

ODD Business Model Canvas



The link: <https://sdgs-entreprise.be/business-model-canvas-durable/>

SHORT DESCRIPTION

The SDG Business Model Canvas is a tool adapted from the traditional BMC to help entrepreneurs integrate sustainable development into their business strategy. It aligns project planning with the 17 UN Sustainable Development Goals. It prompts users to reflect on the social, environmental, and economic impact of their ideas and supports a holistic, responsible approach to entrepreneurship.



SUGGESTIONS

Before diving into the canvas, it's important to understand what are the 17 SDGs, how these global goals connect to contemporary issues: climate change, inequality, mental health, local communities, etc. Once all the 17 SDGs are clear, you can carry out an activity and complete the Model with a fictional or concrete business idea. During the activity, try to guide the reflection with questions for each section and after encourage peer feedback to connect to everyone's work.

Another way to implement it, could be to bring in young entrepreneurs or social innovators who are already using sustainable business models. You could run a Q&A session where participants could ask how SDGs are implemented in real businesses or projects.

KEY WORDS

- Green business
- Social Impact
- Sustainability
- Business strategies
- Environmental challenges

LANGUAGES

French.

PRICING

The visual is available freely.