

Components of a [**sustainable**] business model

[CLARASYS]

A business model describes how a company creates and captures value in their chosen marketplace.

A [**sustainable**] business model creates value for the organisation, people, and the planet while supporting the creation of a prosperous economy. We believe that aiming for a sustainable model will improve a firm's resilience to regulatory change, and attract purposeful customers, employees and investors.

We believe that such a model meets the following criteria:



People

- Is viable while paying a living wage to all those throughout the value chain
- Ensures all roles within the value chain are accessible to all
- Ensures safe and secure working conditions for all those involved
- Provides opportunities for the learning and development of those involved
- Improves the lives of those local to the organisation



Planet

- Minimises emissions
- Minimises resources taken, and adopts circularity to ensure they are kept in use
- Preserves and regenerates natural systems
- Ensures zero pollution is emitted to natural systems
- Designs out waste and ensures circularity through resource lifespan



Prosperity

- Provides transparency to the marketplace of your sustainability performance
- Reflects externalities created within the price of good or services
- Aligns supply chain and partners
- Creates fair value for all stakeholders involved in the organisation
- Is resilient to changing environmental and social conditions



Performance

- Is able to measure impact across each of these factor
- Enables a continuous improvement mindset

For more information, please contact us at sustainability@clarasys.com

Transitioning to a [**sustainable**] business model is complex, particularly for established organisations. However, the brands that last are those that constantly evolve how they connect with customers and how they deliver their services. In order to de-risk, organisations should consider how they can pilot new business models, or evolve existing ones to move towards sustainability.

