

# CIRCULAR BUSINESS MODEL CANVAS

## VALUE CREATION

Is it feasible?

Ecosystem of actors

Activities

**Resources**  
technologies, material and energy

- Renewable
- Recycled
- Data and information

**Capabilities**  
skills, know how

## VALUE PROPOSITION

Is it circular?

Product/Service

**Circular strategy**

- slow
- narrow
- close
- intensify
- dematerialise
- regenerate

Function & Job to be done

User Benefits

## VALUE DELIVERY

Is it desirable?

User segment

User relationships

Delivery channels

Reverse logistics

Costs

Is it sustainable?

## VALUE CAPTURE

Is it viable?

Benefits

Financial capital

Environmental capital

Social capital

Social impact

Financial impact

Environmental impact

cc. circular.academy 2022