CAUSE CANVAS

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Customers

- Employees
- Environment
- Supplier
- Society
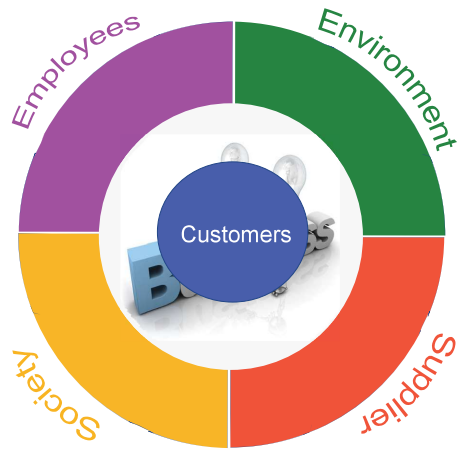
Info Text

- While describing the "*problem*" apply the "so what" technic to dig down to the actual "problem".

- In *"cause of the problems"* try to do a "minimal" system analysis: which institution is causing the current problem? Some aspects might be empty as well …
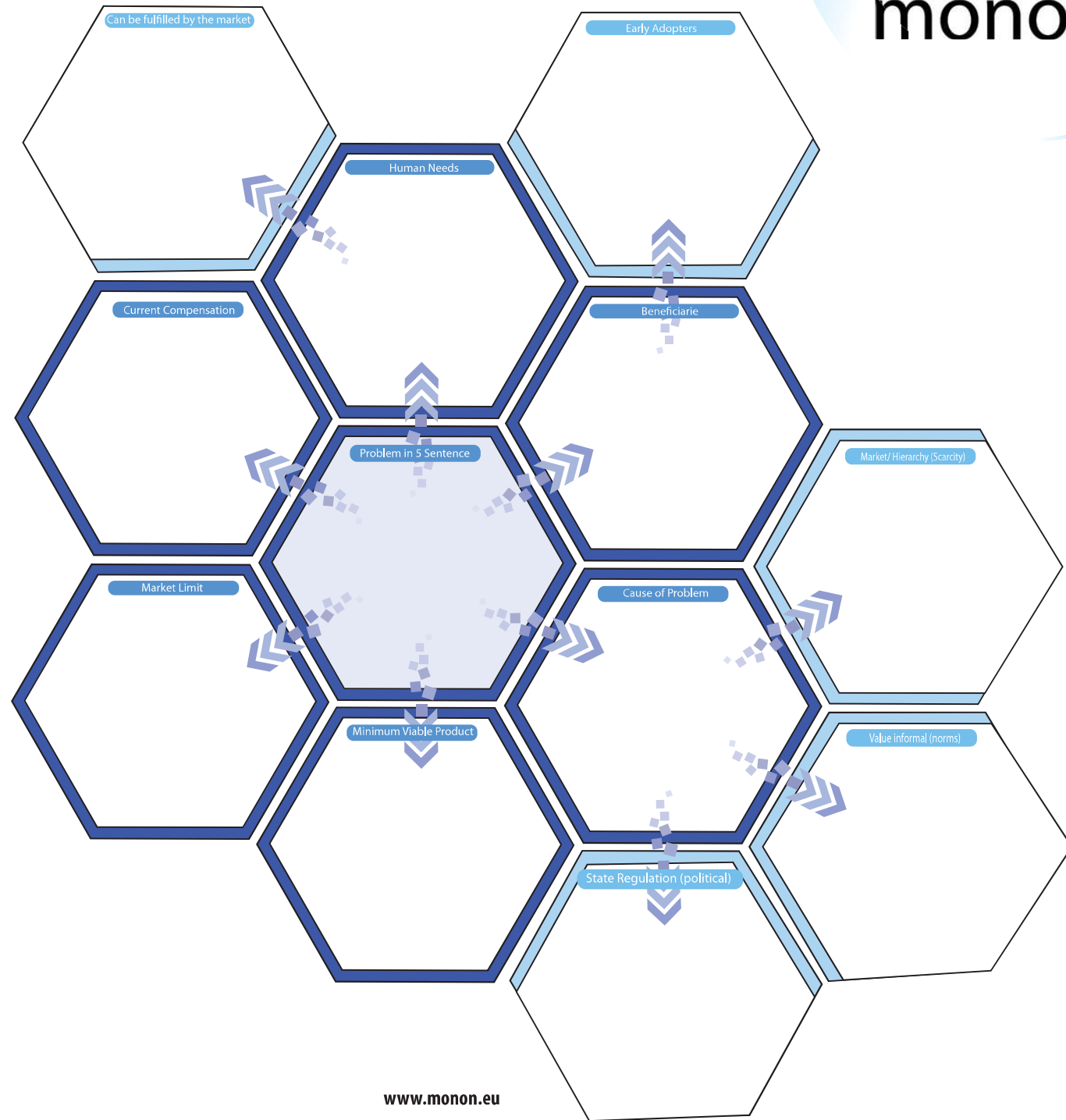*in subcatagories some places can stay empty.*

