

# Green Business Model Innovation: Business Case Study Compendium

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# Green Business Model Innovation Business Case Study

**Annelies Wilder-Smith**



## **Green Business Model Innovation Business Case Study:**

**The Multi Business Model Innovation Approach** Peter Lindgren, 2022-09-01 It is argued in most academic literature that Business Model BM is a general model for how any business runs or should be run it is the blueprint of the business. Conversely we argue that no business has just one BM one model on which it runs all its business or intends to run its business. In other words the BM can be used for as is and the to be businesses. However our research in contrast to the other BM frameworks indicates that businesses have more BMs both as is and to be BMs the multi business model approach. This was already theoretically indicated by Markides and Charitou in 2004 and again in the Casadesus Masanell and Ricart model of 2010 but sadly no one in the BM community has followed up on this since then. It could have made a breakthrough in our understanding of BMs Business Model Innovation BMI and Strategic BMI. The Multi Business Model Innovation Approach addresses the concerns in the BM community and in BMI practice to just focus on the ideation and conceptualization of BMs. BM canvassing innovating BM building blocks or BM dimensions when carrying out BMI so called blind business model innovation is not sufficient to run and understand a business today. BMs and BMI must address all the different levels in a business. All BMs are objects to BMI and should be used to maximize the performance and sustainability of the business. The core business and all levels BMs such as BM dimension components BM dimensions BM portfolio and Business Model Ecosystem BMES should all be considered for BMI. The book addresses and documents a gap in BM research and the BM community but also proposes a generic definition and language of a BM and BMI layers. The significance and importance of this work is related to significant and unexplored possibilities that BMI offers today and can offer tomorrow. When we thoroughly understand all levels dimensions and components of the business and its business models and we are able to communicate work and innovate with business models at all levels together then a next step in BM and BMI research and practice can be taken. It is proposed that any BMs are related to seven dimensions value proposition user and or customer value chain functions internal competence network relations and value formulae. It is further proposed that seven different levels of a BMI from the most detailed level the BM dimension component to the BM dimension BM BM portfolio business and the vertical and horizontal business model ecosystem layer and these can be objects to BMI. Conceptually the Business Model Cube was formed using the seven dimensions which could be used both in a 2D and a 3D version.

**Inclusive Green Growth** Calvin Atewamba, Dorothé Yong Ngondjeb, 2020-05-28 Fostering inclusive green growth in Africa means addressing existing and emerging development challenges while efficiently managing Africa's natural capital and building resilience to environmental social and economic risks. Although this new paradigm for development has the potential to create tremendous business opportunities there are also challenges. This book provides empirical evidence on the conditions for the emergence of green businesses in Africa. It includes 13 case studies which identify the determinants of small and medium size enterprises engagement in inclusive and sustainable growth in rural Africa and the factors that hinder eco innovation in

business and entrepreneurial activities Furthermore it discusses appropriate regulations and policies to stimulate the development of green business in Africa Offering insights into the relationship between eco innovation labor productivity and business competitiveness in rural Africa this book appeals to scholars policy makers and practitioners interested in a green economy for Africa *Handbook of Research on Business Model Innovation Through Disruption and Digitalization*

Rasmussen, Erik Stavnsager, Petersen, Nicolaj Hannesbo, 2023-02-27 Digital technologies are changing both the national and global business landscapes Digitalization within firms and industries and newcomers from other fields give new conditions for competition through new business models The Handbook of Research on Business Model Innovation Through Disruption and Digitalization discusses the aspects of the innovation of business models through disruption and digitalization It further includes chapters on theories and practices related to the overall theme of how business models are developed Covering topics such as agile networks interactive business models and managerial implications this major reference work is a dynamic resource for business leaders and executives IT managers human resource managers entrepreneurs government officials students and faculty of higher education librarians researchers and academicians Managing Green Business Model Transformations Axel Sommer, 2012-05-20 Environmental sustainability creates both tremendous business opportunities and formidable threats to established companies across virtually all industry sectors Yet many companies tackle the issue in a superficial or passive way rather than considering fundamental changes to their existing business models By ignoring the opportunities of Green Business Model Transformations companies exclude themselves from a large variety of potential means to create economic value In addition to ordinary product and process innovations they can change the rules of the game within an industry towards environmental sustainability Green Business Model Transformations however are challenging ventures New green business models with all their uncertainties and inherent complex systemic characteristics are difficult to design assess and implement successfully particularly in the context of established companies that often entail complex structures and considerable inertia As a result there is a great need for guidance in management practice This publication addresses this need with a general approach to Managing Green Business Model Transformations that is based on a broad theoretical foundation illustrated by many real world examples from various industry sectors

