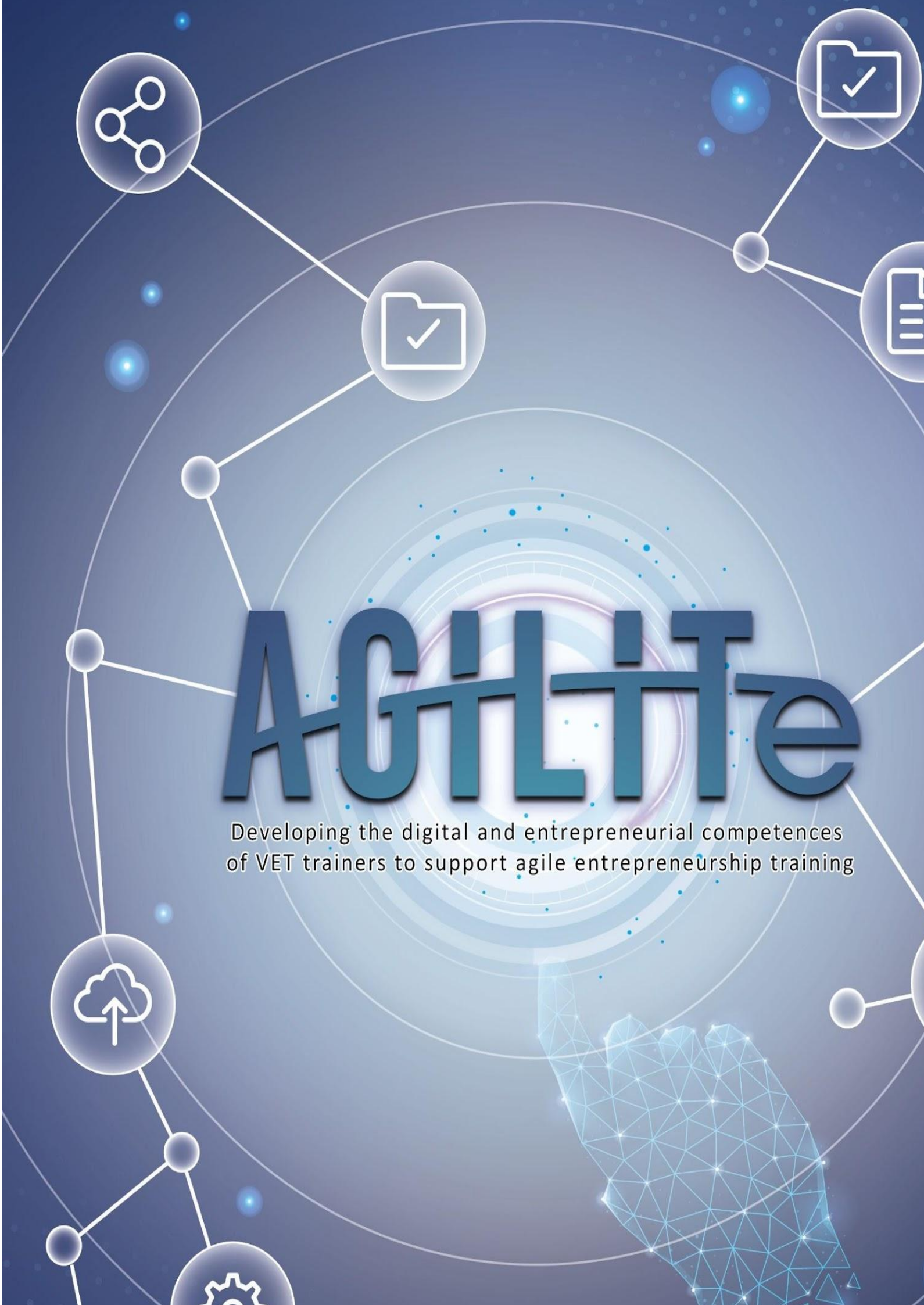
AGILITe
Developing the digital and entrepreneurial competences
of VET trainers to support agile entrepreneurship training

SELF-DIRECTED ACTIVITY IMAGE OR LOGO	Towards Circular Economy
DEVELOPER/PROMOTER	Trainer
PROBLEM IDENTIFICATION	In small groups, they should try to fulfill a CANVAS template for the URSA case study.
WHAT DO WE KNOW ABOUT THE PROBLEM?	- 5 minutes for the trainer to give a general perspective on the Sustainable Business Model CANVAS. - URSA Case study
WHAT DO WE NEED TO KNOW? SELF-STUDY (learning resources)	A Business Model Canva is used to develop new business models or document existing ones, is considered a strategic management template (Annex 1)
WHAT DID WE LEARN? PROBLEM SOLUTION	We learned how to implement a Business Model Canva and understood how easy it is to adapt given different business ideas. We learned that this template is also a clear and concise way to have different aspects of a business in the same document.
REVIEW, REFLECT AND REPORT (instructions to VET Tutors)	The trainer can interfere to help by dynamizing and moderating the debate, firstly between the small group (paying attention to what is being discussed in each of the groups) and then joining the subgroups, all together. Teams will explain to the other participants their findings and conclusions. The trainer has to prepare for the moderation of the group dynamics previously, taking into account: - Communication examples (good and bad) - Possible solutions - Twisting/complication factors
TARGET GROUP	Everyone who wants to participate

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LANGUAGE	Engish
LINK TO THE RESOURCES	

SELF-DIRECTED PROBLEM BASED ACTIVITY

Annex 1- The Sustainable Business Model Canvas: URSA Case Study

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Designed for:	Designed by:	Date:	Version:

The Sustainable Business Model Canvas: URSA Case Study

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
• Agro-industry sector (will provide by-products) • Local farmers (end users, will acquire and apply the compost on the EFMA agricultural soil)	• By-product reception and pick up • Compost supply/exchange • Soil organic matter increase • Composting unit management	• Farmers will benefit from low-cost quality fertilizer compost (Culture quality and fertility increase) • Better soil resilience and lest prone to erosion • Adequate solution for the available agro-industry by-products (reduced/none negative environmental impact on water, air and soil) • Improved nutrient efficiency	• The process is based on a win-win solution involving EDIA (URSA management), agro-industry and farmers (end users) • URSA needs the agro-industry and farmers (end users) to provide by-products and acquire/apply compost • Agro-industry and farmers (end users) need URSA as a solution to receive/valorize their by-products and to have a low-cost quality fertilizer	• Agro-industry (as by-product suppliers) • Farmers (as of end-users)
	Key Resources • Symbiotic relationship between agro-industry, composting unit management and farmers (end users) • By-product supply channels • Composting unit workforce		**Channels** • Website • Public events • Social networks & media • Farmer's associations	

Cost Structure	Revenue Structure
• Compost unit operating costs (human resources, electricity, fuel, equipment) • Establish and maintain the collection and distribution channels	• Selling organic fertilizer • Being paid to receive by-products

Eco-Social Costs	Eco-Social Benefits
• No relevant eco-social costs were identified • The water can be reused from the water released from the composting process • Related to the composting unit running activities (logistics, diesel equipment)	• Better quality food (more organic, less chemicals) • Better income for the farmers • Better soil, air and water quality

Based on: www.businessmodelgeneration.com