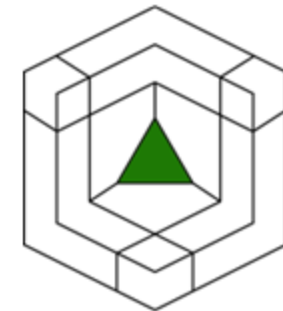
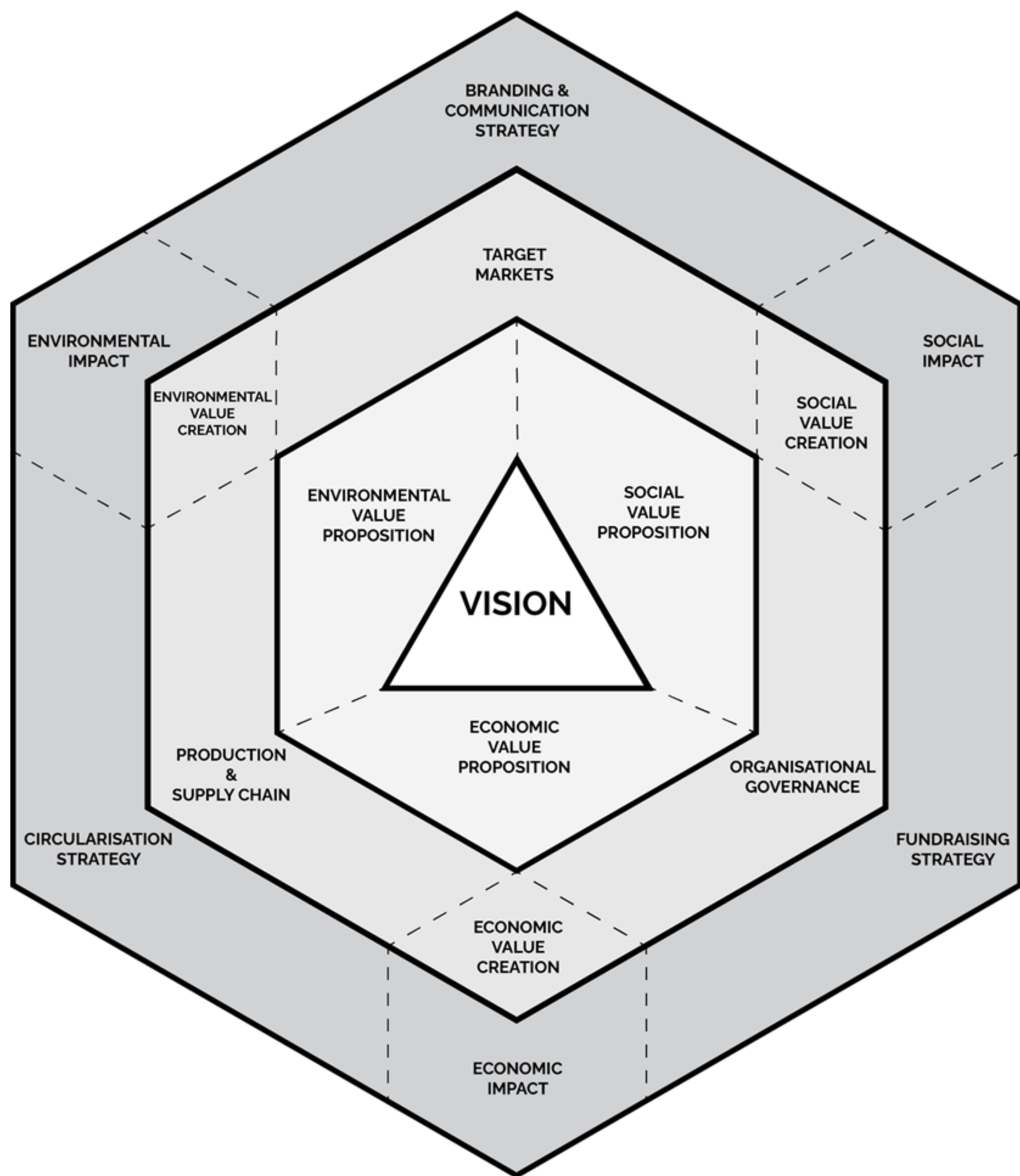


The Sustainability Scale-up Framework

Scaling Sustainable Business Models through Strategic Design

The Sustainability Scale-up Framework is a conceptual framework that aims to help startups transform their sustainable business models to be resilient and scalable using strategic design. It consists of four main layers: the Vision, Value Propositions, Value Creation Mechanisms, and Impacts & Strategies.



