



MODULE

SUSTAINABILITY BUSINESS MODELS FOR AGRIPRENEURS

Unit 3 | Activity 2 My sustainable business model canvas



60min



- Pen and blank paper
- ACORN's sustainability business model canvas template
- To have completed Unit 1, Activity 2
- To have completed Unit 2, Activity 2

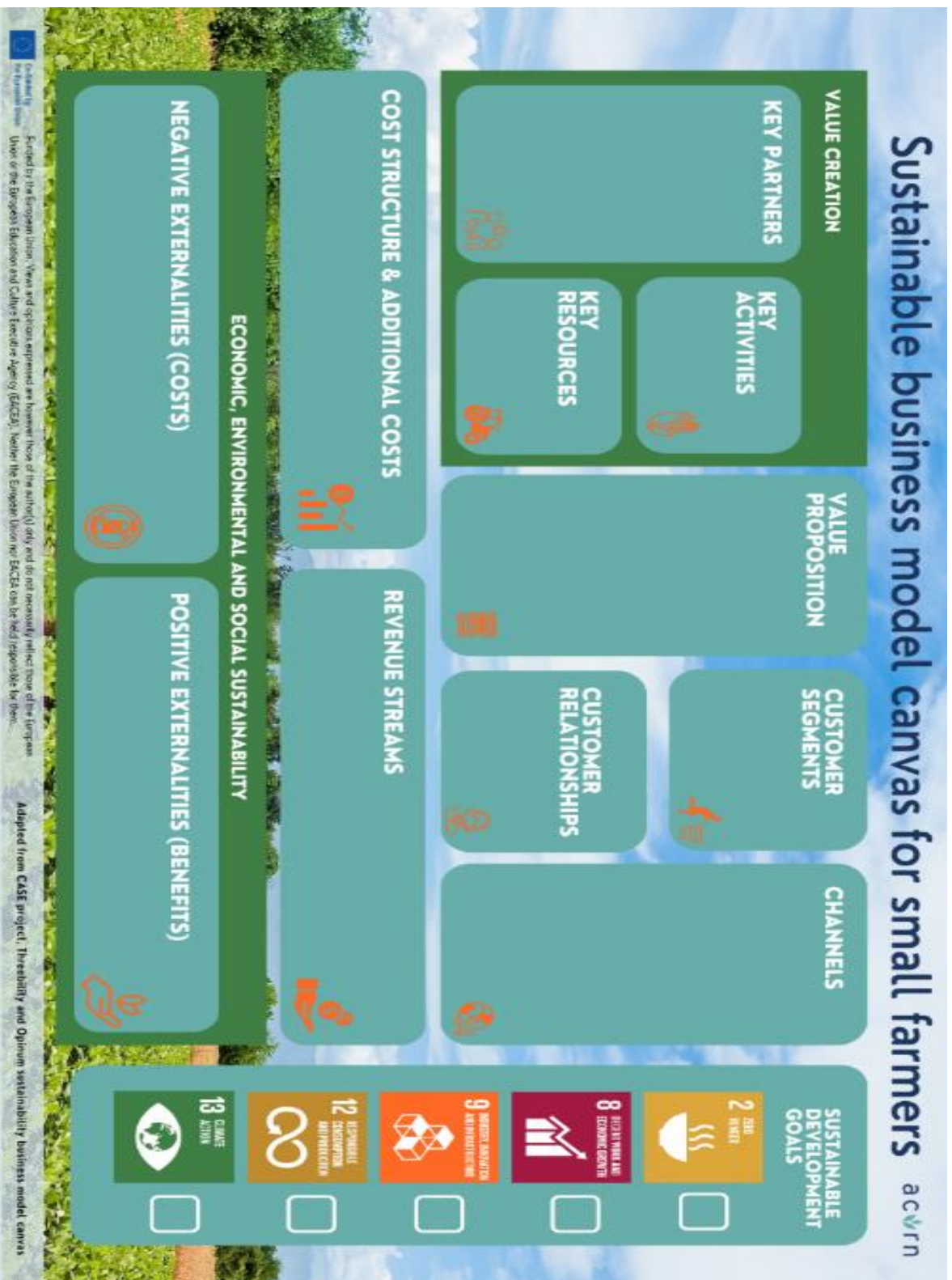
DESCRIPTION

This activity will help you fill in ACORN's sustainable business model canvas, by using the template provided and the tips suggested. In the end, it will allow you to have a finalised sustainable business model canvas explaining what your sustainable business idea is and how you could implement it to create economic, societal, and environmental value.

