



Organisation

# ECOGOOD BUSINESS CANVAS

**Purpose & vision** 

**Key needs, desires, problems** 

 **Value proposition and value creation - desired/ achieved benefits, added value and outcomes for stakeholders** 

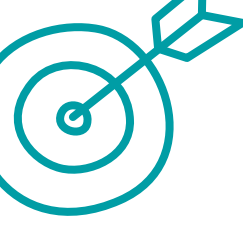
Social Environment

Customers & other companies

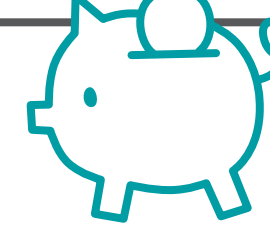
Employees

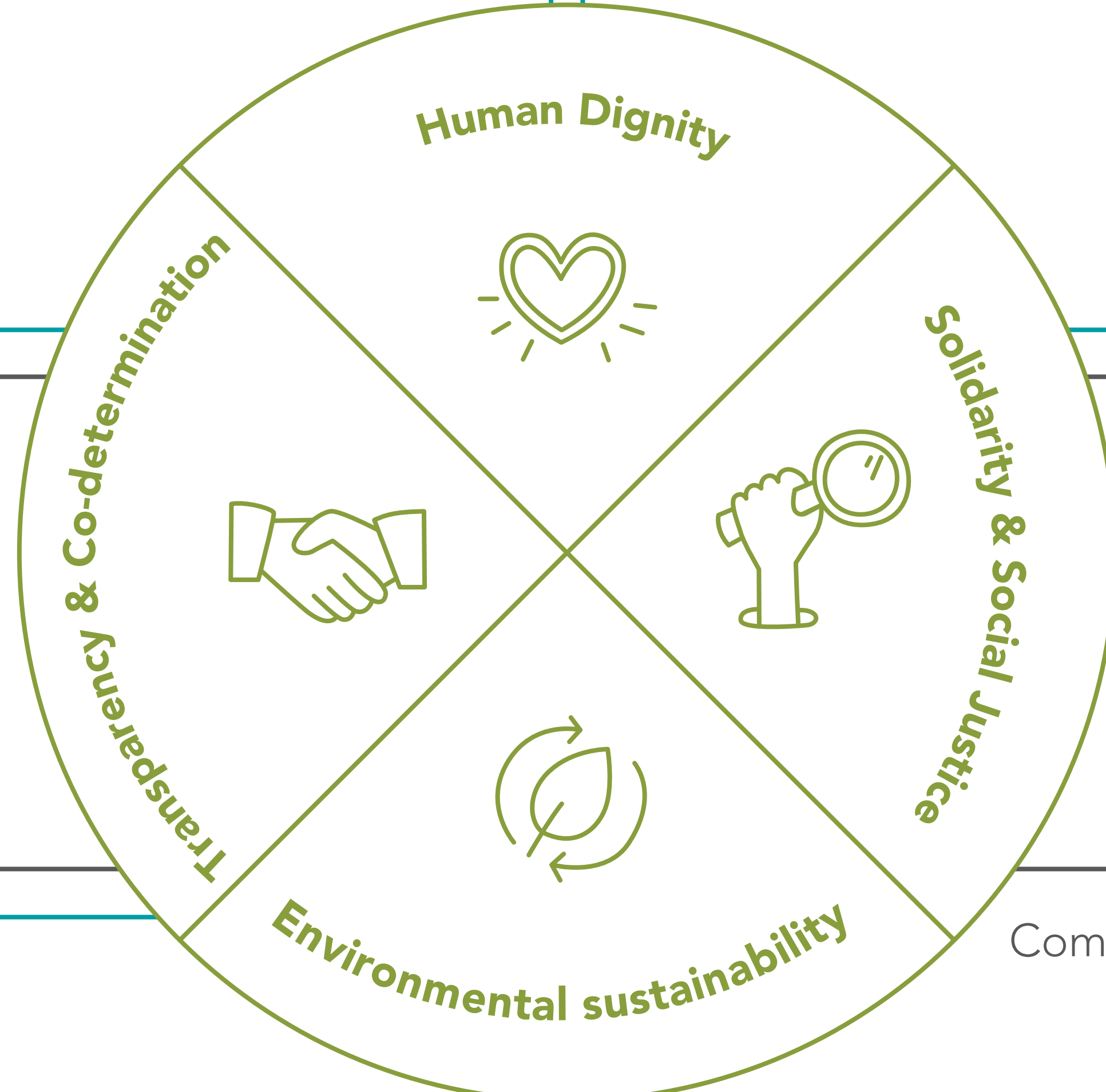
Owners & financial partners

Suppliers

Focus activities & resources 

**Expenditure = income for stakeholders** 

**Income from/ financing through stakeholders** 



**Contribution to the common good (summary)** 

Common Good Matrix

|    |    |    |    |
|----|----|----|----|
| A1 | A2 | A3 | A4 |
| B1 | B2 | B3 | B4 |
| C1 | C2 | C3 | C4 |
| D1 | D2 | D3 | D4 |
| E1 | E2 | E3 | E4 |