- In *"beneficiaries"* describe whom your product helps. If your group of beneficiaries is rather big (i.e. woman between the age of 15 and 45 in Austria) use the area to describe the group which is most likely to be an early adapter of your solutions

- In "*human needs*" describe unfulfilled human needs. Then focus on describing those, which can be solved through a market transaction.
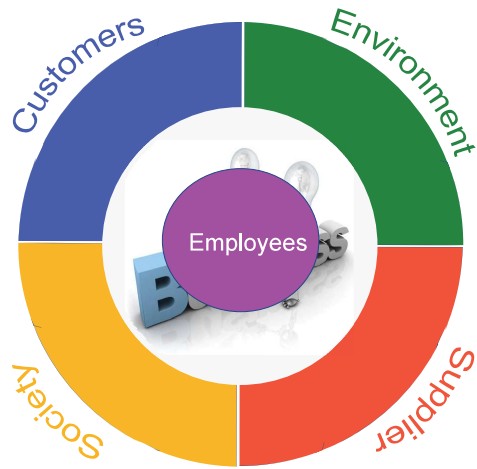
- In *"Current compensation"* describe how the beneficiaries cope with the problem now.

- In "*Market limitations*" think about which limitations your future clients / beneficiaries have: are they characterized by especially low income or immobility, etc.?

- In *"Minimum Viable "* think about the slimmest product design you can imagine (least investment required) that would solve your beneficiaries need

Canvas hexagons

- Can be fulfilled by the market
- Early Adopters
- Human Needs
- Current Compensation
- Beneficiarie
- Problem in 5 Sentence
- Market/ Hierarchy (Scarcity)
- Market Limit
- Cause of Problem
- Minimum Viable Product
- Value informal (norms)
- State Regulation (political)

Type A: Customer Oriented Social Business

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Customers / Environment / Society / Supplier

Employees

Info Text

Start in the centre describing why your business will be a social business hiring people and not just a business hiring people. What are the aspects, which make you social?

-In *"How many people you hire"* describe how many people as a full time equivalant you will be able to hire once your business is up and running.

-In *"affected group"* and effects please describe who particularly is affected and what the effects of this unemployment of their live are.
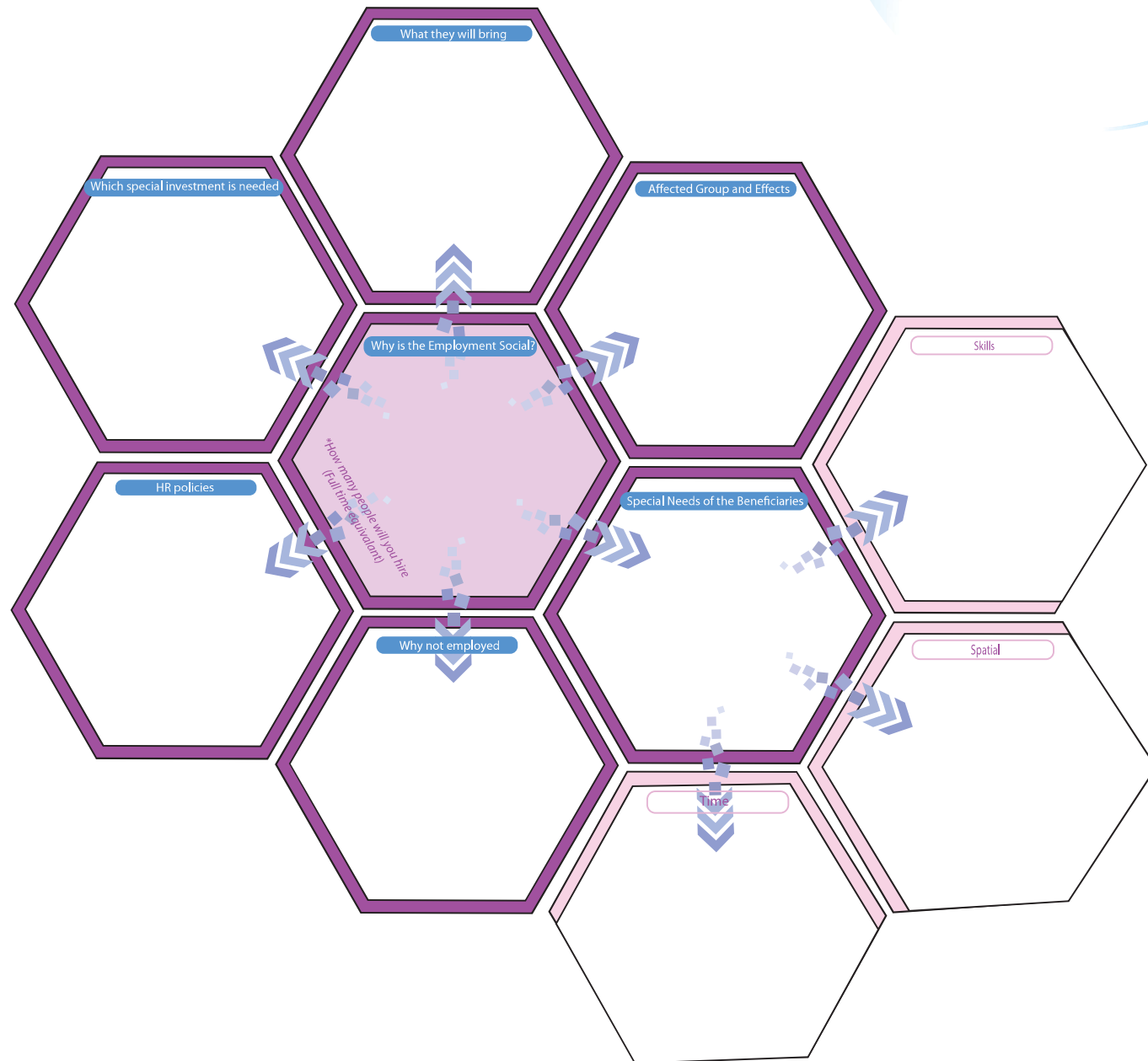
 -In *"why not employed"* please describe why this group has a hard time to find an employment?

