

Context: Environment (Physical / Chemical / Biological)

**For Help...**

If Question Marks not visible "Show Comments"

Mouse-over Question Marks to See Pop-ups or Choose "File->Print with Comments Summary"  
 or  
 See Next Pages

Context: Society  
 (Social / Technological)

Perspective:  
 Product, Learning & Development

Your Organization

Context: Financial Economy  
 (Monetary)

Perspective: Process

Perspective: Stakeholder

Bio-Physical Stocks



Partnerships



Resources

Activities



Decisions



Eco-System Services



Value Propositions

Relationships



Stakeholders



Actors



Channels



Needs



Perspective: Measurement



Processes

Valuation Method



Costs



Revenues



Assets



Tri-Profit




# Help for Strongly Sustainable Business Canvas - v1.03

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Topic: Organizations

Subject: About The Organizations Involved in Your Business Model

 Which organizations are in your value network (supply chain) with in order to create, deliver and maintain your value propositions?


What are the business models of these organizations?

How do those organizations' creation, delivery and maintenance of their (positive and negative) value proposition impact your definition and measurement of successes?

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Topic: StakeholderPerspective

Subject: About Your Stakeholders


 Stakeholders: Who do you do it for, to and with?

Who are your stakeholders?

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Topic: Actors

Subject: About Actors


 Who are the human and groups of human actors who may choose to get involved?

Which human actors are representing the needs of other humans and non-humans?

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Topic: Needs

Subject: About Actors' Needs

 What needs do the actors have which your organization:


-- might be able to meet?

-- might prevent an actor from fulfilling?

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Topic: Stakeholder

Subject: About Your Stakeholders


 Who are your stakeholders?

i.e. Which actors are you choosing, and which actors are choosing to become involved in your organization?

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Topic: Relationships

Subject: About Your Relationships

 What relationships will be required with your stakeholders?


What is the purpose of each relationship?

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Topic: Channels

Subject: About Your Channels


What channels will you use?

 - How will you communicate to your stakeholders, and vice versa?  
- How will you deliver your value proposition to your stakeholders?

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Topic: Value Proposition


Subject: About Your Value Propositions

 What are your organization's (positive and negative) value propositions for each stakeholder?

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Topic: Value Proposition

Subject: About Your Value Propositions

 What are your organization's (positive and negative) value propositions for each stakeholder?

