

Green Economy Exchange: Collaborating for Sustainable

Growth and Resilience

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"Sustainable Business Models & Tools"

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Workshop Brief:

This workshop will familiarize participants with tools and concepts to align a business idea and business model with social and environmental goals. The learnings will be applicable both practically in own existing ventures and in training & teaching. In a first step, participants will handle a tool to identify the impact of a business on various stakeholders and ideate solutions to mitigate negative and promote positive social and ecological goals. In the second half a framework for business models will be introduced and extended to incorporate sustainability: In a brainstorming session, participants will have the opportunity to apply innovative sustainability-focused business models to existing business ideas.

Participants may consider in advance a simple startup idea, innovation idea, or business model that can be used as an example to work on in teams. It can be an own (or new!) idea, but it is also okay to just pick a business or startup that is running and you know it well. Not all examples will be used, but these will form the basis of the exercise. During registration, please note if you will bring an idea. (groups of 5, each with at least 1 idea in the group when possible.)