-In *"what will they bring"* please describe which special ability or willingness they bring to their job

-In *"special needs"* please describe if in comparison to other employees they have special needs in terms of time, spatial aspects or training they need.

-In *"investment"* describe on which extra investment(activities, machines etc.) you will have to make to hire the described group.

-In *"HR policies"* describe which "out of the ordinary" HR policies (i.e. staff hearing while hiring, shares for everybody, etc.)
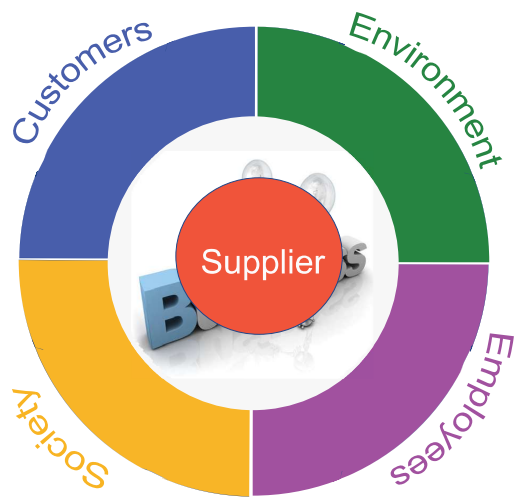
Ingeborg Patsch

Canvas hexagons

- What they will bring
- Which special investment is needed
- Affected Group and Effects
- Why is the Employment Social?
- Skills
- HR policies
- *How many people will you hire (Full time equivalent)
- Special Needs of the Beneficiaries
- Why not employed
- Spatial
- Time

Type B: Employees Oriented Social Business

CAUSE CANVAS

Supplier

Customers · Environment · Society · Employees
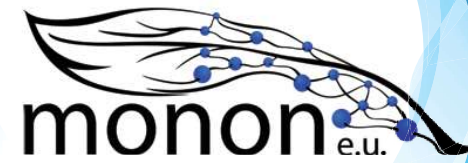
Info Text

Start in the middle and describe the problems in 5 sentences.

