

Beyond the usual: Introducing Green Business Tool (GBT)

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Academic – Advisor – Architect

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Outline



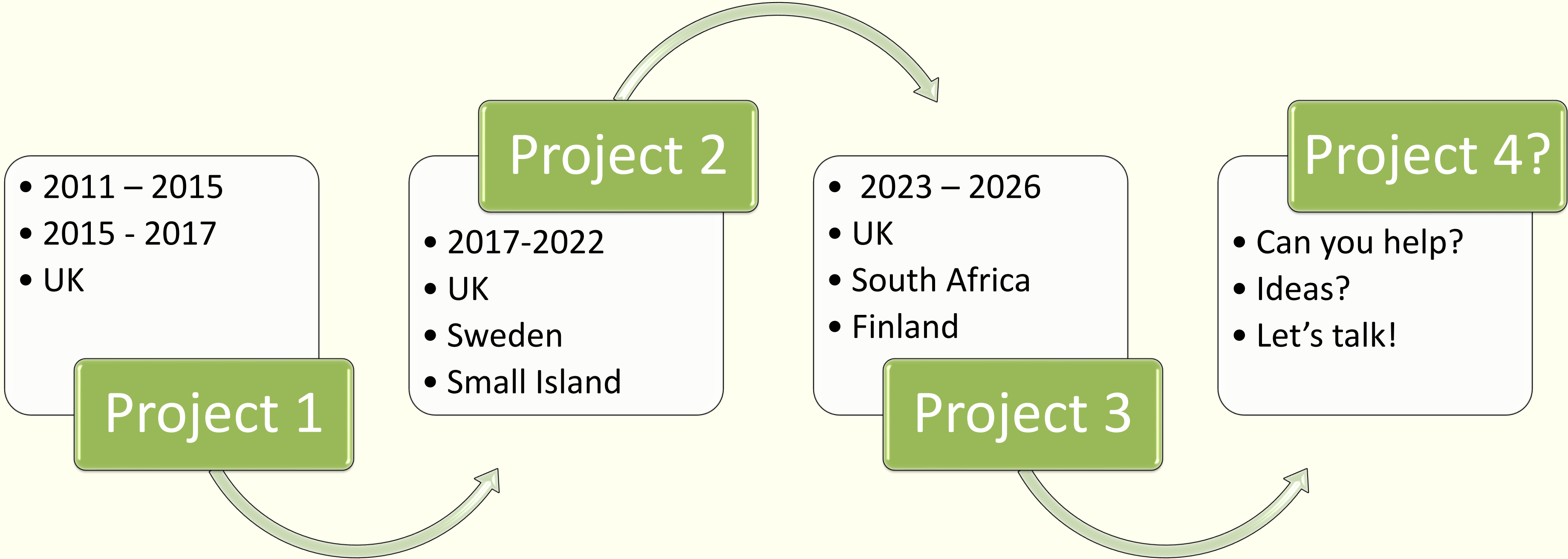
✓
Transitioning

✓
**What is
hard?**

✓
**What
helps?**



My on-going journey!



My on-going journey!

❑ **Project 1 – Implementing green business models in the UK construction industry: Opportunities and challenges (2011-2015)**

✓ **Funder: The Engineering and Physical Sciences Research Council (EPSRC)**

❑ **Project 2 - Adopting sustainable business models in small island developing states (SIDS): buildings and construction (2017-2022)**