THE ACTIVITY

Now it is your turn to fill in your sustainable business model canvas based on ACORN's template. Fill in each field with the example of your own business and tick the boxes regarding the Sustainable Development Goals. Use bullet points to transmit clear and concise information.

Sustainable business model canvas for small farmers acorn



Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Adapted from CASE project. Theability and Optimum sustainability business model canvas

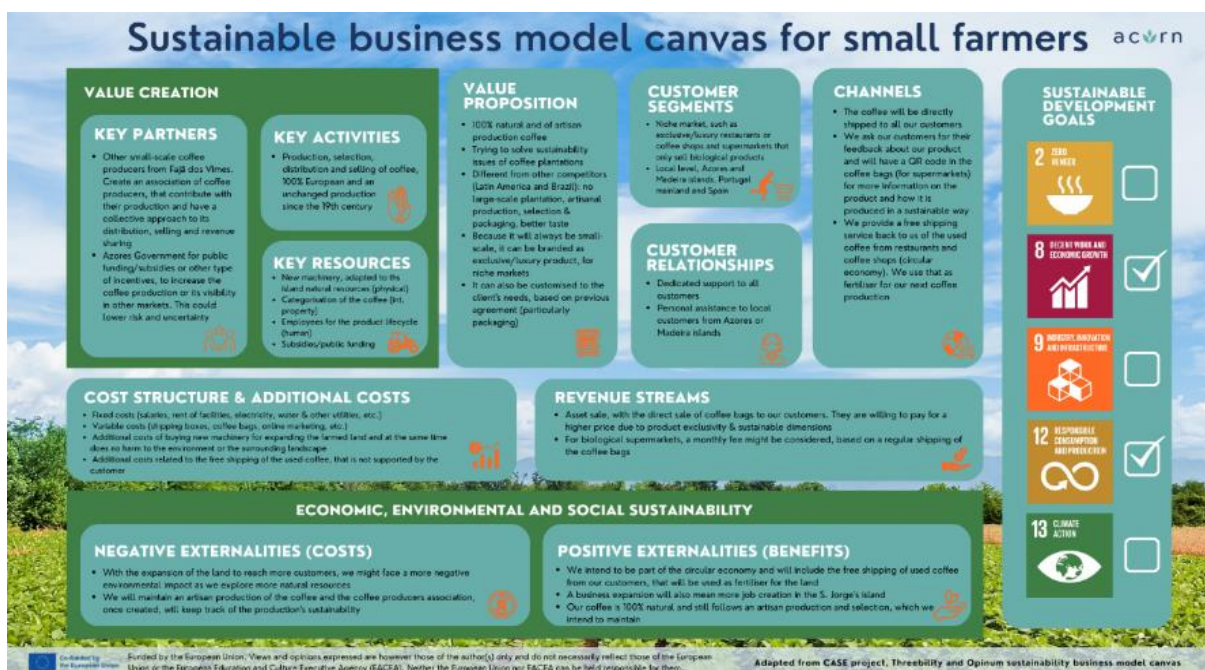


This project has been funded with support from the European Commission. This publication reflects the views only of the ACORN consortium, and the Commission or Agence Erasmus+ France/Education Formation - 2E2F cannot be held responsible for any use which may be made of the information contained therein.
Project number: 2021-1-FR01-KA220-ADU-000033693

THE THEORY

Take a closer look at this example, to better understand how to fill in your template. This is the example of CAFÉ S. JORGE, as it was presented in **Activity 1.2: Is my business sustainable?** and **Activity 2.2: What are the key elements of my sustainable business model?**

Based on public information on this case study, we have built a sustainable business model canvas of CAFÉ S. JORGE, exploring what this small-scale business could potentially do to grow in the future and maintain its sustainable character. This exercise should be considered as an example and not as a viable business model as it is merely a proposal and serves only the purpose of this activity.



Before filling in your own template, read through the following tips that provide examples of what to consider in each field:

- **Field nº1: Key partners** – who do you consider to be the relevant key partners for your sustainable business? Name the type of partner, provide some examples of partners, and briefly explain why they are or could be relevant to your business. Ex.: Hotel chain (name of the hotel chain) – the hotel chain will build a small eco-apartments complex on my land and customers will have the chance to be part of my vineyard business, with tours to the cellars and picking up grapes, etc. The apartments will be eco-friendly and integrated in the local waste and food management system.
- **Field nº2: Key activities** – what you consider to be the relevant key activities for your sustainable business. Name the type of activity that you do and briefly explain why it is or could be relevant for your business. Ex.: sustainable banana production – as a banana producer, I grow banana trees, pick up the bananas and distribute them at a

national and international level. To make the production and distribution process more sustainable, I have changed from chemical to natural pesticides and changed from plastic to cardboard boxes for banana distribution.

