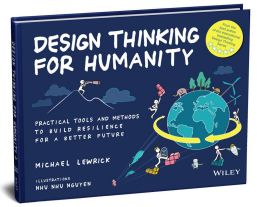
Project:
Team:
Version & Date:

Regenerative Business Model Canvas

Quick guide: This canvas moves beyond sustainability to design a business that actively creates net-positive impact for the planet, people, and society, rather than merely reducing harm.

More tips & tricks on book page: 210



Lewrick, M.
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Living Capitals & Ecosystem

What living capitals (e.g., soil health, trust, biodiversity, community knowledge) are core assets to enhance?

2

Key Activities & Resource Inputs

What key activities and resource inputs deliver ecological, social, and financial value simultaneously?

Key Partners & Stakeholders

Who are the key partners, stakeholders, and communities to depend on? What is their responsibility to enhance?

Cost & Reinvestment Structure

What are the costs? Prioritize reinvestment back into your living capitals.

Impact Value Proposition

Solution(s)

Products, Services, Experiences (Write a clear description of what you are offering).

3

For the Planet:

How does the solution address the planet's pains and create regenerative gains (e.g., "Uses circular materials," "Reduces energy consumption," "Sequester's carbon")?

For the People:

How does the solution relieve pains and create desired gains?

For the Society:

How does the solution alleviate societal pains and create community benefits (e.g., "Fosters local connections," "Designed for accessibility and inclusion," "Creates meaningful jobs")?

Channels & Relationships

What channels and relationships foster mutualistic, continuous engagement?

Regenerative Value Streams

Where are financial returns explicitly linked to, and inseparable from, positive ecological and social outcomes?

4

Regenerative Purpose & Vision

State the audacious "win–win–win" mission. Outline the net-positive impact this business aims to create for planet, people, and society.

1

Customer Segments & Participants

Who are the customer segments and participants this business serves and engages?

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