

# *Team project instructions*

How to change the world: Innovating toward sustainability. 21E10000

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Student teams design a **business model for an enterprise** that aims to address one of the **wicked sustainability problems** we crowdsourced during the first session. **Steps:**

1. **Narrowing down the wicked sustainability problem** chosen by the team: what will be the sustainability contribution of our business? What problem will it help to solve?
2. Selecting the **geographic context**: where will our enterprise operate?
3. Drafting the **business model** using Osterwalder Canvas or its modified version
4. Analysis of **challenges and pitfalls** of the enterprise and its business model
5. What can be done **to remove challenges** and pitfalls?
6. Can **Aalto students** set up this enterprise or participate in setting it up?

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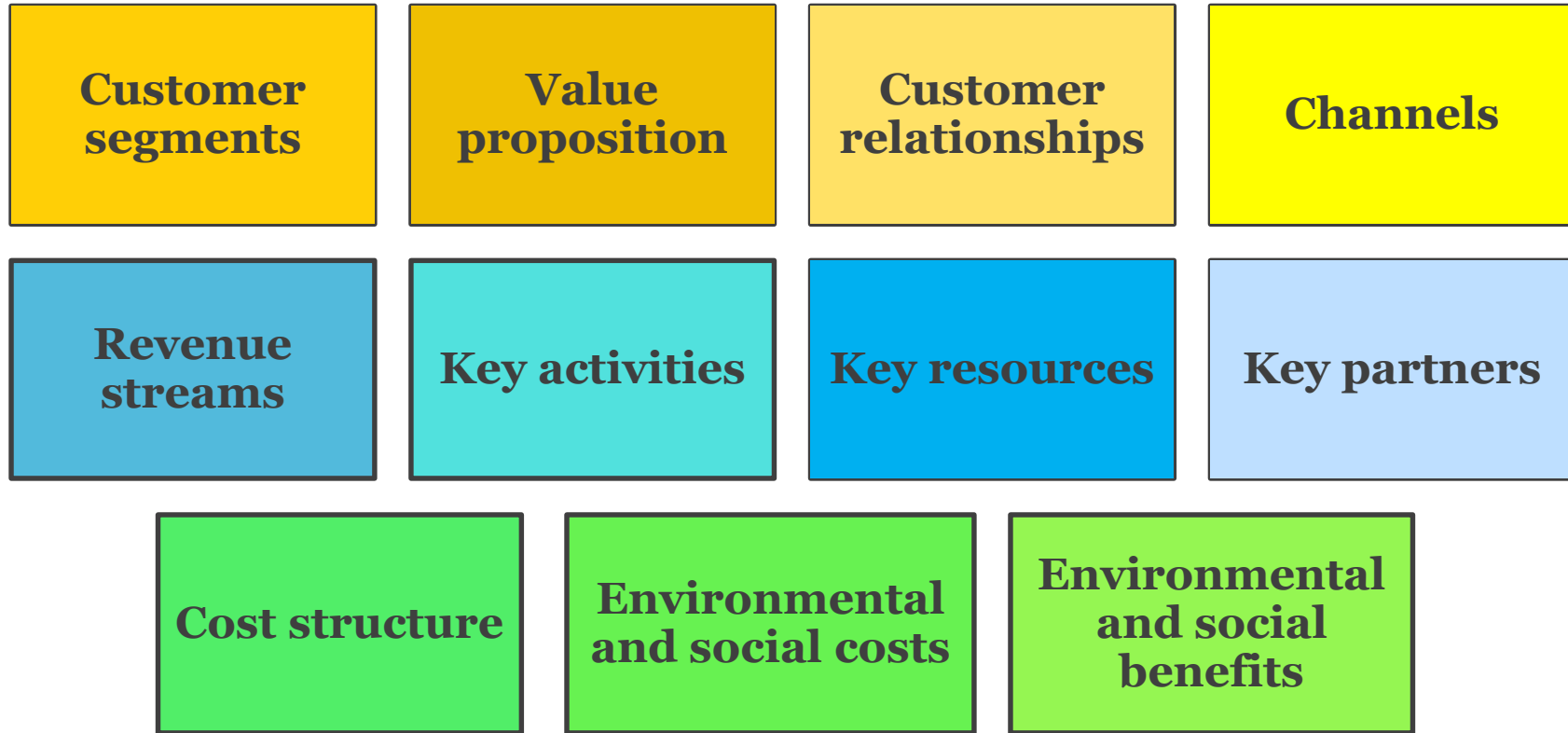
Use of background  
information

Relevance & credibility  
of the model

Quality of sustainability  
screening

Aalto  
Sustainability  
Hub

# *Business model elements*



# *Sustainability impact assessment*

For this purpose, three optional sustainability impact assessment (SIA) models are available in MyCourses. You can use one of the following or combination that fits for the purpose:

- Halme et al. in *Ecological Economics* is a general model.
- Levänen et al. in *Sustainability* suits for developing country contexts
- Juntunen et al. 2018 & excel table; suits for sustainability innovations in food, energy, mobility and living

The above are not obligatory. You may choose another framework.

You can provide the sustainability impact assessment as an attachment to your presentation. Only use the SIA to develop the environmental and social features of the business models and highlight only the main features in the presentation.