



## ER2FOOD

*Strategic support for facilitating the adoption of Energy and Resources efficiency as drivers for the technical and business development of Egyptian SMEs and start-ups of the FOOD sector*

### Business Management



This project has received funding from Europe Aid /  
Contract ENI 2021/425-091



# Agenda

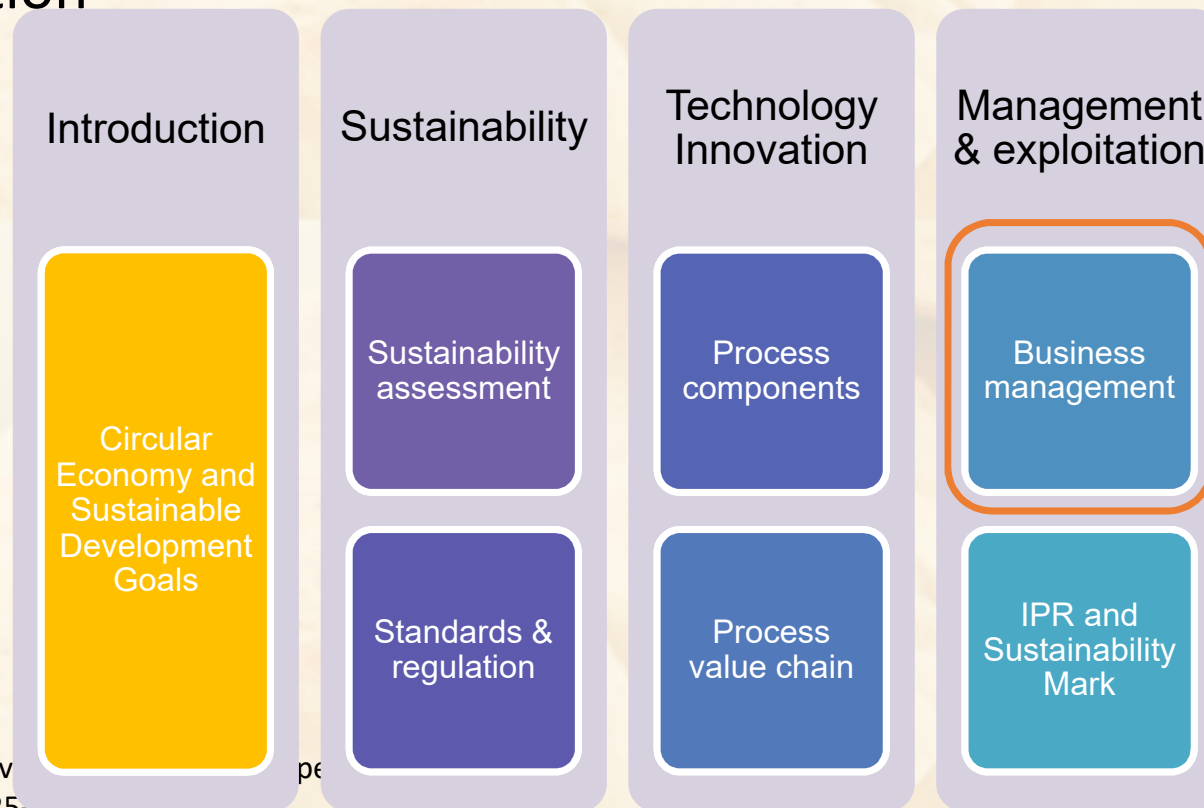
- **Introduction to the module: scope and goals**
- Recap on Circular Economy Principles
- Guidelines for companies to assess their Business Model
- How to make your Business Model More Circular?
- Conclusions





## Introduction to the module: scope and goals

This is one of the training modules defined for the group: “Management & exploitation”





## SCOPE and GOALS

The goal of the project:

- ER2FOOD project aims at providing strategic support and expert consultancy services to Egyptian MSMEs and start-ups from the value chain of industrial bakery, for facilitating the adoption of Energy and Resources efficiency as drivers of their technical and business development
- The main idea is to make this growth sustainable, by increasing awareness of entrepreneurs on the opportunities given by energy efficiency and circular economy, and to encourage technological and organizational improvement in the food production chains in Egypt.

