

# Sustainability-driven Entrepreneurship

Joeri Brusselle and Rebecca De Smedt, HOGENT



# Service Design

LO 5: Students can use service design tools to support business model innovation and to generate, develop and test sustainability-driven business ideas and opportunities

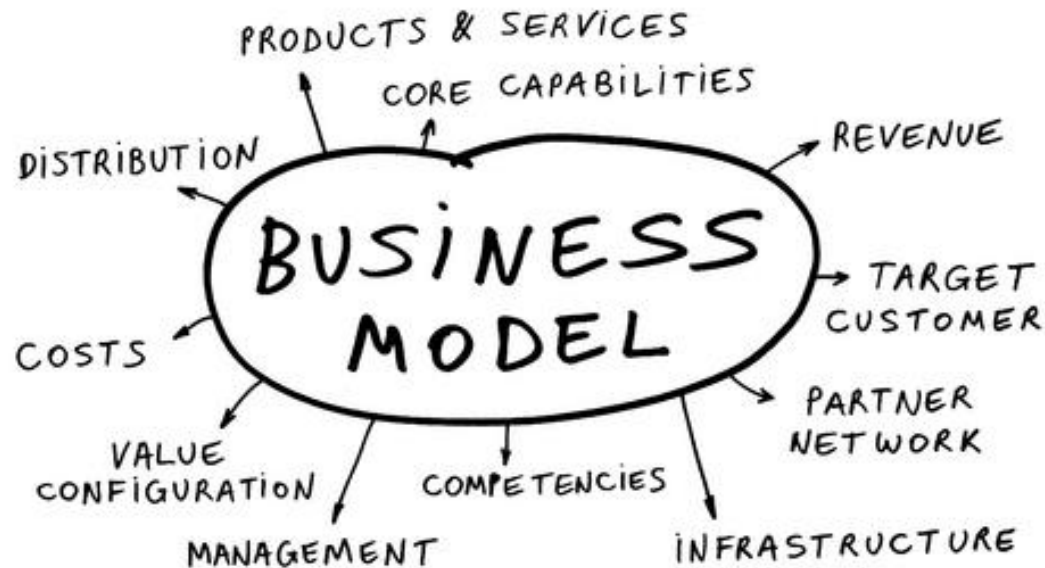


# Flourishing Business Canvas

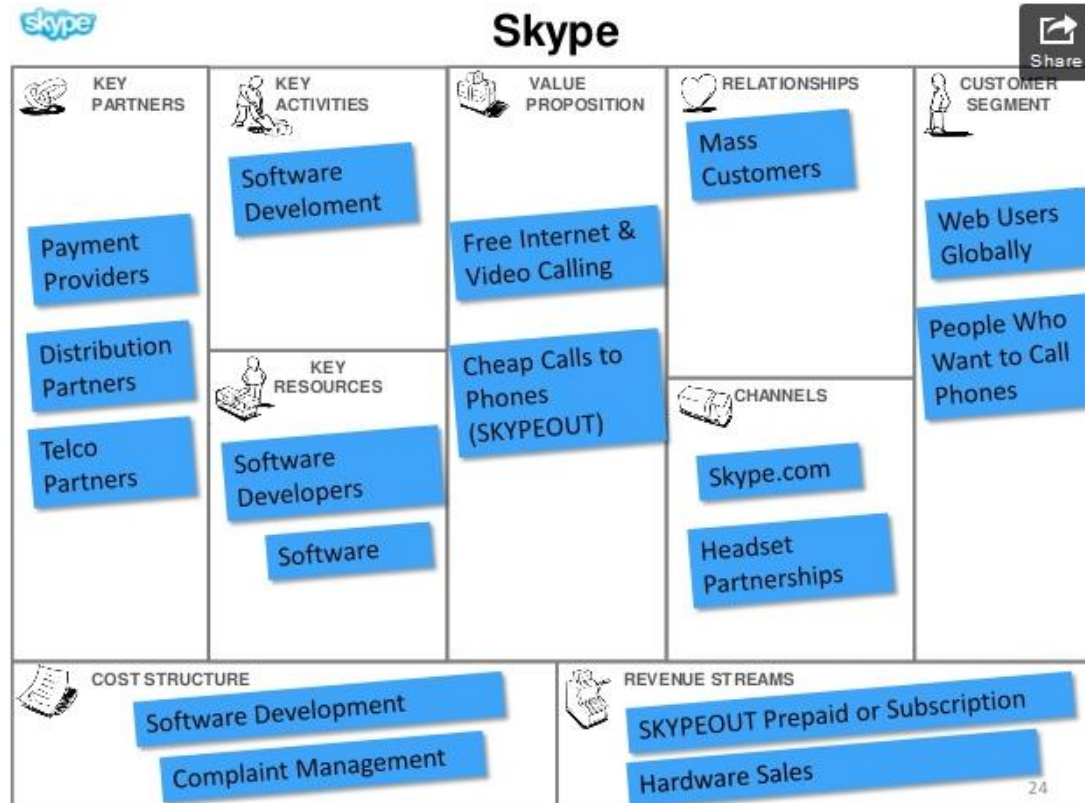
- Check out the website <http://flourishingbusiness.org/> as an introduction and watch the video at the home page