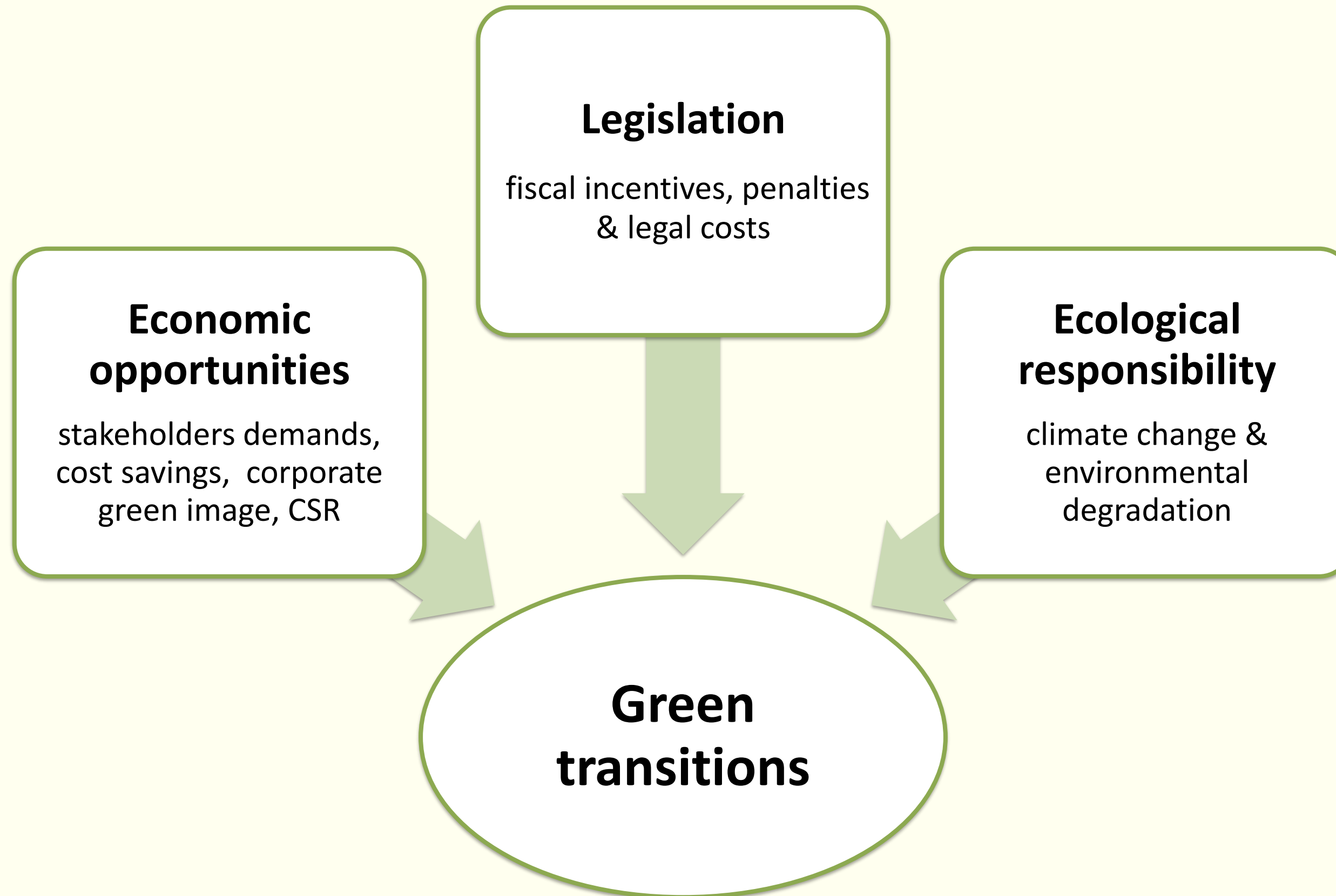
✓ **Funder: De Montfort University – Doctoral College**

❑ **Project 3 – Business models in transitions (2023-2026)**

✓ **Funder: De Montfort University - Research England: International Science Partnerships Fund (ISPF) Institutional Support Grant (ODA)
Jan - May 2024.**

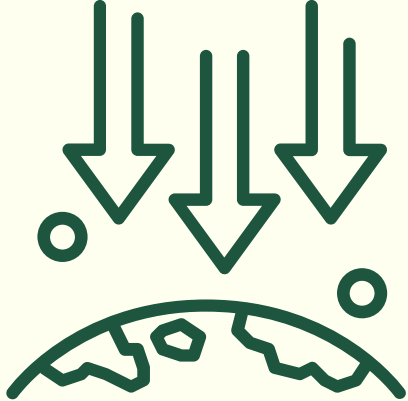
1- Transitioning

Driving forces & opportunities



Transition journey!

Driving Forces



Original Business Model

A green square containing the text "Original Business Model" and a white lightbulb icon with a green leaf inside, representing an original business model.

Need for Change

A green arrow pointing right, containing an icon of a building with a plant growing from it, and the text "Need for Change".