-In *"disadvantage of suppliers"* describe why the suppliers are disadvantaged currently? Think about the principle-agent theory chain
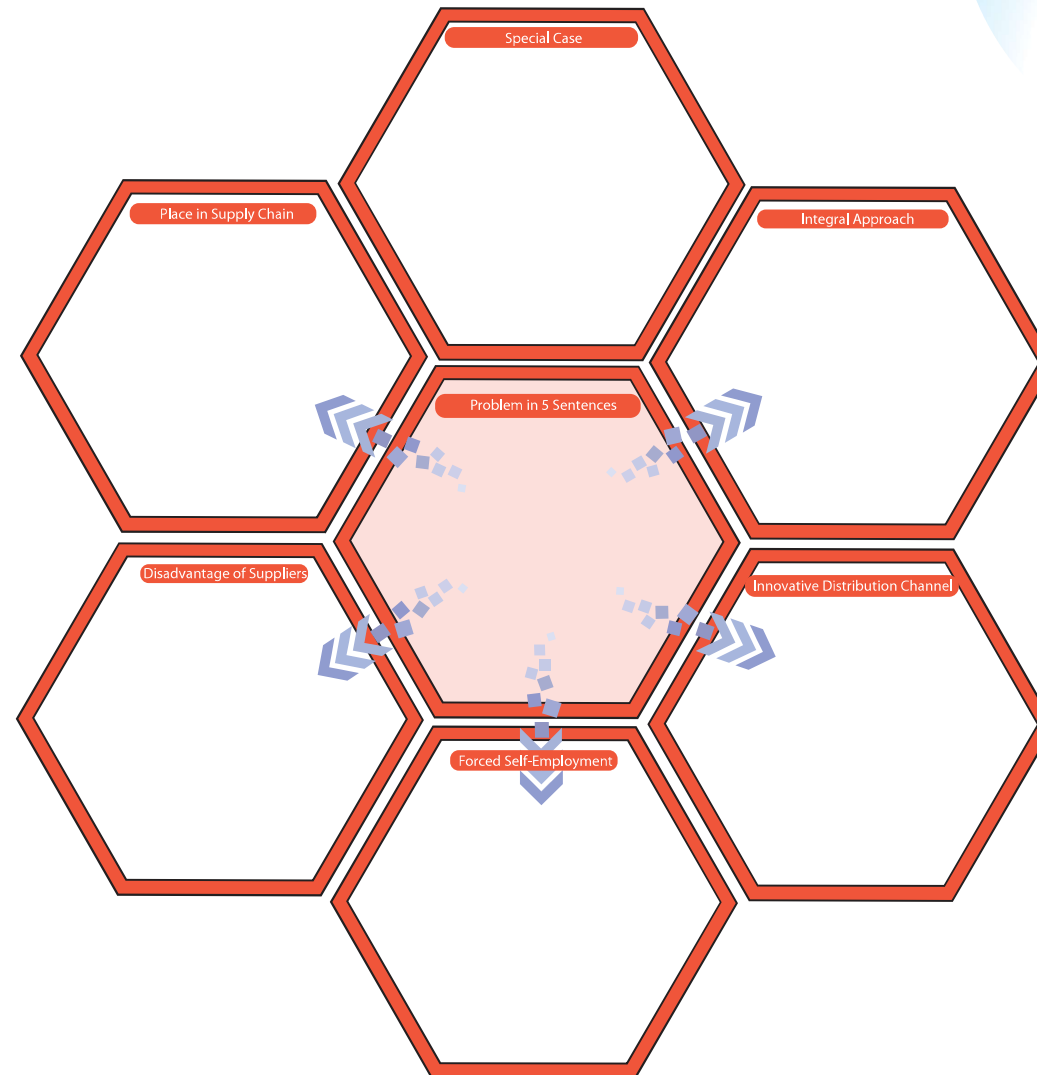
-In *"integral approach"* describe how you will build a relationship beyond the economical exchange with the suppliers.
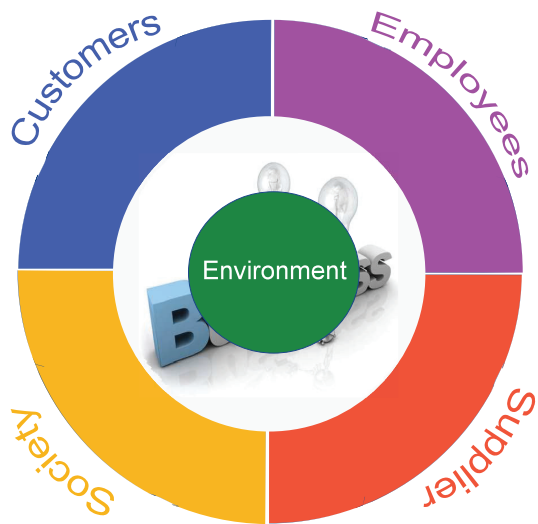
-In *"forced self-employment"* describe how you will avoid that you have people in involuntary or forced self-employment

-In *"supply chain"* describe where in the supply chain you will make the biggest impact and how your supply chain is different from a typical supply chain in this sector
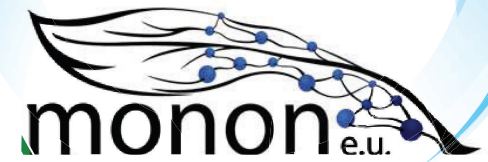
-In *"innovative distribution channels"* describe how you plan to have different distribution channels than the traditional economy.

