



**ESTET:**

Embedding Sustainability Skills in Tourism Education and Training

Project No.: 2020-1-PL01-KA202-081845

Partner organization: Future in Perspective Limited

<b>THEME ALLOCATED:</b>	Green Skills for the Economy
<b>PARTNER ORGANISATION:</b>	Future in Perspective Ltd.
<b>TITLE OF THE WEBQUEST:</b>	Green Business Model Canvas
<b>INTRODUCTION</b>	
<p>Implementing a circular economy approach with sustainable practices can prove to be challenging. However, therein lies the importance of this sustainable model. Its main objective is to have a positive effect on the ecosystem and to counteract the overexploitation of the environment and its resources. In short, it is a system that promotes economic growth through environmental responsibility. The concept of the circular economy has become increasingly promising as it seeks transformative change towards a more sustainable future.</p> <p>A circular economy model eliminates the "life cycle" of a product with a beginning, middle and an end. Instead, it supports a 'cradle to cradle' (C2C) approach where the goal is to keep the product indefinitely within the production process. Within this process it is key to recover the value of the material and bear in mind that the result may not be useful in a specific industrial system, but it may be in another; Therefore, within the circular economy, it is important that companies are integrated with the aim of reusing waste from one company as a resource for another.</p> <p>The circular economy has multiple economic, social, and environmental benefits, such as:</p> <ul style="list-style-type: none"> <li>• Reducing deforestation and the depletion of natural resources</li> <li>• Solid waste reduction</li> <li>• Reducing carbon emissions</li> <li>• Lower capital investment and operating costs</li> <li>• Potential to innovate (through the redesign of materials, systems, and products)</li> <li>• Reducing planned and rapid obsolescence associated with a linear model approach</li> <li>• Superior value for the customer that leads to customer loyalty and satisfaction</li> <li>• Creation of circular networks (remanufacturing, recycling, hospitality)</li> </ul> <p>This would promote the existence of circular activities in tourist locations, reimagining the current systems and allowing the private sector civil society and other actors to promote innovative economic and environmental models.</p>	
<b>TASKS</b>	
<p>In WebQuest: Circular Economy [Basic Level], you researched the basics of a circular economy and why it is important. This led you to develop an informed presentation whereby you presented ideas for what circular activities you could implement in your local resort. The management board were delighted with your ideas and want you to get working on implementing them right away!</p>	

Now, you will need to come up with a redesigned business model for your resort, in which you can implement your proposed circular economy initiatives. This will not only work to protect the environmental and natural resources, but it also could attract more customers, creating more revenue for the business. There is an abundance of advantages associated with your plan. With your *Green Business Model Canvas*, you will address key areas for your established business. This will help you to visualise and update your plan to anticipate trends and challenges ahead.

In this WebQuest, you are going to be guided through a series of tasks that will help you to learn about the circular economy. You will complete the tasks in small groups of 2-3 people. When you complete this task, you will be able to use your *Green Business Model Canvas* to update the management plan of the resort. With this, you will be able to implement circular economy initiatives within the resort; helping the environment, attracting customers, and cutting costs. Let's get started!

## PROCESS

### Step 1: Plan your Green Business Model

So, what is a 'Business Model'? A business model is a plan for the successful operation of a business, identifying sources of revenue, the intended outcome, products, and financing [Oxford Language, 2019].

As a first step in your challenge, you will need to think about how you are going to establish your *Green Business Model Canvas*. This will be a canvas of your business model, that will present a visual representation of change implementation plan.

Before you complete your *Green Business Model Canvas* in the final step, it is important to take note of the different elements you want to include and consider before implanting change. This is crucial to ensuring that your *Green Business Model Canvas* will provide you with a clear representation of your business plan.

