

Green is the Colour of Today and Tomorrow!

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Outline



Transitioning



**What is
hard?**



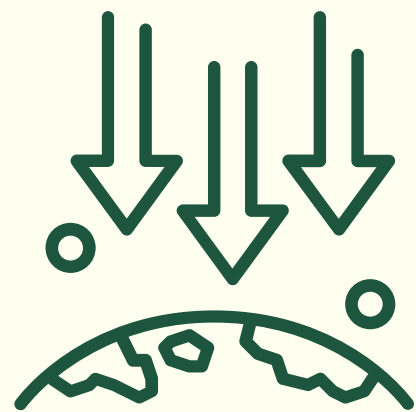
**What
helps?**



Transitioning

Transformation journey

Driving Forces



Original
Business
Model



Need for
Change

Business Model
Transformation



Results

Green
Business
Model



↑
↑
★
↑
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↑
Opportunities



What is hard?



Green Business Tool

A Business model (BM) is considered to be **green** when a business **changes element (s)** of its BM to **create** and **capture** a **business opportunity** or a **proposition** for target group (**TGs**) that provides **environmental** improvement coupled with **economic** benefits.



What helps?

“
VALUE CAPTURE
”

Key Activities (KA)

Key Resources (KR)

Financial Logic (FL)

“
VALUE CREATION
”

Value Proposition (VP)

Target Group (TG)