-In *"special case"* if applicable describe if your intended social business is any special type such as a cooperative or a sharing platform.
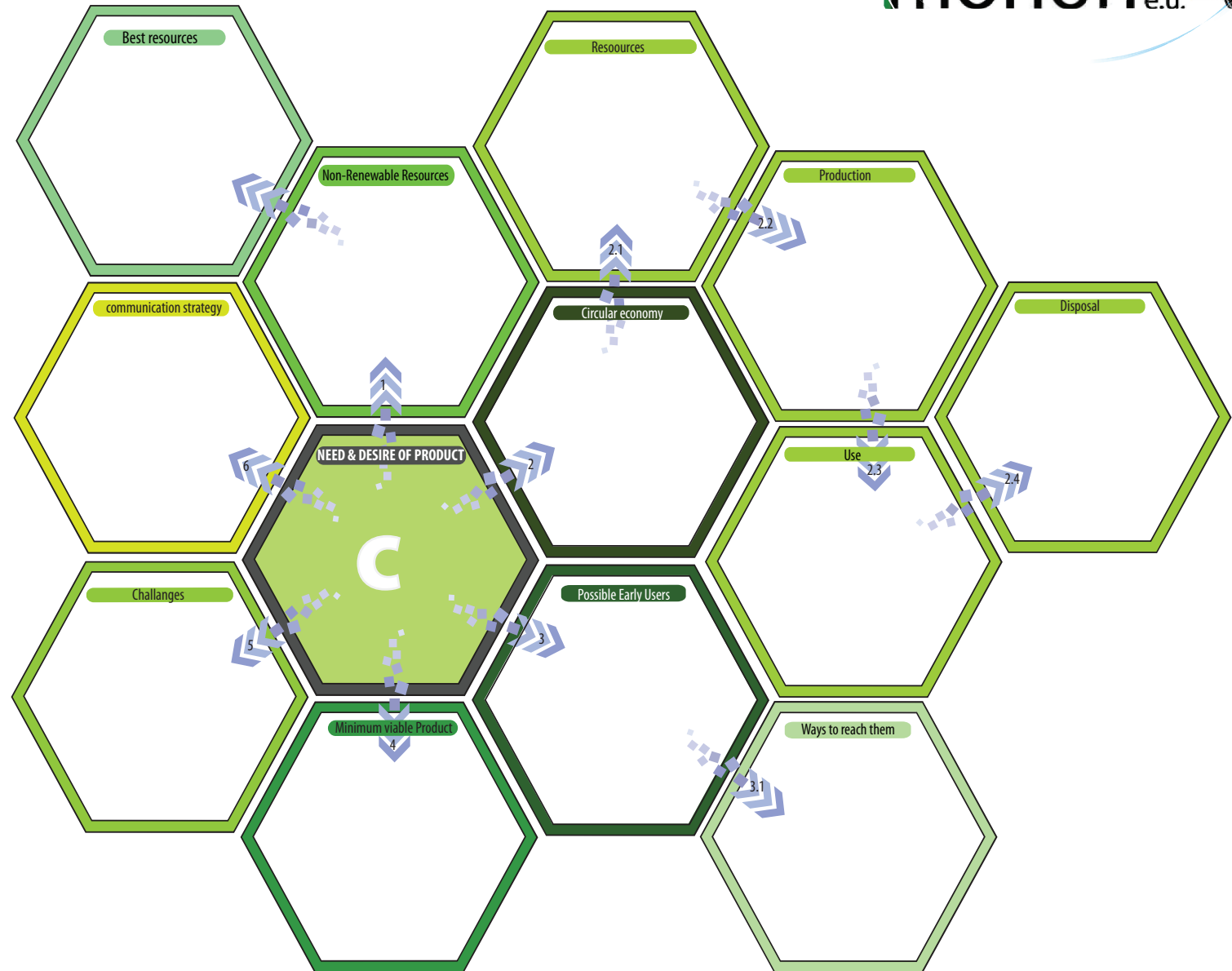
Hexagons

- Special Case
- Place in Supply Chain
- Integral Approach
- Problem in 5 Sentences
- Disadvantage of Suppliers
- Innovative Distribution Channel
- Forced Self-Employment