The goals of the module:

- To provide an overview of strategies to Capture Circular Value for Your Company



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## Circular Economy (recap)

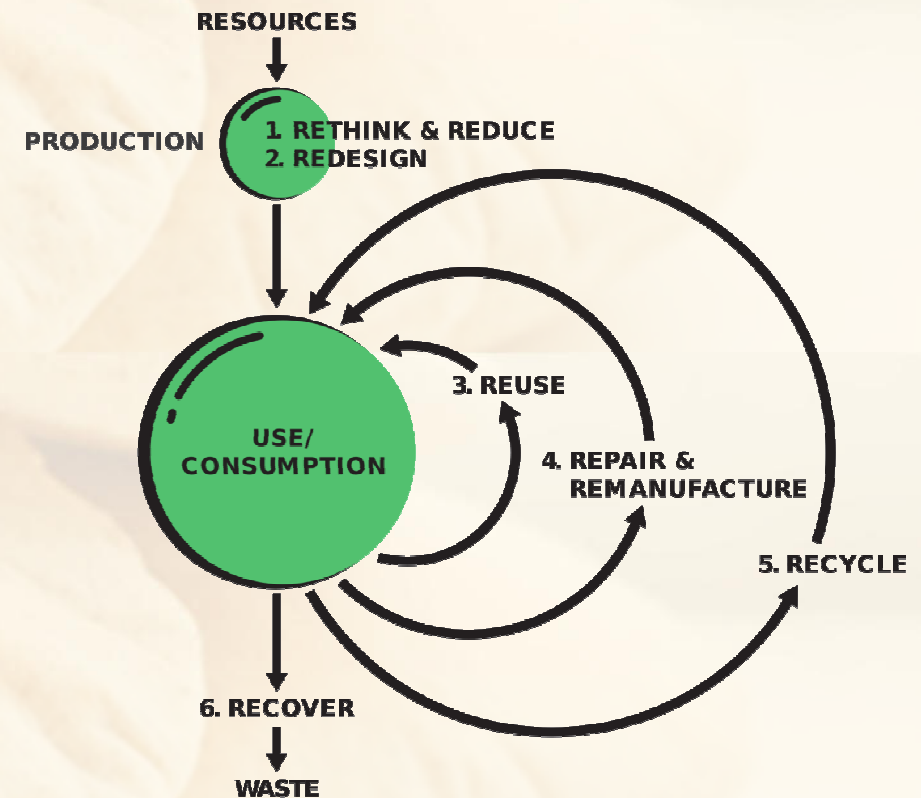
Business Management

Companies willing to implement Circular Economy Principles need strategic changes to their business model.

Businesses need to think less about increasing revenues by selling more product, and more about selling longer-life and higher-quality products.

Once products are in use, the priority becomes reusing them, then repairing or remanufacturing them, and then recycling.

Circularity means that instead of materials moving from resource extraction to production to waste, the waste becomes feedstock for new products. Resources are recovered and reused and waste is reduced.



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<https://www.nbs.net/articles/what-is-a-circular-economy-and-how-does-it-work>





# Strategic Management

Any decision concerning the use of resources (financial or otherwise) requires strategic management.

- The decisions can be of different nature:
- Broad strategic decisions  
(entering new areas of business, new markets, etc.);
- Tactical decisions  
(open a new branch, etc.);
- Management decisions  
(product mix, level of inventory, etc.);
- Decisions on delivering a needed service  
(make or buy choices, etc.)





# “Make,” “Ally,” “Buy,” and “Do Nothing” Strategy

This strategy allows to define the company readiness to implement Circular Measures  
(see *Circular Economy and Sustainable Development Goals Module*).

The levels of readiness are:

- (1) Build internal capacity (“Make”),
- (2) “Ally” with organizations with circular expertise,
- (3) “Buy” circular services from third party contractors (outsource), or
- (4) “Do Nothing,” standing by while unrelated circular providers offer services to their customers.

What is your position in the circular value chain, and whether you might want to realign your strategy?

Do you want to remain as a manufacturer or expand your area of influence?







