








Green business ideas should be focused on increasing environmental impact and building circular business models

I. Environmental impact

The Impact SME wants to focus on increasing environmental impact. For example, by focusing on*:

	Increasing water-use efficiency, providing safe and affordable drinking water, providing safe treatment of waste-water
	Increasing reliance on clean fuels, increasing renewable energy share in energy consumption, increasing energy efficiency
	Increasing resource-use efficiency and greater adoption of clean and environmentally sound technologies, reducing CO2 Emissions
	Increasing access to sustainable transport, reducing environmental impact of cities through better waste management.
	Sustainable management and efficient use of natural resources, reducing material footprint, food waste and hazardous waste, increasing materials recycled
	Strengthening resilience and adaptive capacity to climate-related hazards and natural disasters
	Reducing the degradation of natural habitats, halt the loss of biodiversity, reducing proportion of degraded land, enhancing conservation and reforestation

II. Circular Business Models

The Impact SME creates, offers, and delivers value to its broader range of stakeholders while minimizing ecological and social costs.

Two different applications and examples of circular business models:

1. Creating a circular business model

The Impact SME wants to introduce circular practices into its existing business. For example:

- Increasing the use of renewable energy
- Reducing water-use
- Introducing recycled materials
- Reducing waste
- Innovate a product to extend its lifetime.

2. Scaling-up a circular business model

The Impact SME provides a green product, service or technology, or produces in a circular way, and would like to scale this up. For example:

- Expanding a solar energy service to a new area
- Adding production capacity for a recyclable or organic product.