The **Vision** element represents the desired state the sustainable startups want the world to achieve.



The **Value Propositions** articulate the unique value the products or services of the sustainable startup provide to its customers, beneficiaries and the environment.



Value Creation Mechanisms are the fundamental processes and activities through which sustainable startups generate their value propositions.

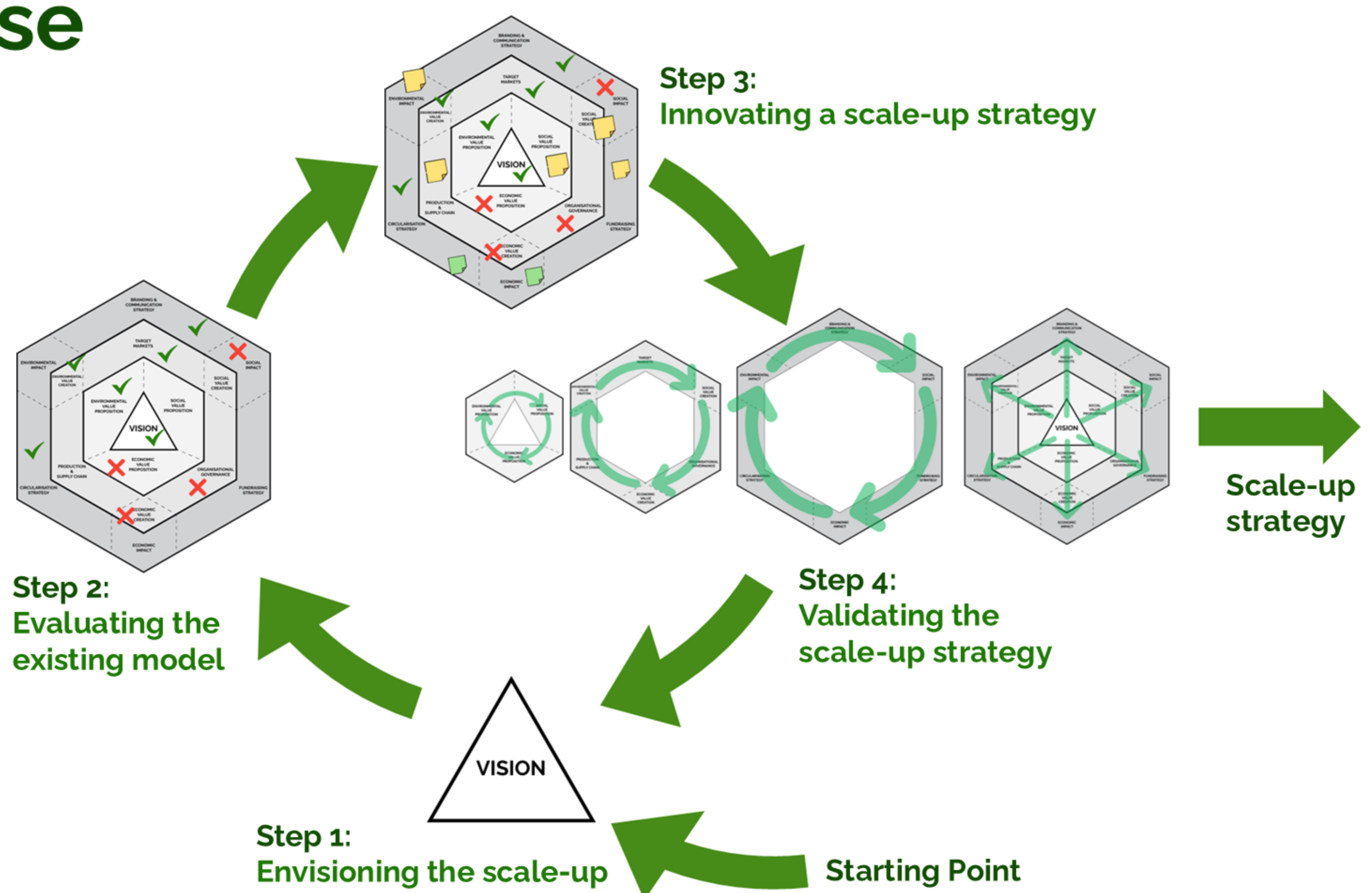


Impacts refer to the measurable outcomes that the startup aims to achieve through scaling up. **Strategies** refer to comprehensive plans or sets of actions designed for the startup to scale up.