Type C: Supplier Oriented Social Business

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Customers

Employees

Environment

Society

Supplier

Info Text

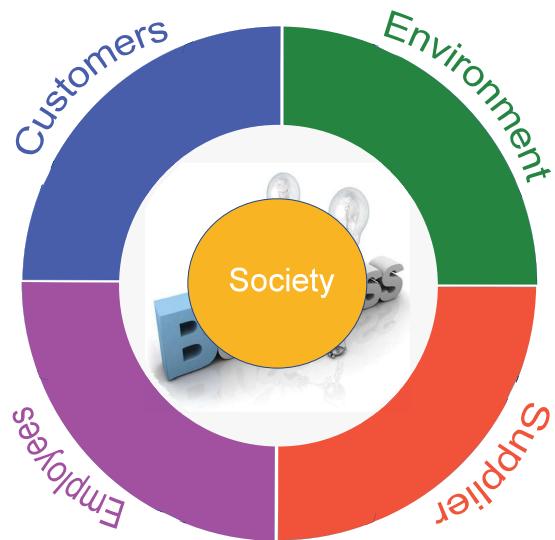Center: What is the need / desire satisfied with the product you have in mind?

1. Which ressources are required to satify those needs? Mention mainly the critical ones (i.e. non-renewable ressources).
   1.1. How can you deal with critical ressources best ?

2. How could a circular economy approach in that context look like?
   2.1. Ressources
   2.2. Production
   2.3. Use
   2.4 Disposal

3. Who could be early users in a changed system?
   3.1. How will you reach out to them?

4. Minimum Viable Product (MVP) ... if you can not approach a circular approach immediately: What could a first step towards a circular economy which you can build upon later?

5. How will you stay competitive with competitors who do not include externatilities?

6. What will be the core of your communication strategy?