**Fostering Global Entrepreneurship Through Business Model Innovation** Gupta, Varun, 2023-12-21 In the wake of the pandemic the global business landscape has experienced unprecedented turbulence challenging startups and established enterprises equally This crisis has forced a profound reevaluation of traditional business models pushing entrepreneurs and business leaders to innovate like never before The urgency to adapt particularly for those seeking to expand globally has become a daunting task How can entrepreneurs navigate this new unpredictable terrain and find innovative pathways to success Fostering Global Entrepreneurship Through Business Model Innovation answers the pressing predicament faced by entrepreneurs startups and business leaders in this age of uncertainty This book has meticulously documented and analyzed

real world practices of startups that not only survived the pandemic but thrived through groundbreaking business model innovations *Green Business: Concepts, Methodologies, Tools, and Applications* Management Association, Information Resources,2019-02-01 The issues of sustainability and corporate social responsibility have become vital discussions in many industries within the public and private sectors In the business realm incorporating practices that serve the overall community and ecological wellbeing can also allow businesses to flourish economically and socially *Green Business Concepts Methodologies Tools and Applications* is a vital reference source for the latest research findings on the challenges and benefits of implementing sustainability into the core functions of contemporary enterprises focusing on how green approaches improve operations Highlighting a range of topics such as corporate sustainability green enterprises and circular economy this multi volume book is ideally designed for business executives business and marketing professionals business managers academicians and researchers actively involved in the business industry *Business Model Innovation* Annabeth Aagaard,2024-07-30 In the contemporary business landscape the imperative for innovative approaches to business model innovation BMI is more pronounced than ever especially given the pressing grand challenges technological disruptions digital transformation and pressing environmental and social concerns of our era The prevailing discourse in business model and BMI scholarship predominantly revolves around established frameworks and methodologies thereby not fully capturing the burgeoning opportunities and transformative forces redefining BMI s future trajectory This open access volume aims to fill the gap in scholarly discourse by offering a theory rich exploration into the innovative pathways of business model innovation Crafted for a global readership this text serves as an invaluable resource for academic institutions their faculty students and practitioners of business development within both expansive corporations and medium sized enterprises A key contribution of this edited book is the introduction of groundbreaking models and theoretical insights within the BMI domain identifying key research gaps and further research venues for junior and senior academics to pursue while enhancing the comprehension of how entities ranging from individual organizations to expansive networks can innovate execute and capitalize on BMI in the forthcoming landscape Furthermore this book elucidates the multifaceted nature of business model innovation across diverse contexts illustrating the myriad ways BMI can be conceptualized and operationalized to achieve varying objectives benefits and results contingent upon the specific scenario Lastly this volume is dedicated to invigorating and equipping both nascent startups and entrenched firms to seize emergent BMI opportunities fostering an environment where leveraging networks and platforms becomes a cornerstone for future business model innovation *Sustainable Education and Development—Green Buildings* Clinton Aigbavboa,Wellington Thwala,Joseph N. Mojekwu,Lawrence Atepor,Emmanuel Adinyira,Gabriel Nani,Emmanuel Bamfo-Agyei,2024-11-22 This book is Volume 2 of the proceedings of 2023 Sustainable Education and Development Research Conference This volume concentrates on papers in the area of green buildings Despite considerable progress more than 700 million people worldwide still lack access to electricity and around 2

