



MODULE

SUSTAINABILITY BUSINESS MODELS FOR AGRIPRENEURS

Unit 2 | Activity 2

What are the key elements of my sustainable business model?



45min



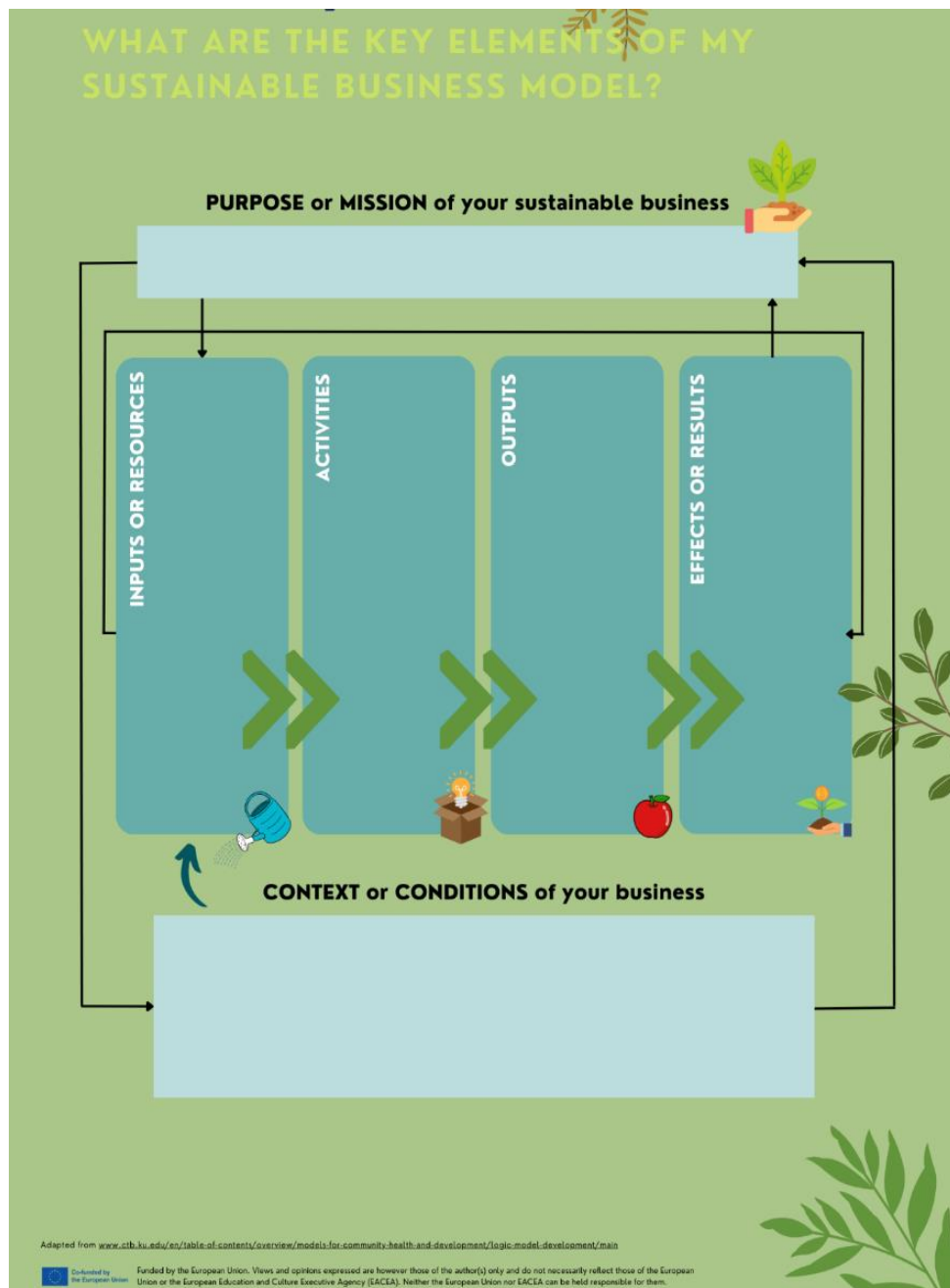
- Pen and blank paper
- To have completed Unit 1, Activity 2

DESCRIPTION

This activity will guide you in validating the key elements of your sustainable business model by using the logic model. It will allow you to identify sustainable solutions for your business so that you can define strategic short and long-term priorities based on them.