Directions of Use

The Sustainability Scale-up Framework can support the creation, analysis, innovation and validation of sustainable and scalable business models. It is recommended to use this model in interdisciplinary teams involving the founders, strategic designers, operational managers and key stakeholders from its various departments. Using this model follows a four-step iterative process:

1. Envisioning the scale-up
2. Evaluating the existing model
3. Innovating a scale-up strategy
4. Validating the scale-up strategy



Anshuman Panigrahi

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A Framework For Designing Resilient & Sustainable Businesses

18.07.2024

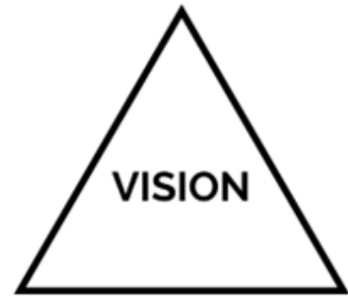
MSc Strategic Product Design

Committee:

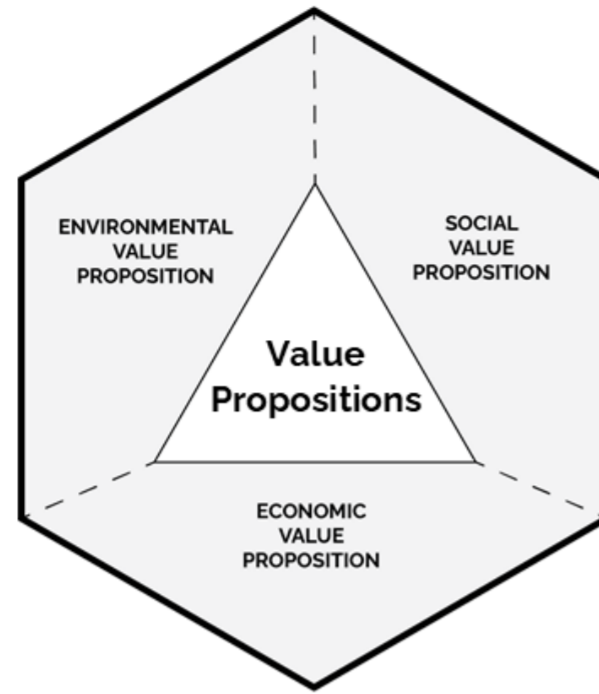
Chair: Dr. Shahrokh Nikou

Mentor: Dr. Giulia Calabretta





The Vision element represents the desired state the sustainable startups wants the world to achieve.



The value propositions articulate the unique value the products or services of the sustainable startup provide to its customers, beneficiaries and the environment.

Social Value Proposition:

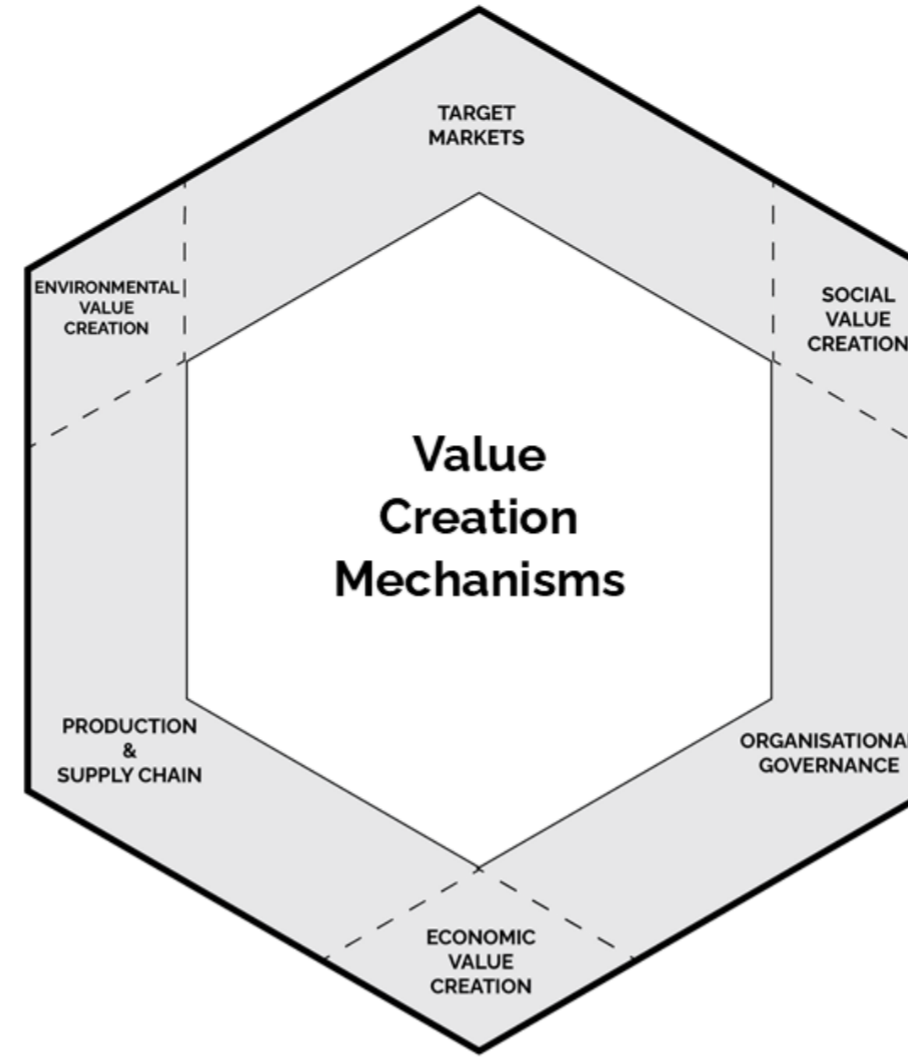
1. How does the 'desired behaviour' improve community well-being?
2. What social problems are we addressing through our 'desired experience'?
3. Which customer and beneficiary needs does our 'desired state' satisfy?

