



GROWING GREEN
CIRCULARITY IN VET
LARGE IN VET

Growing better, bolder green enterprises



Erasmus+
Enriching lives, opening minds.

Circular, slow and close resource loops

Value creation

Key partners

Key activities

Key resources

Value proposition

Value delivery

**Customer
Relationships**

**Customer
Segments**

Channels

Costs

Revenue streams

Sustainability goals, climate-, eco-footprint

Value creation

Which resources do you need to create your value, products?

Do you need renewable, recyclable, organic resources, human resources?

Do you need new processes to recycle?

Key partners

Do you need partners, who provide finance (investors), to provide equipment, to help free of charge, to support with products, marketing! What about creating a network?

Key activities

Make a roadmap with activities.
Always think green and circular!

Key resources

Which circular resources do you need to get started?

Make a list!

Value proposition

Which green and circular values does your company offer to

- yourself and your team
- Your customers
- Your cooperation partners
- Your school
- Your community
- Your country
- The world

Discuss this with your group!

You can also use
Lego® Serious Play®
to build your ideas or you can draw your ideas.
Your hands will guide you and to find the green values of your business ideas!

Value delivery

How will your values get to your partners?

What is the green and circular value chain?

Customer Relationships

How will you link with your customers to test your green products, get feedback and loyal customers?

Channels

Which green channels will you use to deliver your products and connect with the customers?

Customer Segments

Who will be your main

- customers
- beneficiaries

How will they benefit by your circular products, services?

Costs

What are the costs to get started? Can you save costs by going green?
Do not forget a risk assessment and mitigation strategy!

Revenue streams

Where does the income come? How can you become resilient and innovative and grow green and create human, social and green capital.