

# Sustainable Business Design With Business Model Patterns

## Facilitators

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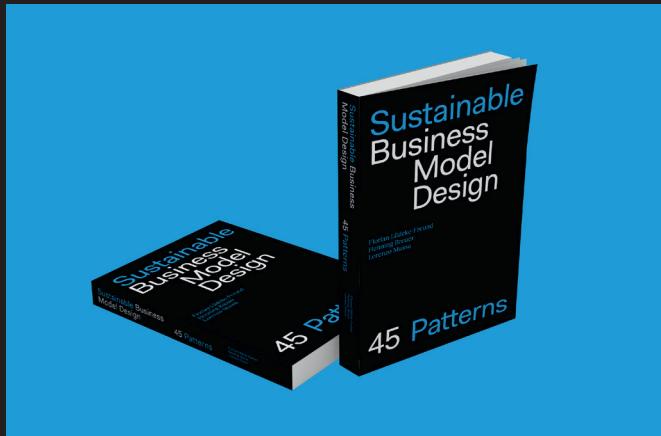
New business models are not only required to deal with the effects of the current crisis, but also to tackle other challenges we are facing, such as climate change. In this interactive session we will explore a new toolbox consisting of 45 sustainability-oriented business model patterns. These patterns address ecological, social, and economic challenges and help business designers to develop business models with the potential to contribute to sustainable development. In a short exercise participants will use selected patterns to ideate business model solutions to a pressing sustainability issue.

Participants get exclusive access to a preview of the forthcoming book *Sustainable Business Model Design* by Florian Lüdeke-Freund, Henning Breuer and Lorenzo Massa.

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**Innovating in Times of Crisis**  
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Workshop (2.08) / Monday 8 June 2020 / 12:15-13:15

# Sustainable Business Model Design



## 45 Patterns

By Florian Lüdeke-Freund,  
Henning Breuer and  
Lorenzo Massa

This is a book for sustainability and not about sustainability. It is about *designing next generation business models for sustainability*; that is, business models designed to maintain and create value in ecological, social, and economic terms. This book provides answers to three questions:

- What types of sustainable business models do we already have?
- What solutions do they offer to recurring ecological, social, and economic problems?
- How can we best describe these solutions to maximize their usefulness?

At its heart, you will find *45 patterns for sustainable business model innovation*. Discover the unexpected sustainability potential of business model patterns such as Freemium, Innovative Product Financing, or Buy One, Give One.

### Green Razor and Blade

Most companies depend on growing sales volumes and revenues – but how to avoid similarly growing negative impacts on the environment? While products that last can be an answer to this question, companies are still challenged to develop new revenue channels. The Green Razor and Blade pattern unbundles long-living products and short-lived consumables and thus enables business models that can mitigate the negative effects of growing businesses.

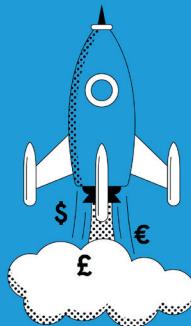
#durable products  
#resource efficiency  
#unbundling  
#product as a service



### Innovative Product Financing

When potential customers cannot afford or do not want to purchase a new, uncommon, or radically different offering, the Innovative Product Financing pattern can help. Leasing, renting, or progressive purchasing schemes can be a door opener for sustainable offerings.

#pricing  
#financing schemes  
#customer barriers  
#early adopters



### Buy One, Give One

Some social groups need a product or service, but lack access to it or cannot afford to buy it. In the Buy One, Give One pattern a company donates goods or services to those in need in a fixed ratio to regular sales, thereby creating both commercial and social value.

#giving  
#marketing process  
#customer barriers  
#low-income customer segments

