model in a visual way to present to the workshop



Circular Business Model Canvas

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

Circular Lifecycle Map





1959/192/14
9-1-196
14.09.16
Tischkalkulation Vers. II, perspektivisch

PUNKT
OPEN

Tischkalkulation Vers. II, perspektivisch
in Kabin offen

1959/192/14
9-1-196
14.09.16