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# Business Model Canvas

The **business model canvas** is a tool for:

- describing,
- visualizing,
- assessing and
- changing business models.

It describes the rationale of how an organization creates, delivers and captures value.





# Business Model Canvas

## 1. Customer segments

List the top three segments. Look for the segments that provide the most revenue.

## 2. Value proposition

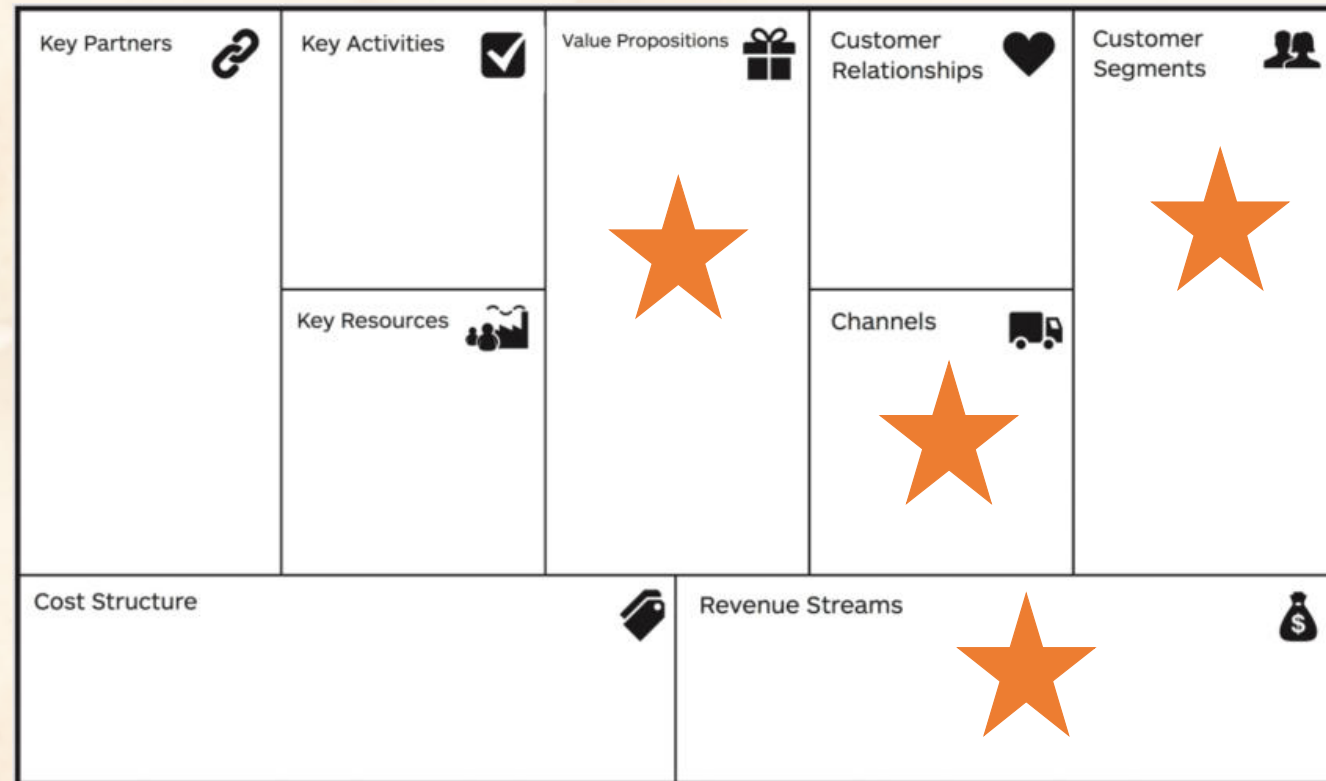
what are your products and services? What is the job you get done for your customer?

## 3. Revenue streams

List your top three revenue streams. If you do things for free, add them here too.

## 4. Channels

How do you communicate with your customer? How do you deliver the value proposition?





# Business Model Canvas

## 5. Customer relationships

How does this show up and how do you maintain the relationship?

## 6. Key activities

What do you do every day to run your business model?