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Topic: Process Perspective

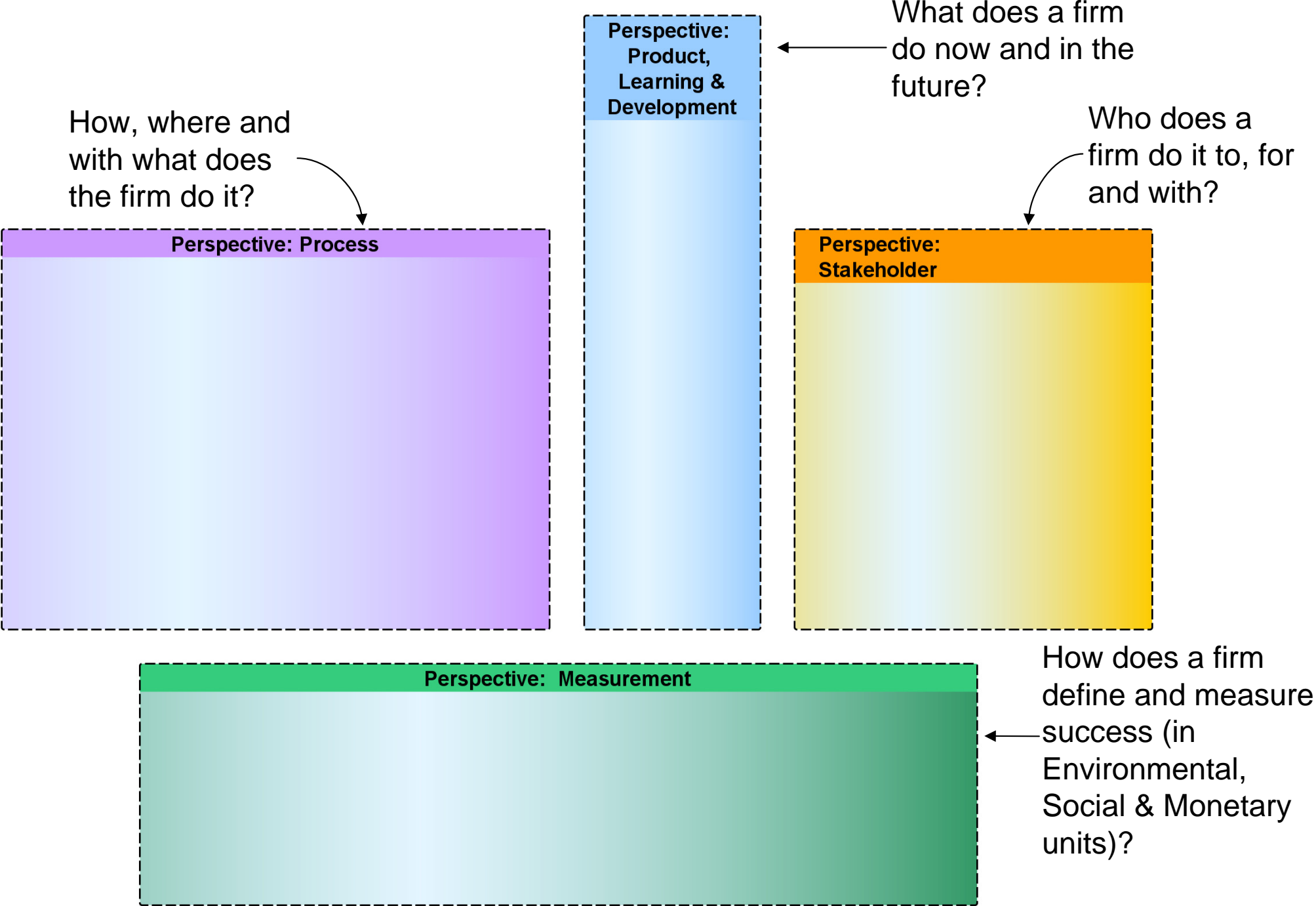
Subject: About Your Processes

 How does your organization create and deliver your value propositions?

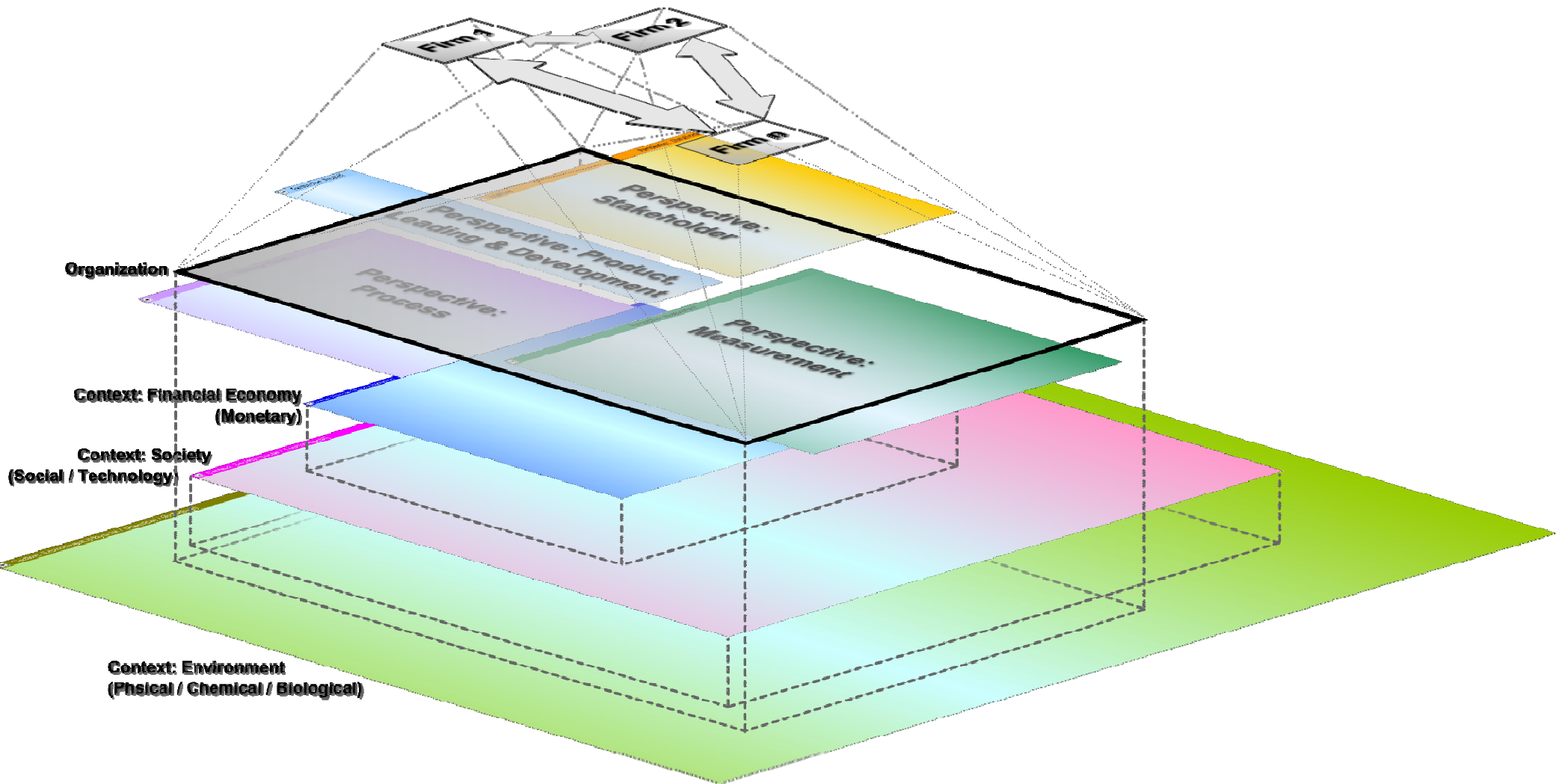
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# Four Perspectives on a Strongly Sustainable Business Model