# A business model



# Business Model Canvas (BMC)



# Flourishing Business Canvas (FBC)



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[@FlourishingBiz](https://twitter.com/FlourishingBiz) [Inquiry@FlourishingBusiness.org](mailto:Inquiry@FlourishingBusiness.org)  
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# Flourishing Business Canvas (FBC)



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Canvas

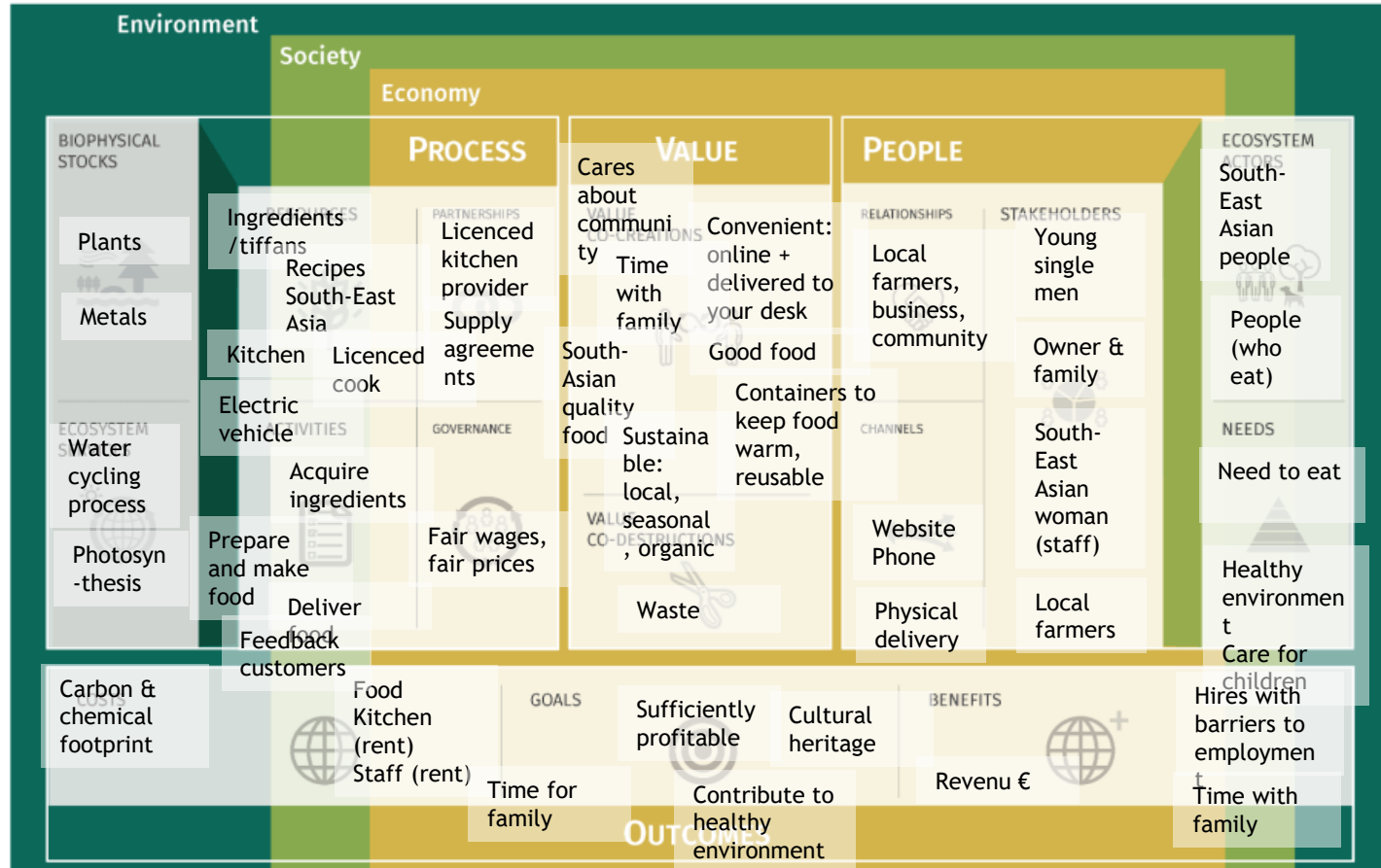


# Flourishing Business Canvas v2.0

Designed for:

Designed by:

Date:



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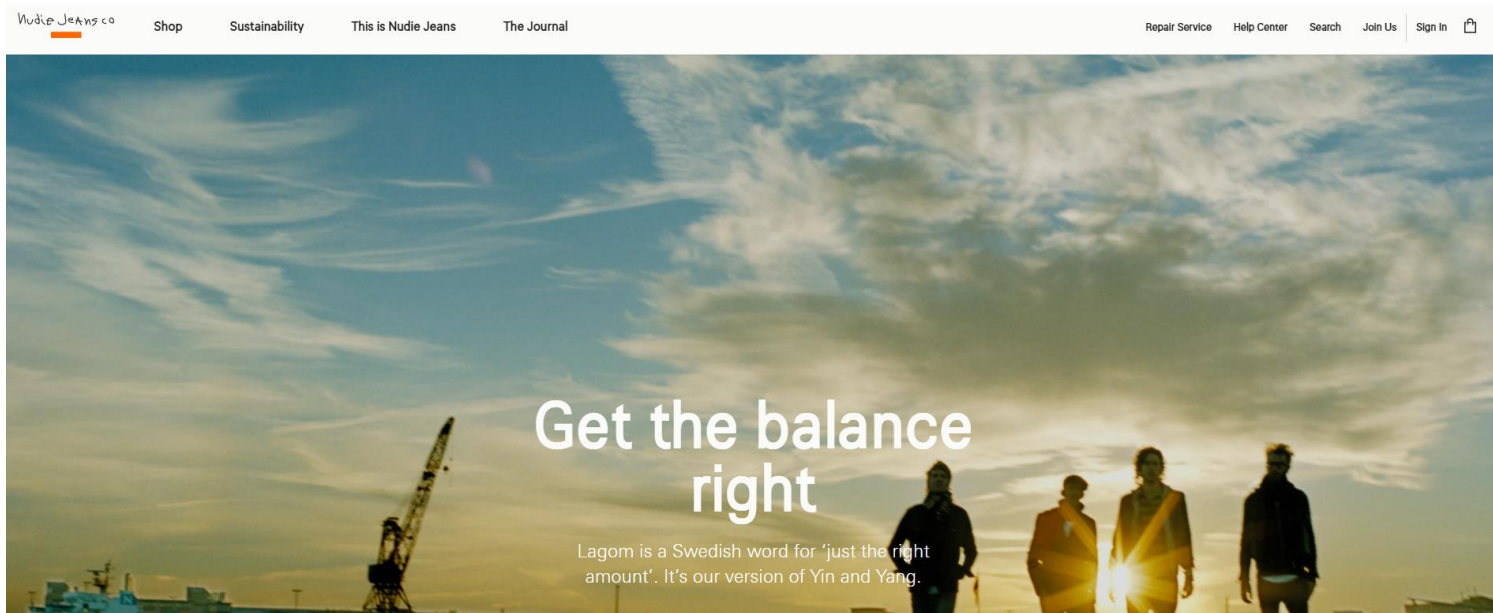