Best resources

Resoources

Non-Renewable Resources

Production

communication strategy

Circular economy

Disposal

2.1

2.2

1

NEED & DESIRE OF PRODUCT

Use

6

2

2.3

2.4

C

Challanges

Possible Early Users

5

3

Minimum viable Product

Ways to reach them

4

3.1

n

Type D: Environment Oriented Social Business

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Customers
Environment
Society
Supplier
Employees

Info Text

-In "*Message Integration*" describe how you want to integrate the social message in the business activities.

-In "*Control Organs*" please describe how you want to give a say of the beneficiaries in the business.
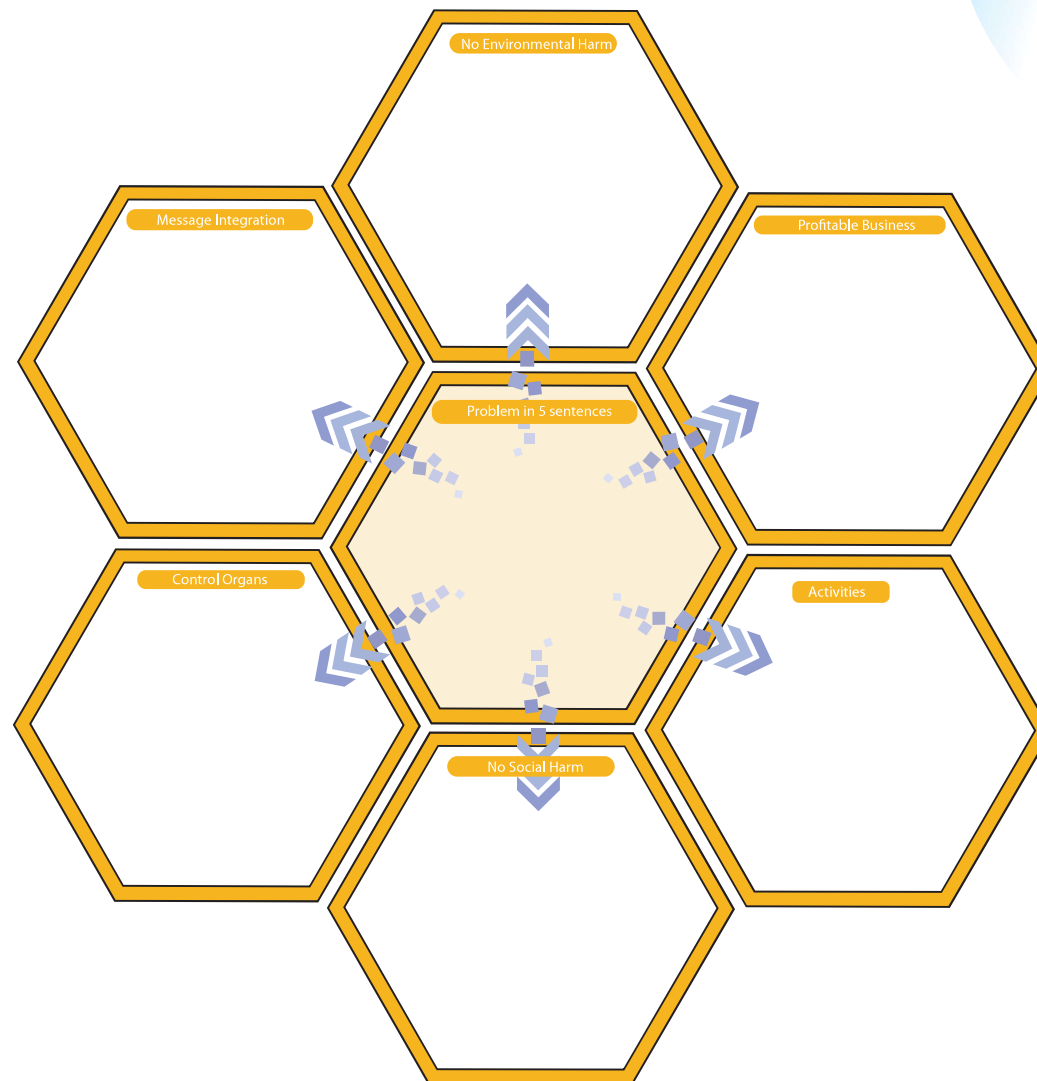
-In "*Profitable Business*" describe which business you want to establish which has a high annual financial yield
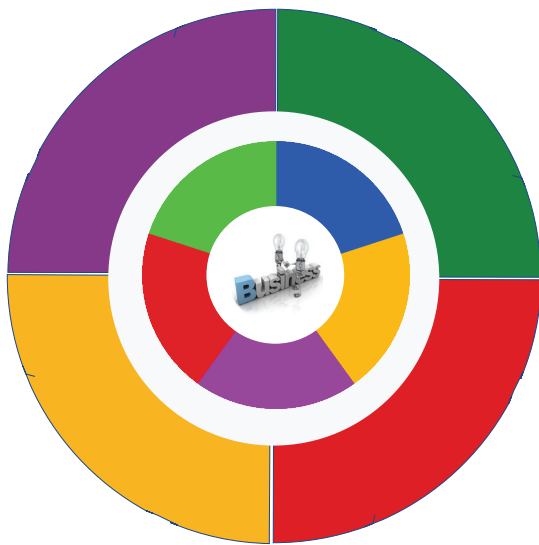
-In "*Activities*" describe which activity will be conducted to mitigage the social problem and to change the structures, which make the problem occur.