THE ACTIVITY

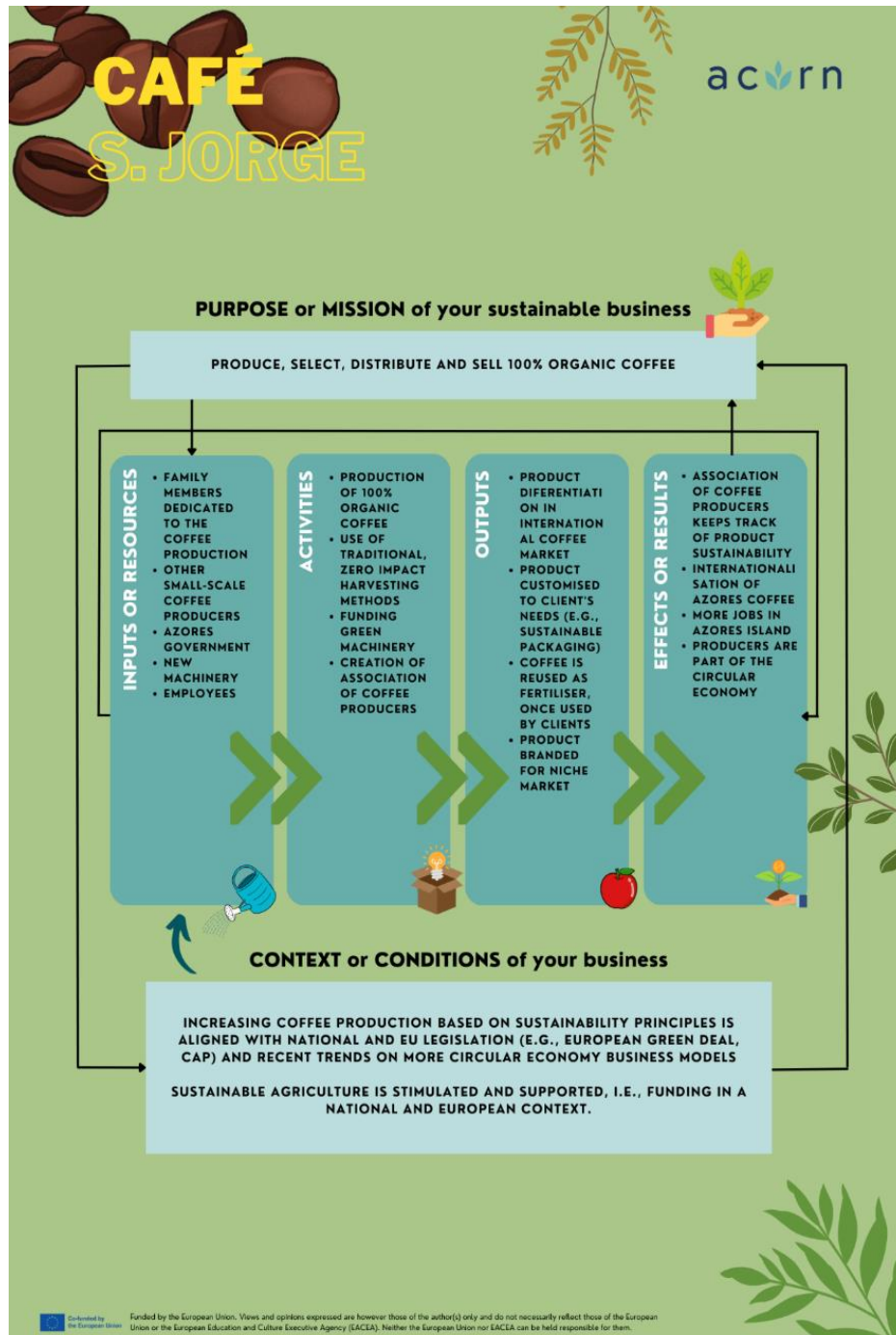
It is time to map the key elements of your sustainable business model by using the logic model. Think about what you want to change in your business to promote more eco-friendly practices and/or support social responsibility. This will help you define strategic short and long-term priorities for your business to become more sustainable. Include a maximum of four rows per field.



THE THEORY

Now that you are familiarised with the logic model, you can take a closer look at this example, to better understand how to fill it in. This is the example of CAFÉ S. JORGE, as it was presented on **Activity 1.2: Is my business sustainable?**

Based on public information in this case study, we have built a logic model of CAFÉ S. JORGE, exploring what are the key elements of this small-scale sustainable agricultural business.



Developed by our organizations



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