Business Model transition



Results

A green arrow pointing right, containing an icon of a person climbing stairs towards a star, and the text "Results".

Green Business Model

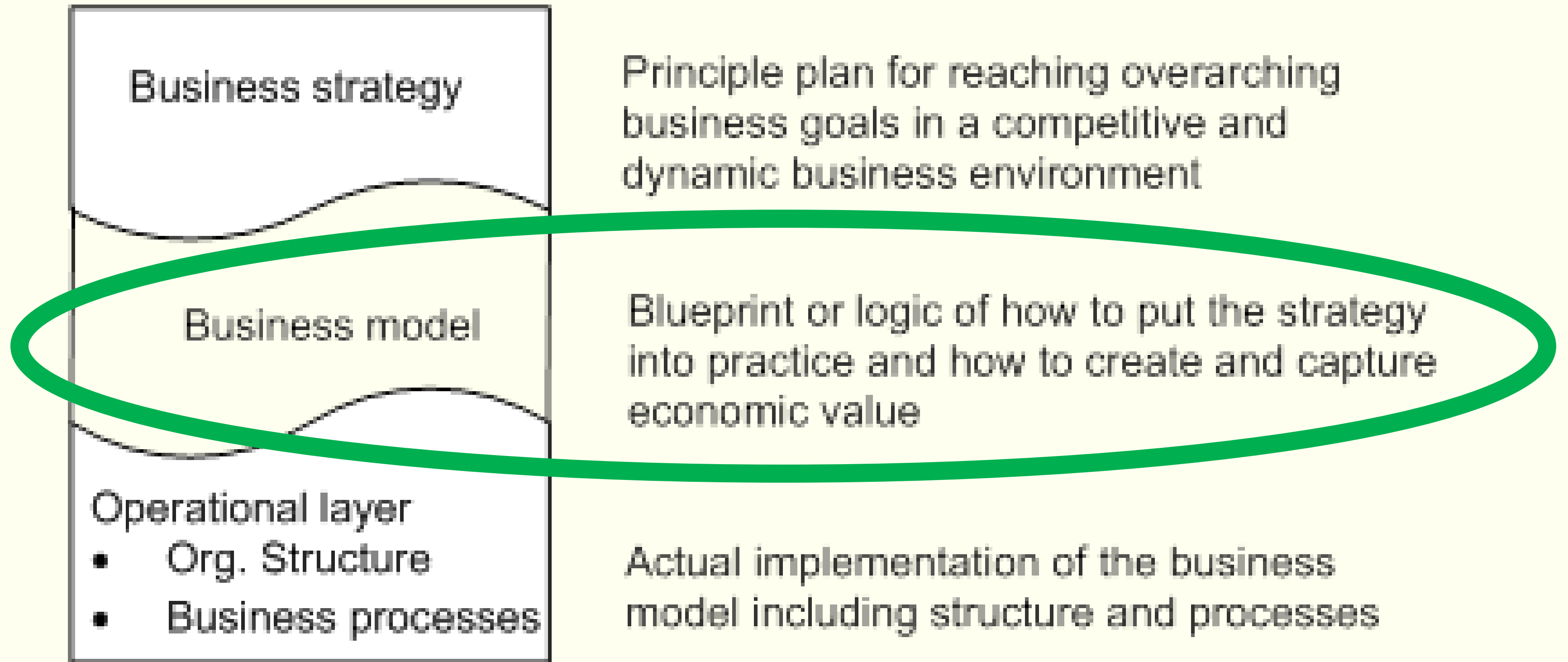
A green square containing the text "Green Business Model" and an icon of a globe with a green city and wind turbines, representing a green business model.

Opportunities

An icon consisting of three upward-pointing arrows and a star, with the text "Opportunities" below it.

2- What is hard?