Environmental Value Proposition:

1. How does the 'desired behaviour' contribute to environmental conservation?
2. In what ways does the 'desired experience' encourage eco-friendly habits?
3. Which environmental needs does our 'desired state' satisfy?

Economic Value Proposition:

1. How does the 'desired behaviour' drive economic growth or stability?
2. What economic challenges are we solving through the 'desired experience'?
3. How will our actions contribute to the long-term financial well-being of our stakeholders?



Value Creation Mechanisms are the fundamental processes and activities through which sustainable startups generate their value propositions.

Social Value Creation Mechanisms:

1. How do we influence people to adopt the 'desirable behaviour'?
2. How do we create the 'desired experience'?
3. What activities would help us to deliver our value propositions to our customers and beneficiaries?

Environmental Value Creation Mechanisms:

1. What changes can we make to our product/service to make it more environmentally friendly?
2. How do we create the 'desired experience' that encourages eco-friendly behaviour?
3. What activities do we undertake to reduce our environmental footprint?

Economic Value Creation Mechanisms:

1. What is our pricing strategy?
2. How do we earn money from our sustainable initiatives?
3. How can our business model sustain long-term profitability and growth

Target Markets

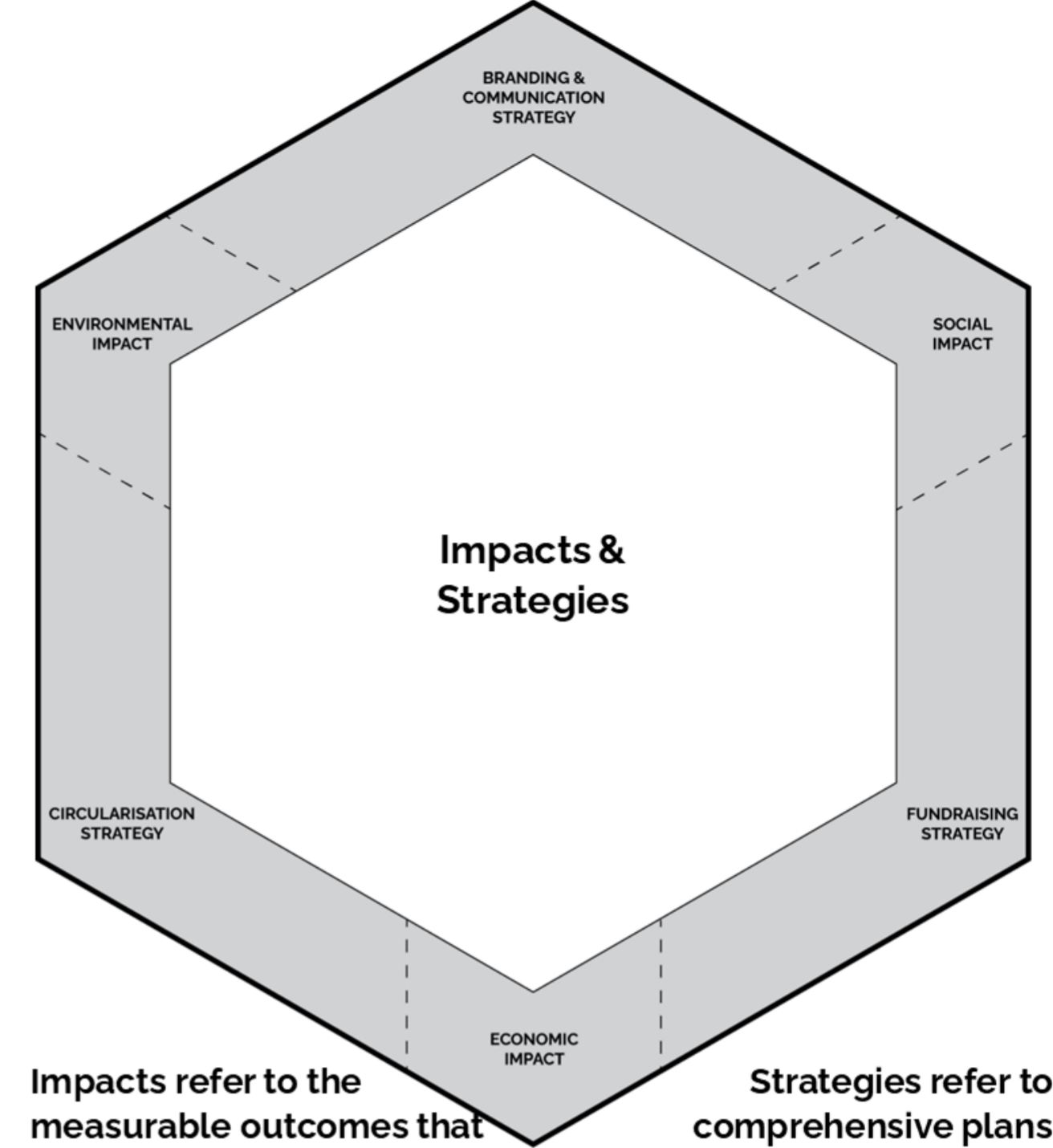
B2B customers
B2C customers
Government entities
NGOs and social enterprises
International markets

