

INNOVATIVE GREEN PRACTICES TO ADDRESS CURRENT CHALLENGES

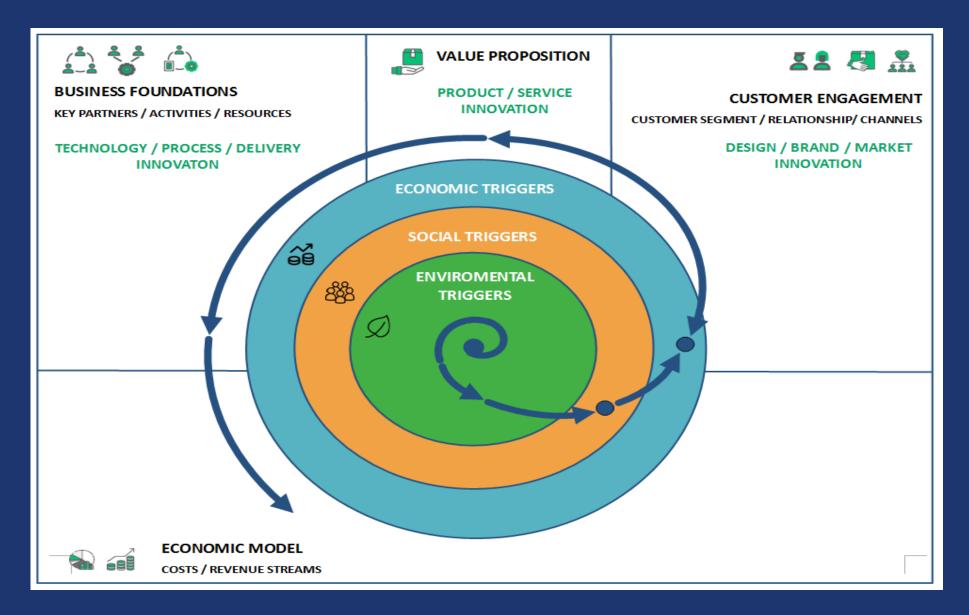
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What is InnoGreen: Innovative entrepreneurs leading GREEN BUSINESSES

- A two-year project, financed by the EC under Erasmus+
- Partners (8): Romania, Italy, Greece, Poland, Portugal, Austria, Switzerland and Malta
- Sixty (60) interviews conducted with entrepreneurs leading companies that practice sustainability
- Sixty (60) case studies, 159 'triggers', GBIC (Green Business Model Canvas)

INNOGREEN





INNOGREEN ENVIRONMENTAL TRIGGERS

Green practices – Environmental Triggers

CUSTOMER SEGMENTS

Eco-friendly partners (148)

Partner eco-conscious firms (149)

Partner NGOs (150)

Sustainable government institutions (151)

Sustainable farming partners (8)

VALUE PROPOSITION

Sustainable products
/ services (56)

Reduce environmental impact (57)

Local material sourcing (58)

Lower transportation costs (59)

Use sustainable materials (60)

Sustainable food production (61)

Minimize packaging waste (62)

Closed-loop waste reduction (63)

Environmentally friendly products (64)

Renewable energy (65)

CHANNELS

Online selfservice (107)

Local material suppliers (108)

Sustainable supply chains (109)

Waste management logistics (110)

Eco-friendly transportation (111)

E-commerce websites (112)

Digital communication channels (113)

Focus on local suppliers (114)

Local distribution channels (115)

CUSTOMER RELATIONSHIPS

Sustainable mobility (83)

Online self-service (84)

Local material sourcing (85)

Partners supply 3R materials (86)

Sustainable food production (87)

Minimise packaging waste (88)

Sustainable sourcing (89)

Zero waste delivery (90)

Sustainable logistics processing (91)

Eco-friendly deliveries (92)

KEY RESOURCES

Offer educational Innovative programs (131) technologies (27)

Sustainable products / services (132)

REVENUE

STREAMS

Sustainable production practices (133)

Eco-friendly buildings (134)

Apply 3Rs (135)

KEY ACTIVITIES

Energy and pollution control (15)

Employ 3R materials

Sustainable CSR

practices (19)

Reduce harmful substances (16)

Repurpose waste (29)

Renewable resources

Generate renewable energy (30)

Reduce greenhouse gasses (31)

Recycle waste (28)

Energy efficient systems (32)

Environmentally friendly materials (33)

Sustainable opensource solutions (34)

3Rs waste reduction (35)

Sustainable waste management (36)

Water saving (37)

KEY PARTNERS

Sustainable sourcing collaboration (1)

Partner alignment (2)

Sustainability assessment alignment

Green supply chain alignment (4)

Waste management partners (5)

Sustainable packaging suppliers (6)

3Rs collaboration (7)

Sustainable farming partners (8)

Sustainable innovation knowledge sharing (9)

COST

Local material sourcing (44)

Reduce transportation (45)

Waste reduction (46)

Renewable energy

Water saving practices

Environmentally friendly equipment

Reduce energy consumption (50)

Choose the

INNOGREEN SOME EXAMPLES:

- (1) AUSTRIA: A marketing and retail enterprise: A swapping party with about 200 participants is organized twice a year, keeping the clothes in circulation is better than disposing of them.
 - Environmental trigger: Sustainable Value Proposition: Reduce environmental impact
 - Social trigger: Sustainable value creation: Socially responsible practices; Recycling program
 - Financial trigger: Eco friendly practices
 - (2) GREECE: A social cooperative that produces special souvenirs, awards, and works of art: The enterprise is the only company with the right to use the international patent 'Environmentally friendly olive leaf panels' and the only company globally that uses olive leaves to produce various objects including premium gifts and souvenirs.
 - Environmental trigger: Key Resources: Sustainable Technology & Resources: Repurpose waste
 - Financial trigger: Eco friendly practices

WHAT COMES NEXT?