## 7. Key resources

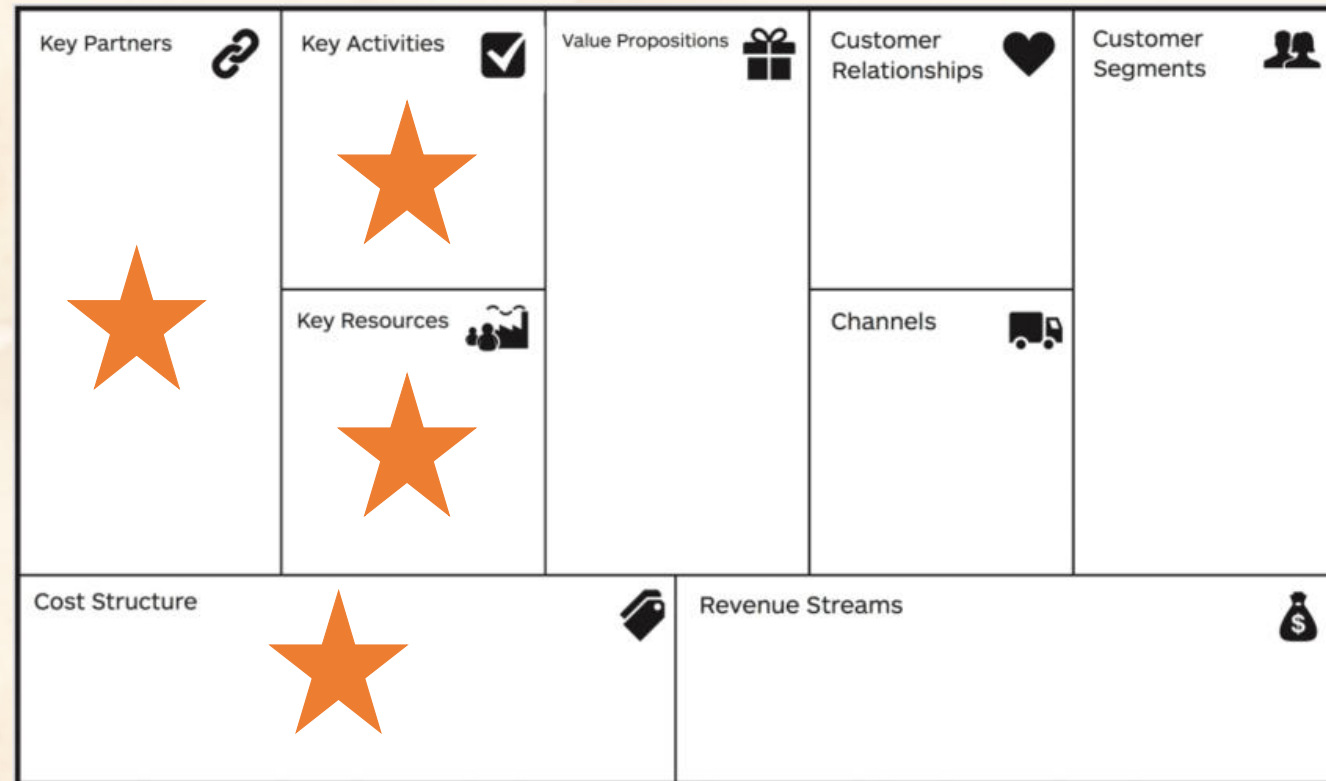
The people, knowledge, means, and money you need to run your business.

## 8. Key partners

List the partners that you can't do business without (not suppliers).

## 9. Cost structure

List your top costs by looking at activities and resources.





