

## Circular Business Model Innovation Tool

**Does your business know how to transform the business model into circular?**

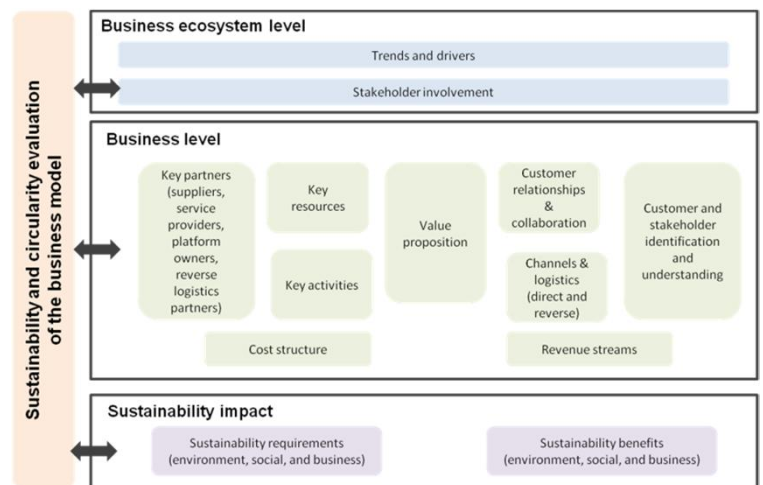
**Do you know what the most important elements to consider in circular business model innovation?**

**Do you need help in innovating the circular business model?**

In Circular Economy the value is created in novel ways. The whole business ecosystem is changing and the circular economy needs systematic innovation, and therefore, a multilevel analysis is needed. The value is created in networks by using technologies and understanding the impacts holistically. Therefore Circular Economy business model innovation needs new tools.

The Circular Business Model Innovation tool has been developed, tested and refined in the AARRE project. The change towards sustainable and circular business model innovation should integrate elements from macro (global trends and drivers), meso (ecosystem and value co-creation) and micro (company, customers, and consumers) levels. Trends and drivers include the analysis of the business environment and scanning current trends. For example, new legislation might have a significant influence on the business model. The micro level includes 9 elements to consider.

The sustainability impact of the business model is divided into costs and benefits, adding the perspective of a triple bottom line to business model development



### CBMI helps businesses to

- To design, as well as re-configure business models towards circular
- To take a holistic approach for the business model innovation by understanding the impact of the ecosystem level and sustainability.
- To understand the systemic approach: if some element changes, this might influence in the sustainability of circularity of the whole model.

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