- **Field n°3: Key resources** – what do you consider to be relevant key resources for your sustainable business? Name the type of resource that you have, provide examples of that resource if applicable and briefly explain why it is or could be relevant for your business. Ex: heavy machinery (physical resource) – for selecting the best strawberries for packing and selling. To make it more sustainable, we have replaced the old machinery with new ones, which saves energy and time.
- **Field n°4: Value proposition** – what you consider to be the added value of your business from a sustainable point of view. List the benefits of your business and product(s) and briefly explain how sustainability is being considered. Ex.: biological tomato (sustainability of the product) – sold as a biological product to consumers, branded as having no chemical processes. In addition, glam camping facilities in one part of the tomato plantation, where the customer has the possibility to visit the plantation, pick up the tomato and try tomato recipes (customisation, user experience).
- **Field n°5: Customer segments** – what you consider to be the relevant customers for your business from a sustainable point of view. List the types of customers you have (or intend to have), type their names if applicable and briefly explain how sustainability is being considered. Ex.: you are considering a new niche market for your apples by partnering with a cider local producer. You will sell the apple cider as a package, containing the cider but also the apples, an added-value product in a new chain of local markets that focuses on more expensive products for the upper-class.
- **Field n°6: Customer relationships** – what you consider to be the relevant customer relationships for your business from a sustainable point of view. List the types of customer relationships you have (or intend to have) and briefly explain how sustainability is being considered. Ex.: you are going to sell your grapes to a new supermarket. This relationship will be based on personal assistance, as this is a biological supermarket and you are expected to provide more information on your products for display, assist with end clients' doubts about the product and even provide thematic workshops in the facilities to raise awareness on the need for biological products.
- **Field n° 7: Channels** – what do you consider to be the relevant channels for your business from a sustainable point of view? List the types of channels you use to communicate with your customers about your product taking into consideration each stage of your business cycle (awareness > evaluation > purchase > delivery > after sale > sustainability). Ex.: As a small farmer, I sell several biological vegetables. I raise awareness through branding/marketing (online and offline). My customers are satisfied with my product and can buy it directly to me (B2B), as I do my own

distribution. They see the added value of my product as it comes from biological farming, as they value it. I also provide after-sale customer service if needed and have been discussing with my customers how we can further contribute to the circular economy, particularly when we have a surplus how can we distribute it to the local associations?

- **Field n°8: Cost structure & additional costs** – what do you consider to be the main costs of your business from a sustainable point of view? List the types of costs you have (or foresee to have) regarding the more sustainable development of your product, its distribution and/or selling. Ex.: Fixed costs – for paying salaries, water for the field and electricity for the facilities where my produced vegetables are selected, packed, and distributed. I also intend to purchase new tech-based machinery that will help my business to be more sustainable during the selection and packaging process (variable costs).
- **Field n°9: Revenue streams** – what do you consider to be the main revenue streams of your business from a sustainable point of view? List the types of revenues you have (or foresee to have) regarding the more sustainable development of your product, its distribution and/or selling. Ex.: I sell my product, which is strawberries, directly to the end-consumer. I rent a stand at a local market. My revenues come directly from this asset sale. Now I am going to partner with a hotel to build eco-apartments on my property, taking advantage of the land space and hoping to have a new revenue stream coming from the renting of the land.
- **Field n°10: Negative externalities (costs)** – what do you consider to be the main costs of your business from a sustainable point of view? List the types of negative externalities you have identified from your current business and identify ways on how you can correct them (if applicable). Ex.: The current selection and packaging process of my product creates harmful waste and requires expensive disposal. However, I am aware of new processes and machinery that would help change to a more sustainable process.
- **Field n°11: Positive externalities (benefits)** – what you consider to be the main benefits of your business from a sustainable point of view. List the types of positive externalities you have identified from your current business and identify ways on how you can make them come true (if this was not part of your value proposition already, as it might represent ideas for future implementation). Ex.: the current selection and packaging of my product are made by using new tech machinery and card-based packaging

Developed by our organizations

