

Circular Business Model Canvas

Designed for:

Designed by:

Date:

Version:

KEY PARTNERSHIPS <i>Which partners are essential to deliver, scale, and stabilize circular flows and value creation?</i> ☐ Repair partners / refurbishers / recyclers? ☐ Logistics & recovery actors? ☐ Digital / DPP providers? ☐ Secondary market platforms? ☐ Municipal / EPR stakeholders?	KEY ACTIVITIES <i>Which activities are critical to operate and sustain the circular model (repair, refurbishment, reverse logistics, data management)?</i> ☐ Repair / refurbishment / remanufacturing? ☐ Reverse logistics / take-back? ☐ Condition assessment / grading? ☐ Data management / traceability? ☐ Customer education?	VALUE PROPOSITION <i>What circular value do we offer, and how does it improve customer outcomes compared to linear alternatives?</i> ☐ Durability ☐ Repairability ☐ Upgradeability ☐ Reuse / resale ☐ Returnability / take-back ☐ Transparency (e.g., DPP) <i>What problems are solved across the lifecycle?</i>	CUSTOMER RELATIONSHIPS <i>What type of relationship sustains engagement over time (transactional, service-based, subscription, community)?</i> ☐ One-off purchase vs subscription/service model? ☐ Long-term maintenance / upgrades? ☐ Community, loyalty, take-back incentives?	CUSTOMER SEGMENTS <i>Who are the primary and secondary users benefiting from the circular model across the product lifecycle?</i> ☐ Who uses, maintains, returns, refurbishes, resells? ☐ Are there secondary or multi-life customers? ☐ B2C, B2B, institutional, refurbishment markets?
COST STRUCTURE <i>What cost shifts emerge from circularity, and how are they balanced by long-term value creation or savings?</i> ☐ Higher upfront design/material costs? ☐ Reverse logistics / sorting / refurbishment costs? ☐ Service & maintenance operations? ☐ Data / digital infrastructure? ☐ Savings from extended lifecycle / recovery?	KEY RESOURCES <i>Which physical, intellectual, and data resources enable circular value creation and recovery?</i> ☐ Durable materials / modular components? ☐ Refurbishable product architecture? ☐ Data infrastructure (tracking, DPP)? ☐ Recovery & sorting capabilities?	CIRCULAR STRATEGIES <i>Which circular strategies define the business model?</i> ☐ Longevity ☐ Repair ☐ Upgrade ☐ Reuse / resale ☐ Refurbish / remanufacture ☐ Recycle ☐ Product-as-a-Service	CHANNELS <i>Through which channels do we deliver value and enable circular flows (delivery, return, repair, reuse)?</i> ☐ Sales, leasing, digital platforms? ☐ Return, repair, refurbishment channels? ☐ Who manages reverse logistics?	
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