Strategy and business model



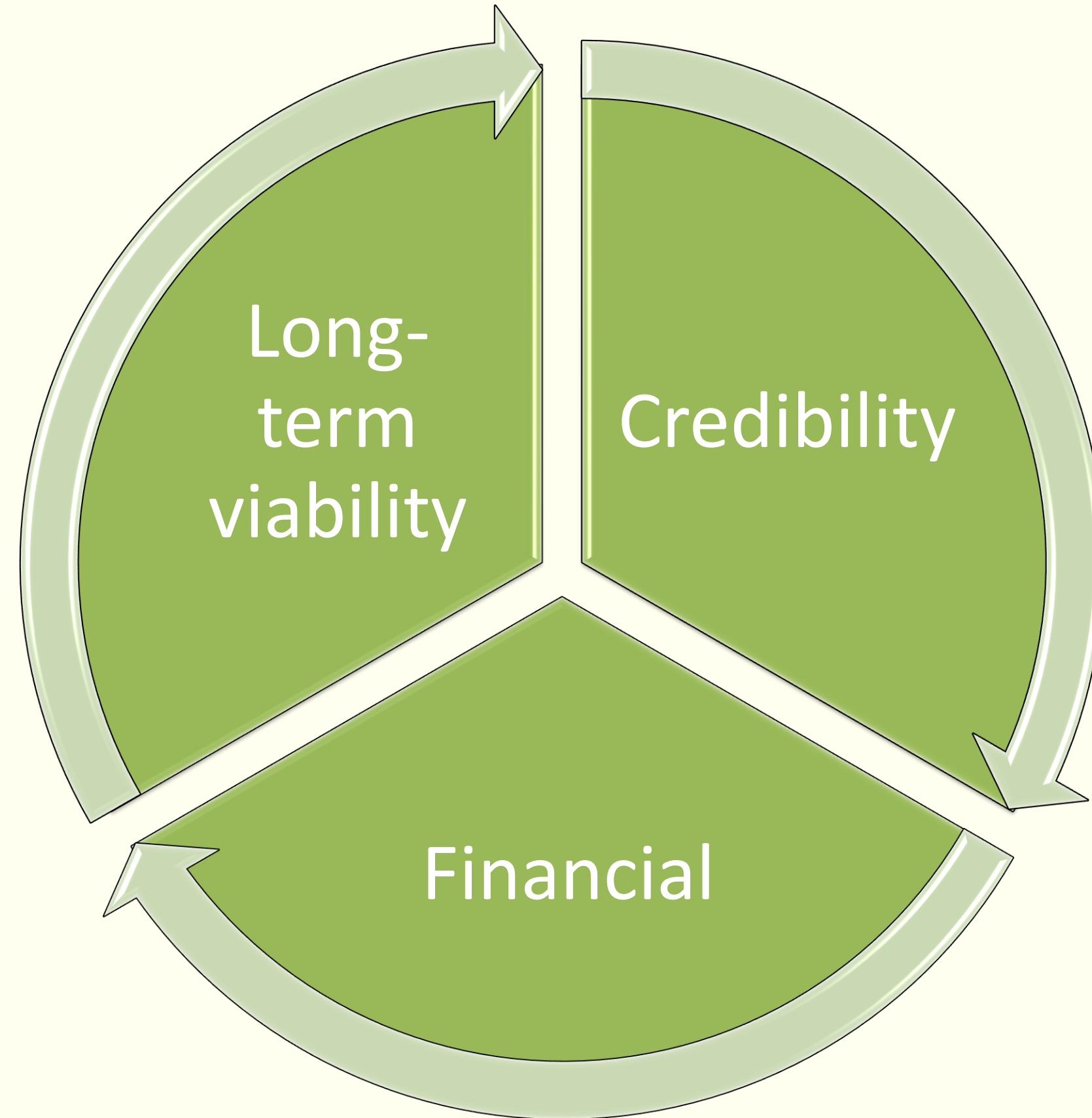


Green Business described!

A Business model (BM) is considered to be **green** when a business **changes element (s)** of its BM to **create** and **capture** a **business opportunity** or a **proposition** for target group (**TGs**) that provides **environmental** improvement coupled with **economic** benefits.

3- What helps?

Think benefits!