Supply Chain & Production

Green production
Lean manufacturing
Automation & Digitization of production
Strategic partnerships and alliances
Supplier diversification
Ethical sourcing

Organisational Governance

Talent Acquisition
Organisational Structure
Organisational Guidelines
Employee benefits
Diversity, Equity & Inclusion



Impacts refer to the measurable outcomes that the startup aims to achieve through scaling up.

Strategies refer to comprehensive plans or sets of actions designed for the startup to scale up.

Social Impact:

1. How do our value-creation mechanisms affect society?
2. How can we track and measure the 'desired experience'?
3. How can we compare our 'desired state' with the existing state of the world?

Environmental Impact:

1. How does the 'desired experience'/'desired behaviour' affect the environment?
2. What is the economic footprint of our value-creation mechanisms?
3. How can we benchmark the environmental footprint of our 'desired state' with the existing state of the world?

Economic Impact:

1. What is our valuation goal?
2. How much revenue can our business model generate?

Brand & Communication Strategy

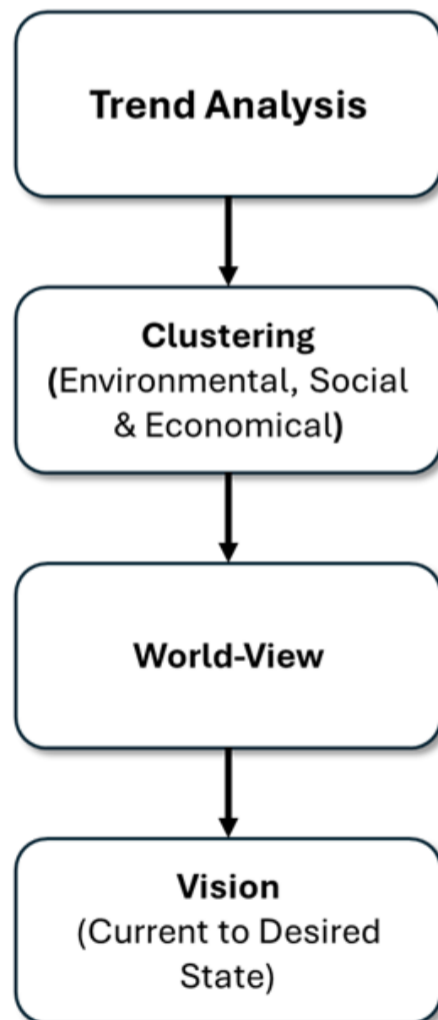
Customer Acquisition
Customer Retention
Creating Awareness
Communicating Sustainability Impact
Customer Acceptance
Creating Consistent Brand Language
Sufficiency

Circularization Strategy

Partnerships
Product Lifecycle Analysis
Enable Reuse, Recycle and Repair
Waste Reutilization

Fundraising Strategy

Investments & Debt
Grants
Subsidies
Recognitions



"We want [target group] to have [desired behaviour]/ [desired experience] by creating a world [desired state]."