

Business Model Innovation

SustainAbility guides companies and the innovators inside them to harness the power of business model innovation. Given many market changes are anticipated on the road to a sustainable economy, business model innovation is critical to ensuring your business's resilience and longevity.

Why business model innovation?

- ▶ A business model is much more than just what a company produces, comprising the entire system by which your company creates value.
- ▶ In our complex and resource-restrained world, we empower businesses like yours to move beyond incremental sustainability gains. We help generate new and fundamentally more sustainable business models.
- ▶ While product and service evolution delivers some benefit, business model innovation gives you the capacity to challenge and change the rules. Such transformation can improve business performance and resilience while at the same time increasing benefits to society and the environment.
- ▶ Companies that embrace business model innovation for sustainability are better positioned to handle risks and benefit from leading change.

What are the benefits?

Business model innovation enables:

- ▶ Greater understanding of business risks and opportunities.
- ▶ Access to new customers and markets.
- ▶ Better internal and external communication, engagement and collaboration.
- ▶ Increased competitive advantage.
- ▶ More leadership positions and platforms.
- ▶ Exposure to a wide range of new ideas.
- ▶ Clearer vision of the next steps for your business.



Our approach and scope of services

We provide business model diagnostics as well as customized briefings and workshops that stimulate the development of more resilient business models. Our services can range from one-off deliverables to deeper, ongoing engagement including:

- **Risk assessments** – of your company and industry.
- **Innovation mapping, analysis and evaluation** – assessing your current business model's purpose, value proposition and points of transaction.
- **Application of new business models** – exploring potential areas of impact, both positive and negative, to identify which activities need to be amplified or minimized to improve your company's value proposition.
- **Identification of innovation opportunities** – working to achieve greater social, environmental and economic outcomes, including evaluation of future market opportunities, customer segmentation and/or alignment with sustainability agendas.
- **Fostering greater internal engagement** – investigating activities undertaken by internal innovators and teams that help you drive business model innovation from the inside out.

Our experience

Making the future the cause of our present.

We inspire and enable businesses like yours to lead the transition to a more sustainable economy.

Since 1987, we have worked tirelessly to catalyze innovation and provide solutions to make businesses and markets more sustainable. We are at the forefront of the sustainability agenda.

Our knowledge is extensive — we know what works and what doesn't for hundreds of other organizations. We are uniquely positioned to advise clients on how to collaborate in ways that give your business the greatest potential to deliver change on a huge scale.

Are you ready?

This is a vital step in creating a truly sustainable business — with you on board we can work towards a better future.

Get in touch

Learn more about how we can help you

- sustainability.com
- info@sustainability.com