For information on **what a business model is**, click on the following links:

- [What is a Business Model?](#)
- [Business Models Explained](#)

For information on **creating a successful business model**, click on the following links:

- [Elements of a Strong Business Model](#)
- [How to Design a Winning Business Model](#)

For information on **circular economy business models**, click on the following links:

- [Circular Economy Business Models Explained](#)
- [A Framework for Enabling Circular Business Models](#)
- [5 Business Models for the Circular Economy](#)

### Step 2: Calculate the Carbon Footprint of your Business

Implementing a new Green Business Model will prove to be extremely beneficial for your business and for the environment. But in order to track your success, you will first need to conduct some research to discover the carbon footprint of the resort. By measuring the carbon footprint, you can identify the key areas that need to be addressed. Not only will this give you an insight into the areas in need of improvement, but it will also give you a measurable start figure that you can compare as you implement your eco-changes.

For information on the **importance and benefits of lowering your business' carbon footprint**, click on the following links:

- [Calculating and Reducing your Company's Carbon Footprint](#)
- [The Benefits of Monitoring Carbon Emissions for a Business](#)

For resources to **measure the carbon footprint of your business**, click on the following links:

- [Business Carbon Calculator](#)
- [Carbon Footprint Calculator for your Business](#)

Over time, once you have implemented your changes, you can recalculate your business' carbon footprint, to see how the circular economy positively contributes to lowering your carbon emissions.

### **Step 3: Identify your Values and our Value Propositions**

Now that you have researched business models, and measured the carbon footprint of your business, it's time to start planning!

Before creating your *Green Business Model Canvas* to introduce sustainability into the resort, you will need to consider what values are most important. These values should be based on the practices of the circular economy and the benefits it can have not only for the environment, but also for tourists and the local community. You will need to look at the current practices and how to improve or replace them with more sustainable practices.

Once you identify your Value Proposition, you will be able to carefully consider how to successfully achieve them through the different steps of your Green Business Model Canvas.

- [How to Write a Great Value Proposition](#)
- [Tips for Identifying your Value Proposition](#)
- [The Influence of a Value Proposition on Circular Economy Models](#)
- [Examples of Circular Economy Business Models](#)

### **Step 4 (a): Identify your key sustainable partners, activities, and resources.**

In your next step, you will need to identify the key partners and activities that will be at the heart of your sustainability goals along with our available resources that you can adapt into your circular economy business model. These key parts of your *Green Business Model Canvas* can vary in different locations; however, they are essential to ensuring that your canvas is focused on different partners, and resources. This will make sure that it aligns with what you have previously learnt about the circular economy.

For your Key Partners, you will need to identify third parties that are available to you and can work environmentally alongside your new business model. This will pinpoint what circular economy models that you can implement. For example, if you share an environmental space such as a beach or forest with for instance a green town committee, investigate where you can work together to implement circular business strategies.

- [How to Identify Key Partners](#)

- [Creating Partnerships in a Circular Economy](#)

For your Key Activities you should consider what you wish to achieve in terms of your circular economy. Do you want to find ways to reuse and recycle more of your waste? Do you need to reevaluate the products that you offer to customers and ensure they're more sustainable? Or are there practices that you wish to implement to reduce consumption and ensure sustainability?

- [Key Activities in the Business Model Canvas](#)

For your Key Resources you will need to consider what is available to you to successfully implement your value proposition. If you are converting to recycling your glass bottles for instance, what distribution channels will we need? What resources might we need to leverage to make our customers aware of these changes?

- [What are Key Resources?](#)
- [Waste as a Resource](#)

Now that you have identified the main sections of your *Green Business Model Canvas*, you are nearly fully prepared to complete it. Before you do so, you will need to do your own research to discover your personal strengths, your horizons, your cost structure, and your revenue streams. This will determine the overall outcome of your business plan and will give you an achievable goal that is personalised to you and your business.