-In "*No social Harm*" describe how you ensure along the whole supply chain and in your business to not cause any new harm.

-In "*No environmental harm*" describe how you along the whole supply chain and in your business that do not cause any environmental harm.

No Environmental Harm

Message Integration

Profitable Business

Problem in 5 sentences

Control Organs

Activities

No Social Harm

Type E: Society Oriented Social Business

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Info Text

Center: Problem in 5 sentences

1. which problem / business are your clients working on?

2. which type of organization are your target groups?
   2.1. How are they involving final beneficiaries? As clients? As cutomers? as citizens?
   2.2. What primary drives your clients?
   2.3 Who are the decision makers you need to reach?

3. How will you add / contribute to your clients work?
   3.1. How will you make it more socially sustainable?
   3.2. How do you make it more environmentally friendly?
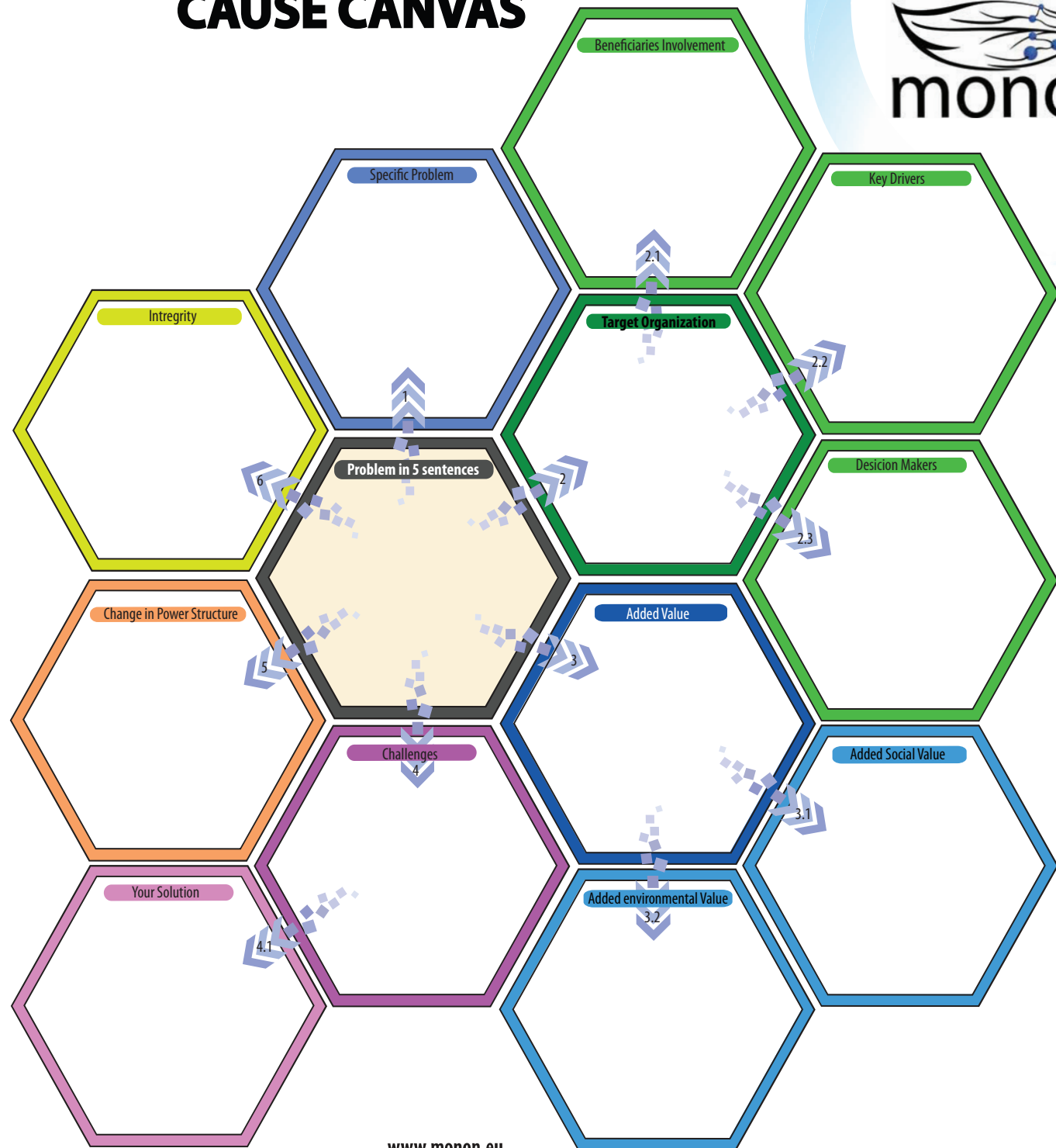
4. Why would your client use your service / product?
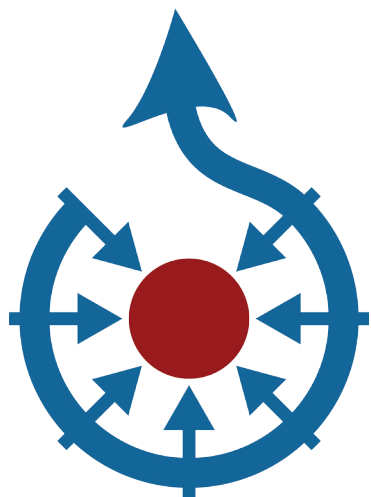   *4.1. what are the challenges they face? How do you help them over the challenges?*

5. How is your work changing power structures or existing non-sustainable structures?

6. How do you ensure integrity? How do you ensure, that your client is using your service to enhance the impact and not for further profit generation?

Hexagon labels:
- Beneficiaries Involvement
- Specific Problem
- Key Drivers
- Intregrity
- Target Organization
- Problem in 5 sentences
- Desicion Makers
- Change in Power Structure
- Added Value
- Challenges
- Added Social Value
- Your Solution
- Added environmental Value

Type :B2B

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Community Relationship

community involvement

Tools

Competition

Community

3.1

Product?

1.1

2

Alternative Financing

My common

3

1

Best Practice

Finance

4.1

6

4

5

Funds, grants or PPP

Regulations

4.2

Compliance

Ensuring Integrity

5.1

4.2.1

Info Text

Center: **Which common are you strengthening?**

1. Which community is close to that common?
   1.1. How will you involve the (affected) community?
   1.2 how will you help building a relationship between the community and the common?

2. Which tools (advocacy, collaborative creation, contracts etc.) will you use to strengthen that common?

3. Are you producing any product or service?
   3.1. Which existing product / service might be competing with you for the commons? which conflict / problem could arise from that?

4. How will you "finance" your activities?
   4.1. Which alternatives to financing (i.e. volunteering, Time banking) do you plan?
   4.2. Will you rely on funds, grants or PPP?
      4.2.1 How do you ensure integrity towards the source of money?

5. Which legal regulations do impact your work?
   5.1 How ill you ensure legal compliance?

6. which best practice in relation to the commons do you know?

Ingeborg Patsch

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