4 billion people continue to use harmful and polluting fuels for cooking While efforts have been made to promote renewable energy and energy efficiency they have not been fast enough to achieve Sustainable Development Goal 7 Adding to the challenge the ongoing war in Ukraine has contributed to rising global energy prices and heightened energy insecurity in Europe In response to the energy crisis some European countries are planning to accelerate the transition to renewables and increase investments in clean energy and energy efficiency However others are considering a resurgence of coal which poses a risk to the overall green transition Between 2010 and 2020 the percentage of the global population with access to electricity increased from 83% to 91% with 1.3 billion people gaining access Nevertheless this leaves approximately 733 million people still without electricity and most of them reside in sub Saharan Africa Achieving universal access by 2030 the annual growth rate in access needs to accelerate from 0.5 percentage points to 0.9 percentage points necessitating significant efforts in low income fragile and conflict affected countries In 2020 69% of the global population had access to clean cooking fuels and technologies While more than half of those without access to clean cooking fuels live in Asia the 20 countries with the lowest percentage of people having access to clean cooking were predominantly least developed countries in Africa The share of renewable sources in total final energy consumption reached 17.7% globally in 2019 just slightly higher than the figure for 2015 The electricity sector leads in the adoption of renewables accounting for 26.2% of total final energy consumption in 2019 while the heat and transport sectors have made limited progress Global primary energy intensity defined as global total energy supply per unit of GDP improved from 5.6 megajoules per dollar 2017 purchasing power parity in 2010 to 4.7 megajoules in 2019 However the rate of improvement 1.6% per year on average since 2015 falls short of the 3.2% annual rate needed to reach Sustainable Development Goal 7.3 International financial flows to support clean and renewable energy in developing countries reached 10.9 billion in 2019 a 23.6% decrease from 2018 This decline occurred even before the onset of the COVID 19 pandemic Over a longer five year moving average average annual commitments decreased for the first time since 2008 from 17.5 billion in 2014 to 16.6 billion in 2019 Although developing countries achieved a record of 245.7 watts per capita in installed renewable energy generating capacity in 2020 small island developing States least developed countries and landlocked developing countries have lagged behind It would take least developed countries and landlocked developing countries nearly 40 years and small island developing States almost 15 years to reach the same level of progress as the average developing country in 2020 The 2023 SEDRC conference titled Sustainable Development and Education aims to redefine the understanding of research in the continent's development and the role of researchers The conference focusses on applied research discussions and its dissemination Researchers from research institutions academicians postgraduate students politicians and industry representatives will be the primary audience for the conference proceedings Remote Work and Sustainable Changes for the Future of Global Business Ali, Mohammed, 2021-06-25 There is a void of research and other academic materials to support stakeholders operating within

industry and the service sector with respect to their perceptions and experiences of remote work particularly in the context of global business sustainability and change management As more businesses consider remaining and maintaining a remote workforce it is of paramount importance that new research be conducted regarding the multifaceted area of remote work and sustainable change for global business Remote Work and Sustainable Changes for the Future of Global Business raises awareness of the multifaceted area of remote work in the context of sustainable change In particular it explores remote technology in an attempt to cope with the changing landscape of work environments amidst global change from a sociotechnical perspective This book provides insight into the challenges both national and international businesses face during a world crisis Covering topics such as crisis management the human cloud and virtual collaboration this book is essential to business managers project managers business clusters entrepreneurs higher education practitioners faculty and PhD researchers educational boards technology vendors and firms and academic researchers

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*OECD Green Growth Studies Fostering Innovation for Green Growth* OECD,2011-09-12 This book explores policy actions for the deployment of new technologies and innovations as they emerge investment in research and development support for commercialisation strengthening markets and fostering technology diffusion

