The Three Contexts for all Human Organizations

Environment
(Physical, Chemical, Biological)

Social
(Includes the knowledge and technological)

Financial Economy
(Money)
Four Perspectives on a Strongly Sustainable Business Model

How, where and with what does the firm do it?

Perspective: Process

Perspective: Product, Learning & Development

What does a firm do now and in the future?

Who does a firm do it to, for and with?

Perspective: Stakeholder

How does a firm define and measure success (in Environmental, Social & Monetary units)?

Perspective: Measurement
The Contexts and Perspectives and their Relationships to Organizations in Strongly Sustainable Business Model
Help for Strongly Sustainable Business Canvas - v1.03

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?

Subject: About Your Stakeholders

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

Who are your stakeholders?

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?

Subject: About Actors' Needs

What needs do the actors have which your organization:

-- might be able to meet?

-- might prevent an actor from fulfilling?

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?

Subject: About Your Relationships

What relationships will be required with your stakeholders?

What is the purpose of each relationship?

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?

Subject: About Your Value Propositions

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

Subject: About Your Processes

How does your organization create and deliver your value propositions?
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?

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?

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?

Resources
Subject: About Your Resources

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

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?

Measurement Perspective
Subject: About Your Measurements of Success

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

Tri-Profit
Subject: About Your Measures of Profit

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

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

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)
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.

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.

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.