# Assignment

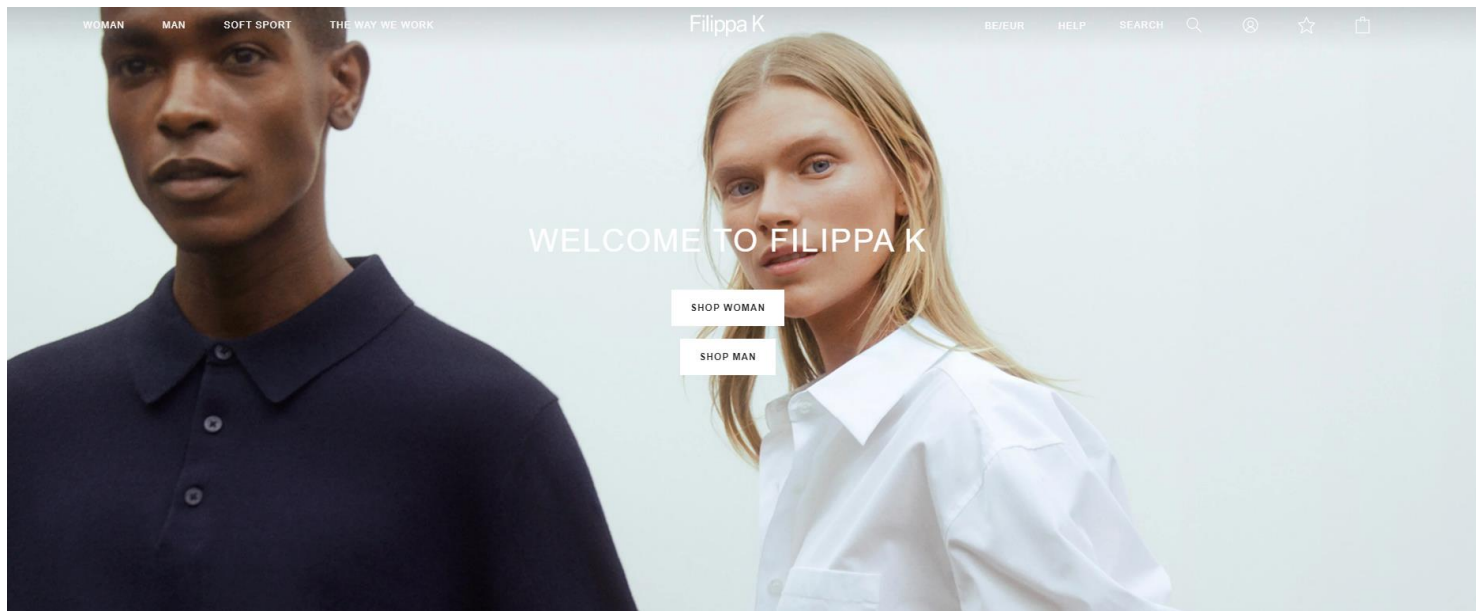
Apply the Flourishing Business Model Canvas to an existing company. Use the example in the previous slides to guide you. Three options/cases are presented on the next slides. Look up all the information you need to deliver a complete Flourishing BMC.



# Case 1: Nudie Jeans



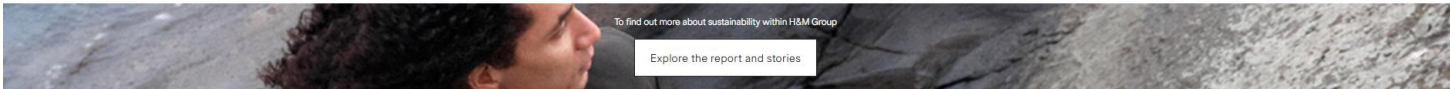
# Case 2: Filippa K



# Case 3: H&M Group

H&M Group

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Our sustainability work focuses on