Dynamic Perspectives on Globalization and Sustainable Business in Asia Ordoñez de Pablos, Patricia,2018-10-26 In the increasingly turbulent political climate there has been growing interest in economic and international relations with Asia Understanding the business practices in countries of this region particularly uncertainties risks and opportunities associated with doing business in Asia will be key for competing in a global economy Dynamic Perspectives on Globalization and Sustainable Business in Asia provides perspectives on the challenges and opportunities of business growth in Asia with strategic insights on knowledge production innovation and disruptive technologies Featuring coverage on a broad range of topics such as consumer behavior financial literacy and value perception this book is ideally designed for academicians researchers government officials policymakers and practitioners seeking current research on the development of networks to support competitive advantage in the global economy and viable enterprises

**Technology**

**and Business Model Innovation: Challenges and Opportunities** Bahaaeddin Alareeni, Allam Hamdan, 2024-03-16 This book proceedings addresses a crucial gap in understanding the impact of technology on Business Model Innovation BMI It emphasizes the need for further research to explore the intricate relationship between technology and BMI focusing on opportunities and challenges By delving into how technology influences emerging business model innovations and enhances operational efficiency the publication aims to advance knowledge Inviting diverse research methods it sheds light on various ideas within the technology and BMI realm Tailored for students scholars professionals and policymakers this book contributes to the evolving field of BMI and technology     Sustainability in Bank and Corporate Business Models Magdalena Ziolo, Beata Zofia Filipiak, Blanka Tundys, 2021-05-21 The book explains the impact of bank business models on company business models by discussing the relationship among banks decision making processes sustainable values creation in company business models and ESG risk The monograph provides a combination of financial and management related activities in the context of bank business models taking into account the concept of sustainability and will be of particular interest to both in house practitioners giving them innovative knowledge about the models presented and used and to students and young researchers The project is financed within the framework of the program of the Minister of Science and Higher Education under the name Regional Excellence Initiative in the years 2019 2022 project number 001 RID 2018 19 the amount of financing PLN 10 684 000 00     The Circular Economy and Institutional Change Yilmaz Kaplan, 2025-11-05 The climate crisis has emerged as a consequence of the linear economic system that developed in the aftermath of the Industrial Revolution In recent years global actors have recognised the need for institutional change from the linear economy to a more sustainable alternative The circular economy This book analyses the potential for transformative institutional change to a circular economy both in theory and in practice At the theoretical level the book evaluates the feasibility of transitioning from a linear economy system to a circular economy by drawing on the principles of New Institutionalism It thoroughly examines the key parameters of institutional change focusing on the role of actors and new ideas within the institutional change process Building upon this theoretical framework the book then delves into the practical implementations of key actors It first explores the role of the state and the market as crucial institutional actors referencing the historical debate between these two entities Additionally the book critically assesses the agenda setting power of influential international organisations specifically the United Nations and the World Trade Organization in driving a circular institutional change Furthermore it analyses the circular economy policies of influential global actors such as the European Union China Japan and the USA Aligned with these analyses the book also examines the potential of a circular institutional change to bring about a paradigm shift from the prevailing industrial and consumer centric society to an ecologically oriented society This book is invaluable for readers interested in the circular economy new institutionalism the impacts of climate change and alternative economic policy     **Sustainable Energy Technology, Business Models, and Policies** Jurgita Malinauskaite, Hussam