“

VALUE CREATION

”

Key Activities (KA)

Key Resources (KR)

Financial Logic (FL)

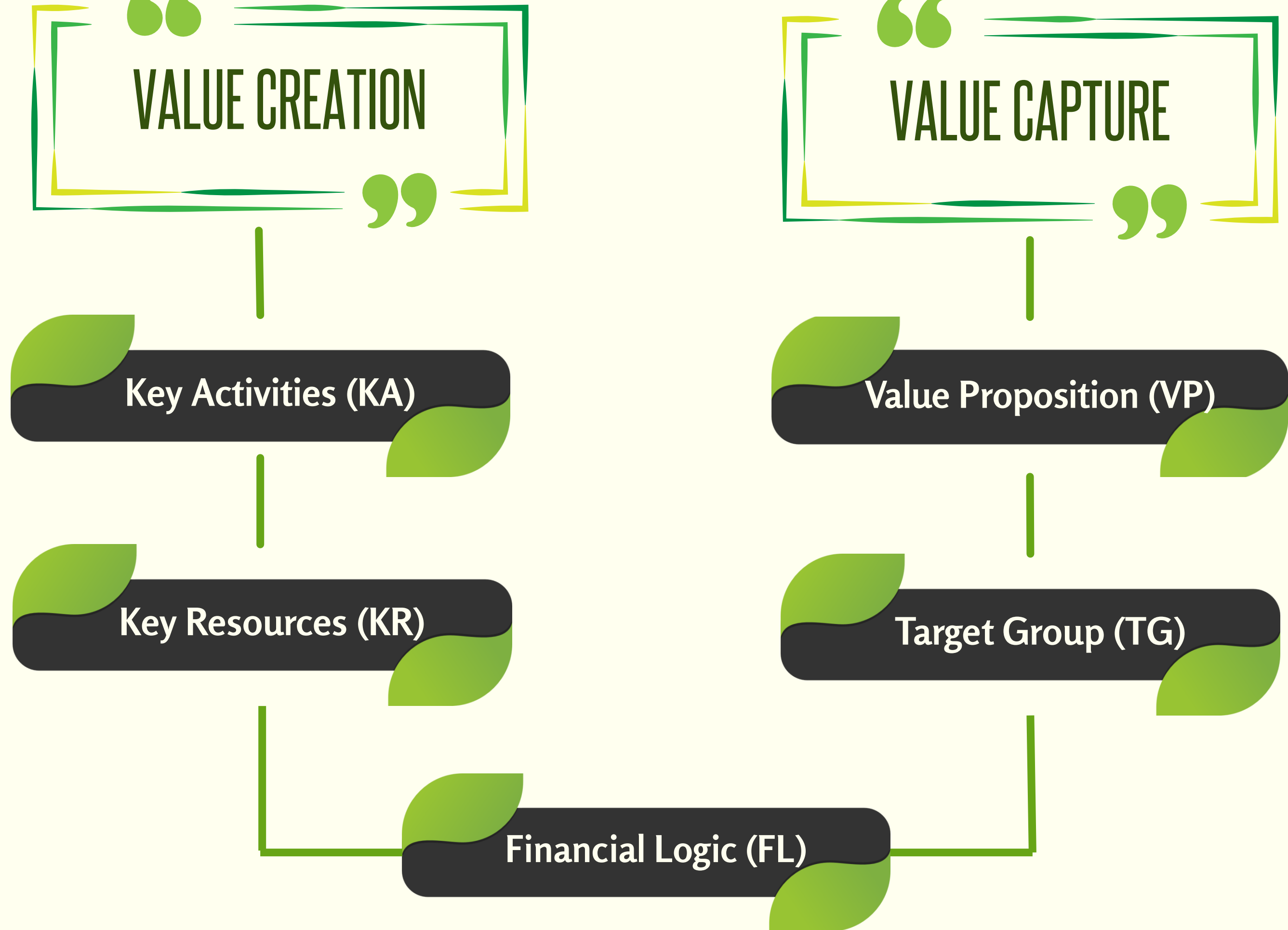
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VALUE CAPTURE

”

