

# Business Alliances and Go-to-market #2

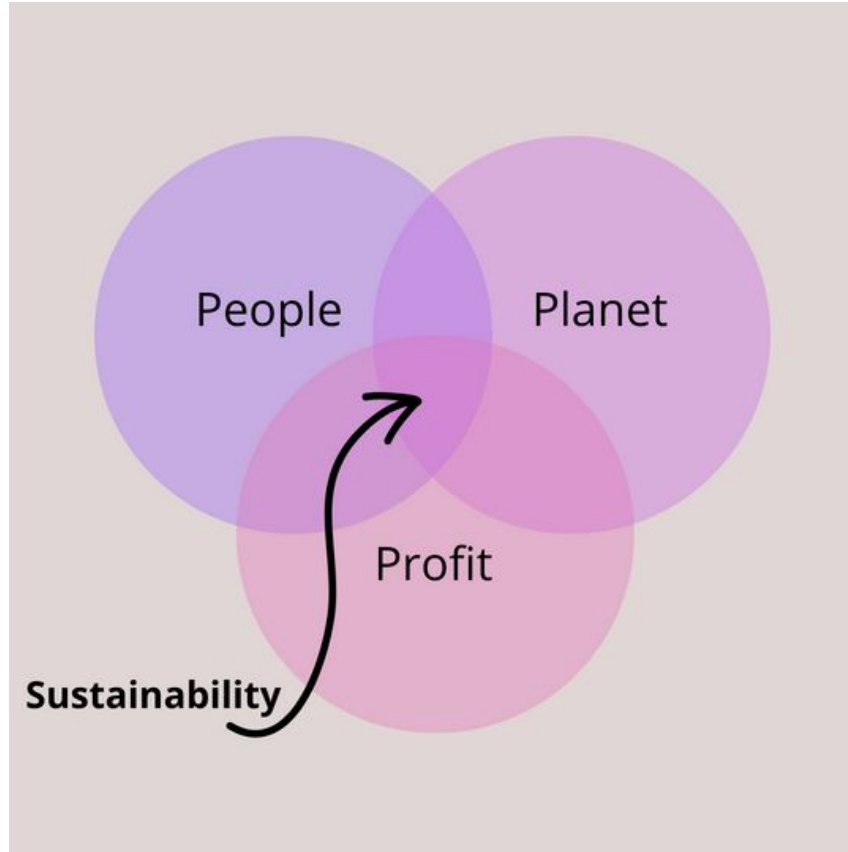
Business as a Force-4-Good

# How can business be a Force-4-Good?

Balancing three concerns:

- Social
- Environmental
- Profits

Also called “Triple Bottom Line”



However!

There are several types of businesses with different degrees of adherence to these principles.

# Factors to recognise Force-4-Good business #1

- Social mission and reinvesting in the enterprise
- Women leading the change
- Saving our planet: Priority to environmental/climate in business practices

# Factors to recognise Force-4-Good business #2

- Going places other businesses won't: Working in difficult areas with marginalised groups/communities (who have no/few other income options)
- Economic resilience: Social and mission-led businesses have proven more resilient to difficult economic conditions and less likely to go bankrupt.
  - Community spirit and shared goals for the common good may be part of the explanation.

# Factors to recognise Force-4-Good business #3

Different types:

- Mission-led enterprises
- Triple-bottom line enterprises
  - E.g. BCorps
- Cooperatives (one member, one vote)
  - Producer coops, workers coops, consumer coops and community coops.

# Circular business models #1

## Products as a service:

- Charging for use instead of for purchase
- E.g. clothing rental services

## Product life extension:

- Made durable (strong/durable) materials
- Made easy to repair
- Offering repair services

# Circular business models #2

## Closed loop/take-back

- Taking back products from consumer/buyer at end of product life for re-using/upcycling the materials
  - Producer benefits from low-cost material
  - Consumer can benefit e.g. from discount on new purchase
  - Most is made of materials and resources to reduce waste.
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- Consider: Completely closed loops are difficult and may be counterproductive.

# Circular business models #3

## Modularity:

- Core basic model with different parts that can be added for customisation
- E.g.: Fairphone (<https://www.fairphone.com/en/>)
- Makes it possible to adapt to changing customer demands while reducing waste

## Smart material choices:

- Important for sustainability as well as for optimising pricing/costs for circular business models.
  - See Handbook section 4: *Co-design, Circularity, Materials and Design* from p. 16



# Smart mix - finding your own combination

How do you ensure Force-4-Good characteristics when launching your capsule?

- In particular: What will be your governance model?

What circular business models could influence the production of your capsule?

- Try to force yourself to adapt your designs to the Smart Material Choices.
  - What makes it difficult?
  - What does this mean for your collaboration with business partners for launching your capsule?



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