For information on setting **business goals**, click on the following links:

- [Setting Achievable Business Goals](#)
- [Tips for Business Goals](#)

### Step 5: Green Business Model Canvas

In your final step, you will complete your *Green Business Model Canvas*. *The Business Model Canvas*, features nine components:

Green Business Model Canvas Structure
1) Value Proposition: Your unique solution (circular economy initiatives)
2) Key Resources: The resources needed to implement the initiatives
3) Key Partners: An overview of the networks you will need to establish in your region.
4) Key Values: What is important to consider when implanting these changes?
5) Strengths: What skills / resources / networks will work to your advantage?
6) Horizons: What are the potential horizons from your solution(s)? What will you achieve?
7) Cost Structure: What are the essential costs of this business model? Are the costs fixed or variable?
8) Revenue Streams: Consider your revenue, and growth potential.

## GREEN BUSINESS MODEL CANVAS

<b>VALUE PROPOSITION</b>	<b>KEY RESOURCES (PHYSICAL, FINANCIAL, HUMAN, INTELLECTUAL)</b>	<b>STRENGTHS</b>	<b>HORIZONS</b>
<b>KEY PARTNERS</b>	<b>KEY VALUES</b>	<b>COST STRUCTURE</b>	<b>REVENUE STREAMS</b>

Once you have completed your *Green Business Model Canvas*, you can put your ideas into action and begin to make a difference! Having a clear goal and visual representation of what you want to achieve works as a great indicator for bringing about change. With your *Green Business Model Canvas*, you can identify a straightforward plan of action. This results in the clarification of: feasibility, desirability, and viability.

### **EVALUATION**

As a self-assessment for this WebQuest, you can write a short self-reflection of approximately 500 words about how you found the experience. The following questions will guide your self-reflection exercise:

- What did you find most important from this exercise?
- Why are you motivated to implement green initiatives?
- How do you plan to implement system change within the tourism sector to promote sustainability?
- Do you think that creating a business plan allowed you to strategically plan your updated plan of action? Why? Why not?
- Can you think of other frameworks or methods that would work to promote sustainable and economical change within the tourism sector? List them.

To test your knowledge after completing this WebQuest, complete the following multiple choice quiz below:

1. Which of the following is the correct definition of the *Circular Economy*?
  - a) An economic system that tackles solely economical change within a business.
  - b) An economic system that tackles global challenges.
  - c) An economic system that tackles global and societal challenges.
  - d) An economic system that tackles solely societal change within a business.
2. The circular economy approach addresses consumer habits and looks to redefine current systems in place to protect the environment. True or False?
  - a) True
  - b) False
3. Which of the following ideas does **not** form part of a circular economy?
  - a) Consuming products
  - b) Extracting raw materials
  - c) Manufacturing products
  - d) Recycling waste products
4. The circular economy model has the power to reduce costs and create jobs. True or False?
  - a) True
  - b) False
5. When referring to the circular economy, the acronym C2C stands for what?
  - a) Cradle to Circle
  - b) Circle to Cradle
  - c) Circle to Circle
  - d) Cradle to Cradle

**CONCLUSION**

Well done! Not only will the resort cut down on costs, generate jobs and attract more customers, but you are also becoming an advocate for the environment. Through the creation of your *Green Business Model Canvas*, you can gain a clear and concise vision of how you want to implement change. This provides you with a focused view that can reduce the risk of failure, and target customer / business needs. By focusing on the strategic elements of transformative change you want to bring to your business, you can strive for growth and success! Not only does it provide you with an implementation framework, but it also delivers a better understanding of your business.

It is essential that companies begin to make innovative investments towards transformative processes. Eliminating the current models of linear economies will work to inspire others to make a change and update their current systems. Implementing a “cradle to cradle” approach ensures that products have a continuous life cycle, reducing the extortion of natural resources. Fostering new initiatives such as a circular economy model, plays a key role in raising environmental awareness. The circular economy is needed as a response to build sustainable ecosystems. This transforms the current processes that exist between urbanised and natural environments, paving the way for better sustainability.

“Cradle to Cradle is like good gardening; it is not about “saving” the planet but about learning to thrive on it.”

— Michael Braungart



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