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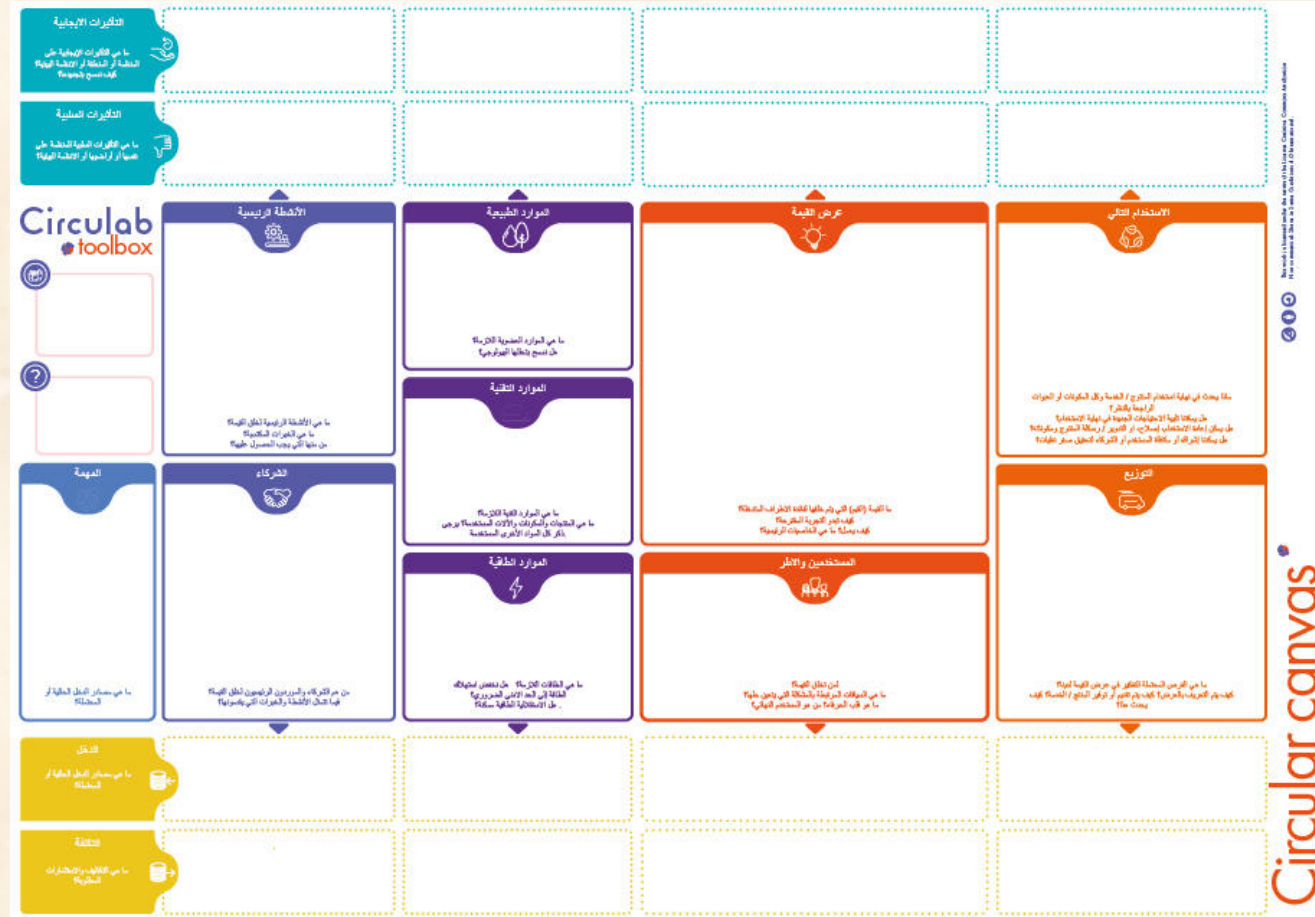


# Circular Business Model Canvas

Business Management

Once elaborated your business model, with the Circular Canvas (such as Circulab Toolbox), you can investigate the circularity of your business model with its various flows, and identify key impacts for users, for your region, and for the ecosystems around you.

With this tool, you take into account the system around the user and design a solution to meet your needs. By adopting a systemic way of thinking, you keep in mind the points to watch and can design for regeneration.



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<https://circulab.com/toolbox-circular-economy/circular-canvas-regenerative-business-models/>



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## Conclusions

- Companies should assess their business model readiness to implement circular economy measures.
- The Business Model Canvas allows to underline the company business model features.
- The Circular Business Model Canvas shows the best areas where companies can implement circular economy measures.





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