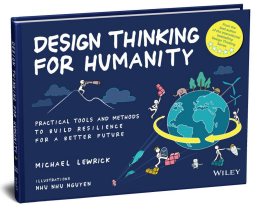
Project:
Team:
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# Value Proposition for Humanity Canvas

**Quick guide:** This canvas expands the classic value proposition model to force a systemic view of value, asking a team to design for a genuine win-win-win: value for people, for society, and for the planet.

**More tips & tricks on book page: 154**




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## The System Profile 1

### Planetary

**Pains:**
*What negative ecological impacts does the current system create (e.g., resource depletion, pollution, C02 emissions, biodiversity loss)?*

**Gains:**
*What positive, regenerative outcomes does the planet need (e.g., cleaner air/water, restored ecosystems, circular material flows)?*

### People

**Job-to-be-done**
*What is the "human" trying to accomplish?*

**Pains:**
*What are their frustrations, fears, and challenges?*

**Gains:**
*What are their hopes, desires, and measures of success?*

### Society

**Pains:**
*What negative social impacts does the current system create (e.g., inequality, social isolation, erosion of trust, lack of community resilience)?*

**Gains:**
*What positive outcomes does society need (e.g., stronger community bonds, greater equity, improved public health, increased resilience)?*

## The Value for Humanity Map 2

**The Solution:**
*A clear description of what you are offering (e.g. Products, Services, Experiences):*

## 3

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

**Value Creators For the People:**
*How does your solution relieve pains and create desired gains?*

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

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