

Organisation

ECOGOOD BUSINESS CANVAS

Purpose & vision

- What is the purpose of our organisation as a common good organisation?
- What positive social effects do our products and services have?
- What powerful vision do we have of ourselves as a common good organisation (internally and externally)?

Key needs, desires, problems

- What are the key needs, desires and problems of our stakeholders that we satisfy, fulfil or solve? (note: not necessary for every stakeholder group)
- What positive economic, social, environmental outcomes and conditions would our stakeholders like to achieve?

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

Social Environment

- How do we make a difference through our work and create benefit/ added value for our stakeholders through the four value pillars of the Economy for the Common Good?
- How do we do this in practice, and how do we work together?
- What concrete effects do we want to see for ourselves and for our stakeholders?
- Which of the key needs/wishes/desires-problems formulated in step 1b are answered?

Customers & other companies

- How do we make a difference through our work and create benefit/ added value for our stakeholders through the four value pillars of the Economy for the Common Good?
- How do we do this in practice, and how do we work together?
- What concrete effects do we want to see for ourselves and for our stakeholders?
- Which of the key needs/wishes/desires-problems formulated in step 1b are answered?

Employees

- How do we make a difference through our work and create benefit/ added value for our stakeholders through the four value pillars of the Economy for the Common Good?
- How do we do this in practice, and how do we work together?
- What concrete effects do we want to see for ourselves and for our stakeholders?
- Which of the key needs/wishes/desires-problems formulated in step 1b are answered?

Owners & financial partners

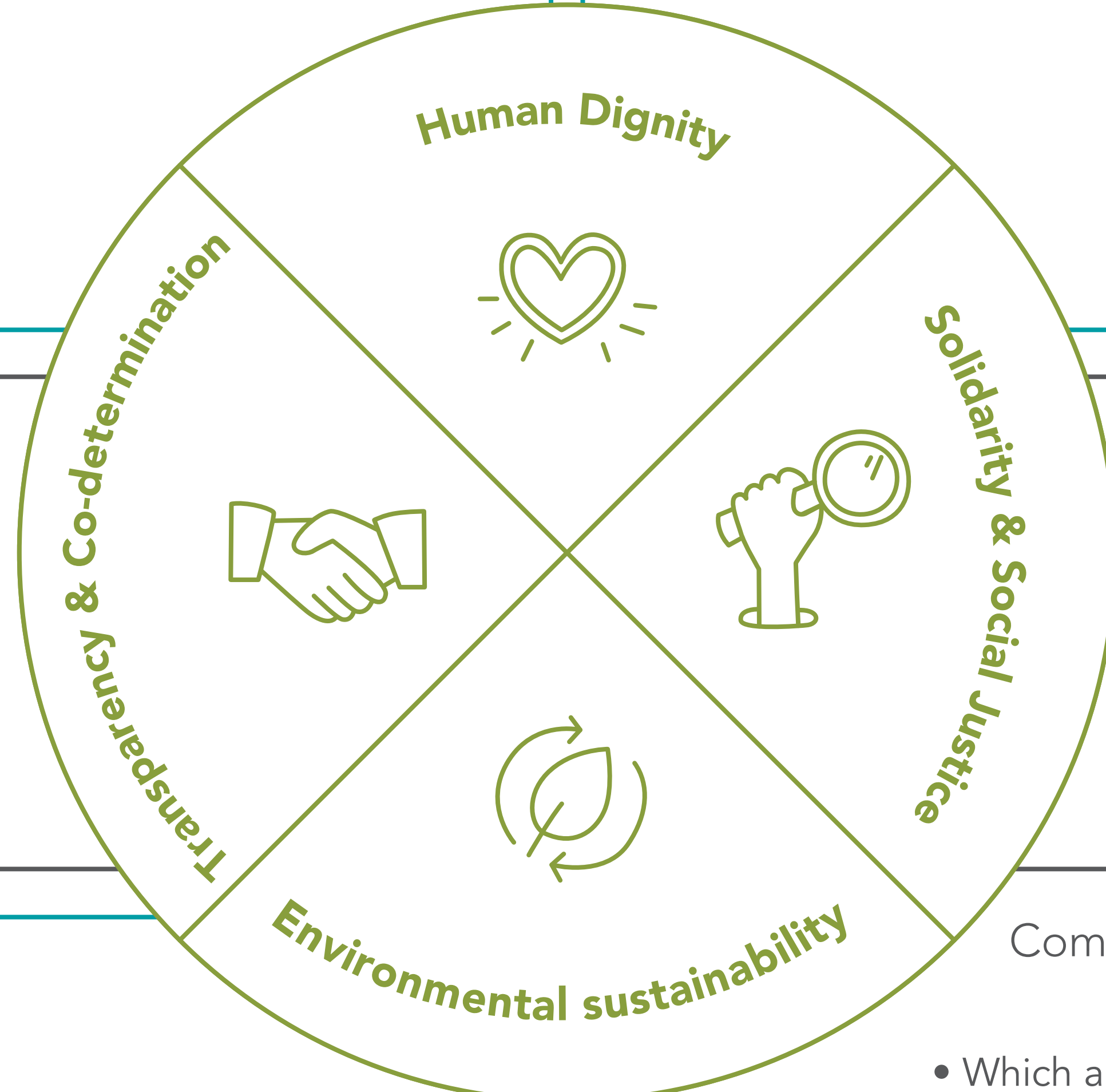
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Suppliers

- How do we make a difference through our work and create benefit/ added value for our stakeholders through the four value pillars of the Economy for the Common Good?
- How do we do this in practice, and how do we work together?
- What concrete effects do we want to see for ourselves and for our stakeholders?
- Which of the key needs/wishes/desires-problems formulated in step 1b are answered?

Focus activities & resources

- From our value(s) propositions - which are the key focus activities and required resources for our value(s) creation?



Expenditure = income for stakeholders

- What are our fixed and variable costs?
- What are the cornerstones of a common good-oriented cost design? (purchasing policy, salary policy, financing policy, external costs)

Income from/ financing through stakeholders

- From which areas of income/types of income do we generate added value?
- What does our common good-oriented pricing look like?
- How do we ensure our financial independence with/through our stakeholder groups?
- What will our approach be in the event of making very good profits?

Contribution to the common good (summary)

- Which contributions to the common good are the most important for our organisation?
- What is not currently in our sights and should be focused on more intensively?
- Which aspects should we refrain from doing for the common good?

Common Good Matrix

- Which area has been sufficiently covered? (tick)
- Where is the greatest need for action? (ring)
- Which areas are not currently in focus at the moment? (empty)

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