

Circular Value Proposition Canvas

Designed for:

Designed by:

Date:

Version:

PRODUCTS & SERVICES What offering delivers value? Is value embedded in product, service, platform, or hybrid solution? Does it include repair, refurbishment, take-back, upgrade, resale?	GAIN CREATORS How does circularity create additional benefits? ☐ Economic gains (lower lifecycle cost, residual value) ☐ Functional gains (longer use, adaptability, reliability) ☐ Emotional gains (responsible consumption, reduced guilt) ☐ Social gains (status, brand alignment, ESG credibility)	CUSTOMER GAINS What outcomes or improvements are valued? ☐ What defines convenience, trust, status, savings, performance? ☐ Are sustainability or circularity perceived as gains?	CUSTOMER JOBS What functional jobs is the customer trying to accomplish? What emotional or social jobs are relevant? Are there circular-related jobs (e.g., reduce waste, consume responsibly, comply with ESG goals)?
	PAIN RELIEVERS How does circularity reduce pain points? ☐ Does durability reduce replacement frequency? ☐ Does repairability reduce failure anxiety? ☐ Does returnability remove disposal burden? ☐ Does modularity reduce upgrade costs? ☐ Does transparency reduce trust barriers?	CUSTOMER PAINS What frustrates customers in acquisition, use, maintenance, disposal? ☐ What risks or costs are perceived (financial, time, performance, uncertainty)? ☐ Are there pains linked to durability, repair, returns, or end-of-life complexity?	
CIRCULAR VALUE MECHANISMS Which mechanism differentiates us? ☐ Which mechanism reduces lifecycle costs? ☐ Which mechanism improves customer trust?	TRADE-OFFS & BARRIERS ☐ Does circularity increase upfront price? ☐ Does it introduce behavioural friction? ☐ Are customers sceptical about refurbished/reused products? ☐ Are operational constraints visible to customers (delays, deposits, contracts)?	VALUE CAPTURE LOGIC How does the firm monetise circular value? ☐ Premium pricing ☐ Subscription / Product-as-a-Service ☐ Maintenance contracts ☐ Residual value recovery ☐ Deposit-return mechanisms	PROOF & CREDIBILITY How is circular value validated? ☐ Certifications ☐ Environmental indicators (EPD, CO ₂ footprint) ☐ Digital Product Passport ☐ Warranty extensions ☐ Performance guarantees



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