

Contact

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Title: Sustainable Business Models

Workshop- Description:

Customers are increasingly demanding innovations in sustainability from companies. This offers numerous opportunities for companies to transform sustainability challenges into market opportunities using their knowledge, skills, and resources. Sustainable business models are a key requirement for achieving financial and sustainability goals simultaneously, thus creating benefit for customers, the environment, and society. This workshop aims to provide companies with an understanding of how to develop and implement sustainable business models within their own organization. Participants will learn to identify the challenges on the path to a sustainable business model and acquire the missing skills to embed sustainability in all dimensions of their business model.

Objectives:

- Competence in developing sustainable business models
- Learn and categorize typologies of sustainable business models
- Knowledge of various approaches and tools for creating sustainable business models
- Experience in using the [Green Transformation Cards](#) specifically in the context of business models
- Implementation of sustainability aspects into the company's own business model

Procedure:

- Keynote speech on sustainability and business models
- Introduction to tools for creating sustainable business models
- Introduction to [Green Transformation Cards](#)
- Identifying opportunities for making the own business model more sustainable using the [Green Transformation Canvas](#)

Schedule (5h):

- Requirements: Description of the status quo in the company (provided in advance by the company)

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|---------------|---------|--|
| 00:00 – 00:15 | 15 min | Introduction round, presentation of the agenda |
| 00:15 – 01:00 | 45 min | Keynote: Key characteristics of sustainable business models and approaches to development them |
| 01:00 – 01:30 | 30 min | Keynote: Introduction to Green Transformation Cards |
| 01:30 – 01:45 | 15 min | Break |
| 01:45 – 04:45 | 180 min | Practical exercise: Green Transformation Cards |
| 04:45-05:00 | 15 min | Wrap-Up: Learnings and Feedback |

Recommended Literature:

Bocken, N.M.P., Short, S.W., Rana, P., Evans, S., 2014. A literature and practice review to develop sustainable business model archetypes. Journal of Cleaner Production 65, 42–56. <https://doi.org/10.1016/j.jclepro.2013.11.039>

Stubbs, W., Cocklin, C., 2008. Conceptualizing a “Sustainability Business Model.” Organization & Environment 21, 103–127. <https://doi.org/10.1177/1086026608318042>

Bommel, K. van, Henkemans, M.B., Brinkhorst, T., Meurs, M., 2020. A Review of Sustainable Business Models: Past Accomplishments and Future Promises. Journal of Sustainability Research 2. <https://doi.org/10.20900/jsr20200022>

Green Tech Valley Cluster GmbH: <https://www.greentech.at/tools/green-transformation-cards/>