

Module 8

SUSTAINABLE BUSINESS MODEL

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Green transition of Female Entrepreneurs in the Balkan region,
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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.

Introduction to Sustainability

- Over the past 40 years, sustainability has become one of the most influential social movements.
- **Sustainability definition:** Ensuring the **balance** between present needs and future generations' requirements for **environmental, economic, and social well-being**.
(Brinkmann, R. 2023).
- **Key words:** Environmental impact, Economic viability, Social equity, Global responsibility





Importance of sustainability in business

**Environmental
Impact**

**Economic
Benefits**

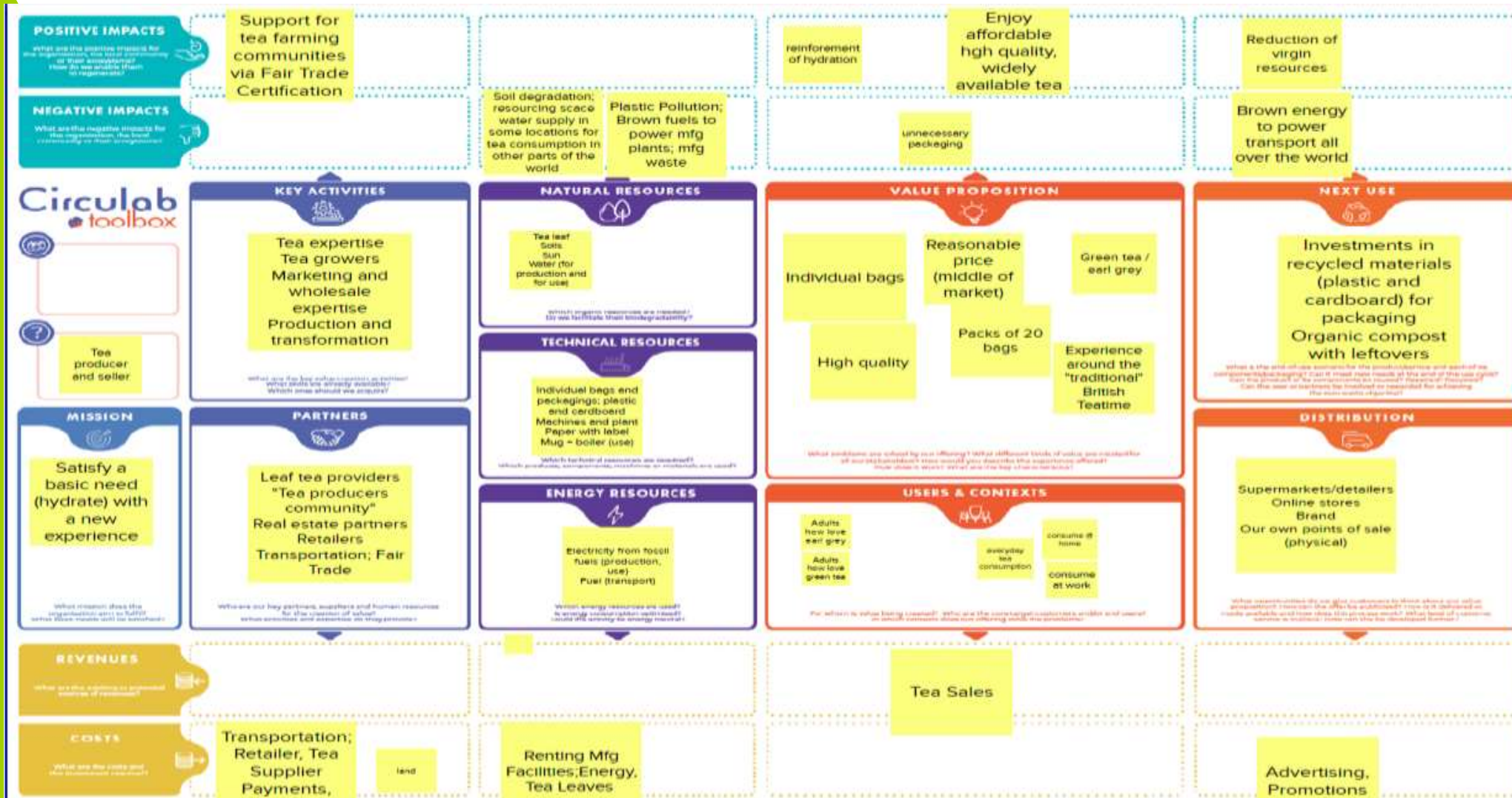
**Social
Responsibility**

**Regulatory
Compliance
and Risk
Management**

**Investor
Relations**

**Global and
National
Impact**

Case Study: Sustainable Business Model Canvas for a Tea Company



Literature review

- Brinkmann, R. (2023). Defining Sustainability. In: Brinkmann, R. (eds) The Palgrave Handbook of Global Sustainability. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-031-01949-4_1
- <https://online.hbs.edu/blog/post/what-is-the-triple-bottom-line>
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- <https://www.leadership-sustainability.com/2017/06/26/how-does-the-sacs-higg-index-fit-your-sustainability-strategy/>
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Discussion and feedback THANK YOU!



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