GF∞b
green skills

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the European Union

Module 8

SUSTAINABLE BUSINESS MODEL

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Green transition of Female Entrepreneurs in the Balkan region, ERASMUS-EDU-2023-CB-VET and project No 101128967

MODULE OBJECTIVES

- The concept of sustainability in contemporary business practices.
- Business models and frameworks through the lens of sustainability.
- How innovation and technology drive sustainable business practices.
- Stakeholder engagement in sustainable business strategies.
- Business case studies and best practices of companies with sustainable practices.
- Sustainable business model Canvas, for an existing or a new business.
- Exercises and simulations for practical skills on stakeholder engagement and smart design.

Importance of sustainability in business

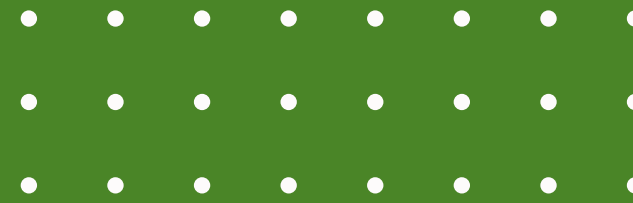|		
Environmental Impact	**Economic Benefits**	**Social Responsibility**
Regulatory Compliance and Risk Management	**Investor Relations**	**Global and National Impact**

"Digital payments provide us with the opportunity to **advance transparency, and create economic opportunities** for our farmers and retailers. This transformative change is needed to **meet the Sustainable Development Goals.**"

JEFF SEABRIGHT
CHIEF SUSTAINABILITY OFFICER, UNILEVER

Unilever joins the UN-based Better Than Cash Alliance

BETTER THAN CASH ALLIANCE

DANONE
NORTH AMERICA
A leader in plant-based food and beverages

Examples of sustainability in business

Unilever: responsible consumption and production (SDG 12) and gender equality (SDG 5).
- They are actively working to reduce their environmental footprint,
- promoting sustainable sources and
- empowering women through digitalization.

Danone (SDG 2 - Zero hunger and SDG 3 - Good health and well-being):
- Danone focuses on the production of healthy food and beverages,
- it simultaneously addresses food safety and challenges and diseases related to nutrition.
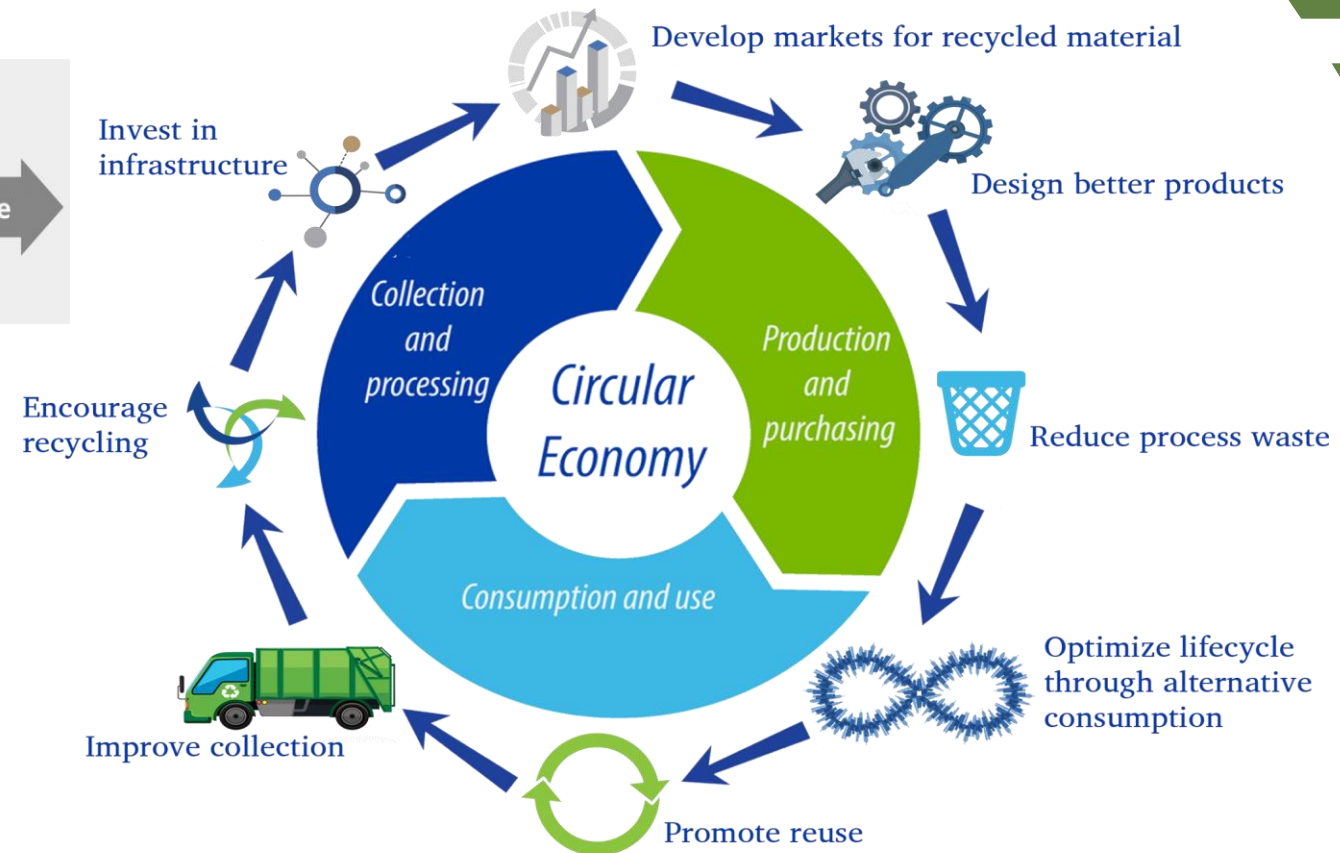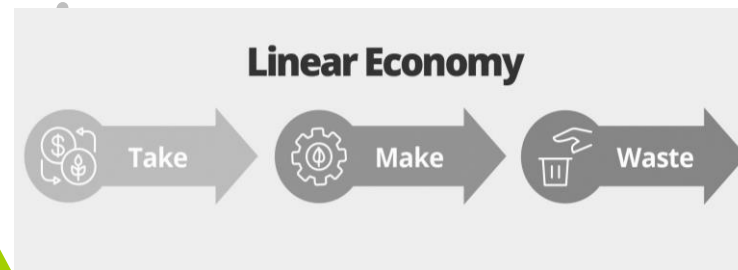
TRIPLE BOTTOM LINE CONCEPT: PEOPLE – PLANET - PROFIT

Creating VALUE for SHAREHOLDERS and SOCIETY alike

Social *(People)*
- Labor Practices
- Community Impacts
- Human Rights
- Product Responsibility

Environmental *(Planet)*
- Air Quality
- Water Quality
- Energy Usage
- Waste Produced

Economic *(Profit)*
- Sales, Profits, ROI
- Taxes Paid
- Monetary Flows
- Jobs Created

Key Concepts in Sustainable Business Models

Linear vs Circular Economy

Image: Sustainable Global Resources Ltd. Recycling Council of Ontario

EXAMPLES: SMART DESIGN

Eco-Friendly Packaging
• **Sustainable:** Made from biodegradable or recyclable materials.
• **Measurable:** Includes a clear indicator of the environmental impact.
• **Accessible:** Designed to be easily opened and handled by all users.
• **Responsive:** Can be adjusted based on consumer feedback and preferences.
• **Technological:** May include smart labels that provide additional product information via QR codes.