# The Contexts and Perspectives and their Relationships to Organizations in Strongly Sustainable Business Model




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Topic: Decisions  
Subject: About Your Governance

 Which stakeholders get involved in making which decisions about what you do and how you do it?  
To what extent are they involved?  
i.e. What is the governance of your organization?


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Topic: Partnerships  
Subject: About Your Partnerships

 What relationships with which stakeholders are required to deliver your value propositions?  
i.e. Who are your partners and what agreements have you made with them?


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Topic: Resources  
Subject: About Your Resources

 What resources (human, social, knowledge, monetary, tangible, energy) are required to create, deliver and maintain your value propositions?


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Topic: Bio-Physical Stocks  
Subject: About Bio-Physical Stocks

 Which bio-physical materials are transformed during the processes which create, deliver and maintain your value propositions?


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Topic: Activities  
Subject: About Your Activities

 What activities are required to create, deliver and maintain your value propositions?  
i.e. What are your business processes?  
Are these activities social, monetary, or bio-physical or a combination?


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Topic: Eco-System Services  
Subject: About Eco-System Services

 Which outputs from which eco-system services are used in, harmed or improved by the creation, delivery and maintenance of your value propositions?


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Topic: Measurement Perspective  
Subject: About Your Measurements of Success

 How will your organization define success and how is this measured?

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Topic: Tri-Profit  
Subject: About Your Measures of Profit

 How does the organization choose to calculate profit - environmentally, socially, financially?

e.g. How are the costs "subtracted" from the revenues for each of environmental, social and monetary costs and revenues to calculate your tri-profit? (each in their own units)

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Topic: Valuation Method  
Subject: About Valuation Methods

 How does your organization value the things that define success?

i.e. How do you calculate measurements of environmental, social or monetary costs, revenues or assets from  
- Measurements of your processes (e.g. Quality, Quantity, Timeliness, Satisfaction, etc.)  
- The value your customer and other stakeholders place on your value propositions (e.g. typically customer stakeholders are willing to pay to receive a value proposition via a pricing calculation)


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Topic: Process Measures  
Subject: About Measurement of Your Processes

 How does your organization measure those aspects of your processes which define success (e.g. Quality, Quantity, Timeliness, Satisfaction, etc.)

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Topic: Costs  
Subject: About Your Costs

 How does the organization choose to measure the value of the costs incurred by your business model?  
e.g. Financial terms (e.g. payments made to stakeholders, particularly suppliers), Social terms (e.g. decreased happiness, illness etc.), Environmental terms (e.g. nature harmed or depleted) (Each in its own units)

These valuations will be based on your valuation methods.

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Topic: Revenues  
Subject: About your Revenues

 How does the organization choose to measure the value of the revenue generated by your business model?  
e.g. Financial terms (e.g. payments received from customers), Social terms (e.g. increased happiness, wellbeing etc.), Environmental terms (e.g. improved state of nature) (Each in its own units)

These valuations will be based on your valuation methods

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Topic: Assets  
Subject: About Your Assets

 How does the organization choose to measure the value of the assets required, created or depleted by your business model?  
e.g. Financial terms (e.g. financial valuation), Social terms (e.g. social capital, knowledge capital, brand value), Environmental terms (e.g. natural capital restored or harmed) (Each in its own units)

These valuations will be based on your valuation methods

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