Jouhara,2023-11-20 Sustainable Energy Technology Business Models and Policies Theoretical Peripheries and Practical Implications offers a new outlook on incorporating sustainable energy technologies into business models This book begins by conceptualizing a theoretical sustainability framework from an interdisciplinary perspective In the second part the findings from several case studies examine criteria for business energy policies including legal implications and technical market or business model viability Finally the book addresses the technical and economic difficulties for recovering and re using energy losses within energy intensive industries while also proposing practical solutions to overcome challenges and exploit opportunities Weaving together the latest information on innovative technology policies and business models Sustainable Energy Technology Business Models and Policies Theoretical Peripheries and Practical Implications presents an interdisciplinary guide to the energy transition Provides a comprehensive analysis of business models for sustainable energy use Postulates the current insights of energy policy aimed towards the clean energy transition in the EU and worldwide Incorporates case studies to illustrate the practical implementation of sustainable business models for bespoke energy technologies     Green Consumerism: Perspectives, Sustainability, and Behavior Ruchika Singh Malyan,Punita Duhan,2018-10-26 This new volume Green Consumerism The Behavior of New Age Consumer provides a holistic understanding the importance of promoting green products and discusses consumers buying intentions and decisions The chapters consider consumer behavior theory in the context of green or ecologically friendly products from both the academic and business perspectives The chapters present the latest empirical and analytical research in the field of green marketing and provide an abundance of information about profitable and sustainable ways and strategies to deal with environmental problems The volume considers how consumers are taking responsibility and becoming more aware driving change in the marketplace In response companies are integrating appropriate green strategies into their operational activities product development processes and marketing activities to achieve a competitive advantage in saturated markets This helps companies gain market share and minimize their production costs Topics discussed in the volume include green pricing green consumer behavior various dimensions of consumer purchase intention sustainable marketing innovation techniques used to go green eco awareness and other ongoing developments in this rapidly expanding area Key features Discusses research on the latest trends in the field of green marketing green practices green products eco literacy environment awareness protection management etc Provides insight about current consumer behavior consumers eco literacy levels and their desires to go green Covers a multitude of topics including green pricing green consumer behavior sustainable marketing innovation techniques used to go green eco awareness and more     *Green Wealth* Simon Grima,Dimitrios Maditinos,Grafiela-Georgiana Noja,Jelena Stankevičienė,Malgorzata Tarczynska-Luniewska,Eleftherios I. Thalassinos,Kesra Nermend,2025-02-12 Green Wealth examines the financial advantages of implementing sustainable practices in different industries This book aims to contribute to the worldwide discussion on sustainable development and encourage positive

change through well defined goals a wide range of topics thorough methodology and practical outcomes

**Marketing Communications in Emerging Economies, Volume I** Thomas Anning-Dorson, Robert E. Hinson, Henry Boateng, Albert Anani-Bossman, Ayça Can Kirgiz, Meenakshi Gujral, 2021-10-28 The first of this two volume work brings to the fore marketing communication theories and concepts that are prominent in emerging economy contexts and highlights the opportunities and challenges within these markets Offering a distinctive meaning and importance to both the practice and the theory of marketing communications in emerging economies this collection introduces the foundational issues of marketing communications as well as the broader marketing communication environment and how they impact on communication strategy development and implementation With contributors from diverse disciplines the book establishes the importance of linking customer value creation national culture and the management process with the marketing communications strategy It highlights the critical role of research the changing trends in marketing communication in the digital age and the communication opportunities for small and large brands This book is a useful tool for corporate executives educators students policymakers and businesses on marketing communication in emerging markets

**New Perspectives and Paradigms in Applied Economics and Business** William Gartner, 2025-03-02 This book features a collection of high quality and peer reviewed papers from the 2024 8th International Conference on Applied Economics and Business which was held in Munich Germany during August 23 25 2024 ICAEB is held annually as a platform for the presentation of new advances and research results in the fields of applied economics and business This is the third in a series of books based on presented papers Applied economics is a way of dealing with esoteric economic concepts in practical and analytical ways It allows for decisions to be made that are underlined by theoretical economic principles but utilized in such a way that they transform into real work applications Topics of the conference include studies in many fields including environmental development financial forensic information institutional international labor managerial mathematical monetary tourism and many more Applied economics affects all aspects of life and science and it is brought to the forefront in this collection of papers The conference with its aim to bring together economists from different fields lends itself to a natural and rich collection of scientific papers all focused on the practical application of economic principles The scope of this collection of papers will be useful to academics and practitioners who look to economics to help solve problems

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