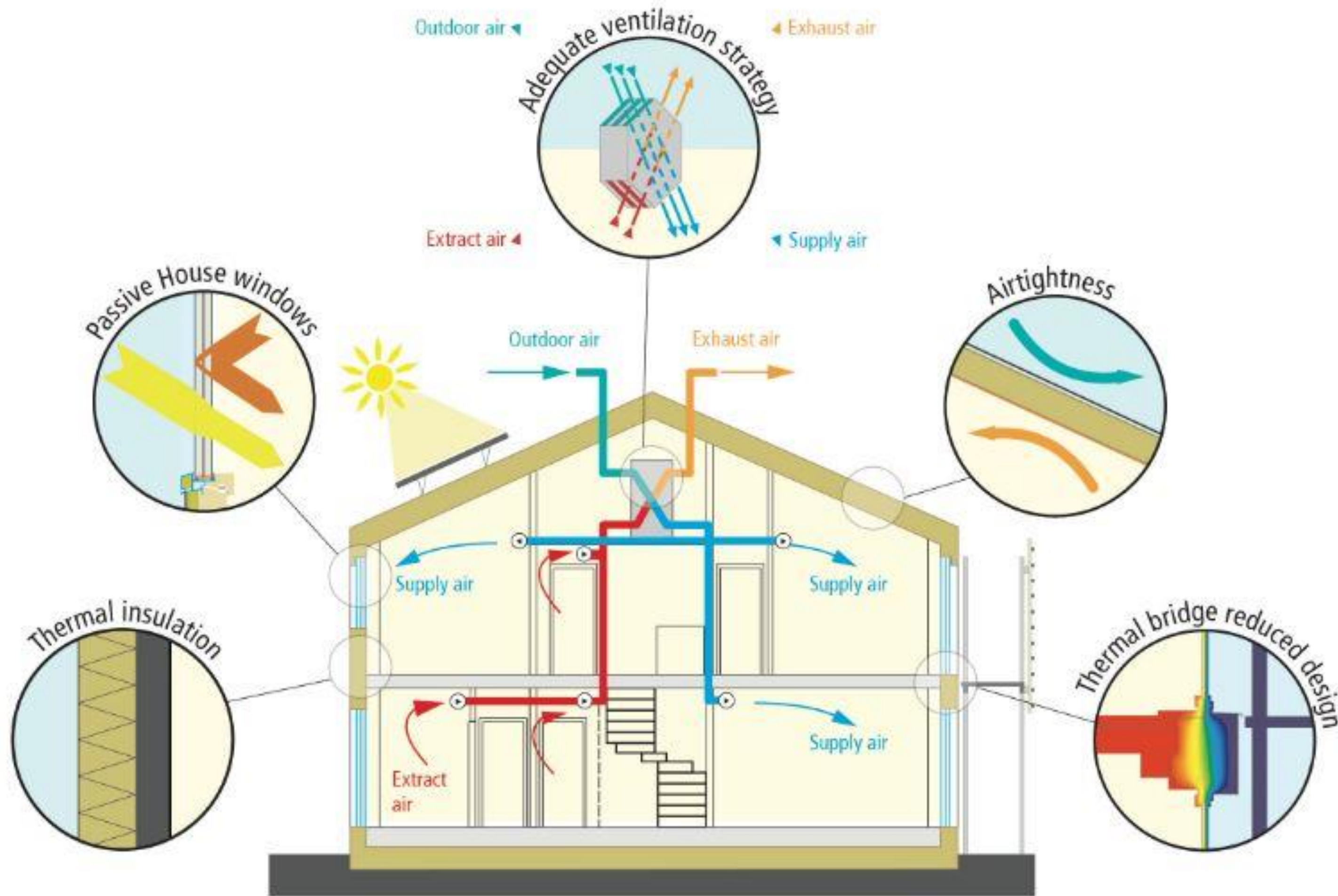
Value Proposition (VP)

Target Group (TG)



Green business tool in Action

- 1. PassivHaus originated in Germany in the 1990**
- 2. Energy performance standard focusing on the building fabric (fabric first approach) and services**
- 3. Passivhaus when properly designed and installed with a Heat Recovery Ventilation (HRV) system will improve the indoor air quality and thus improving long-term health.**



Green business tool in Action

	GBM elements	Description
1	Value Proposition (VP)	Internal air quality, thermal comfort, low running cost, energy efficient
2	Target Group (TG)	PassivHaus is aimed at those actively focusing on lowering their carbon foot print or aiming at lower running cost, due to the internal air quality other TGs could be: Hospitals and Elderly Homes
3	Key Activities (KA)	Providing a professional and adequate service, designing and building, transporting, maintaining the building
4	Key Resources (KR)	Skilled & Certified Designers and Contractors, building materials, testing lab and facilities
5	Financial Logic (FL)	Providing a service rather than a product

Research is a collaborative effort!

Project 3 – Business models in transitions (2023-2026)

1



2



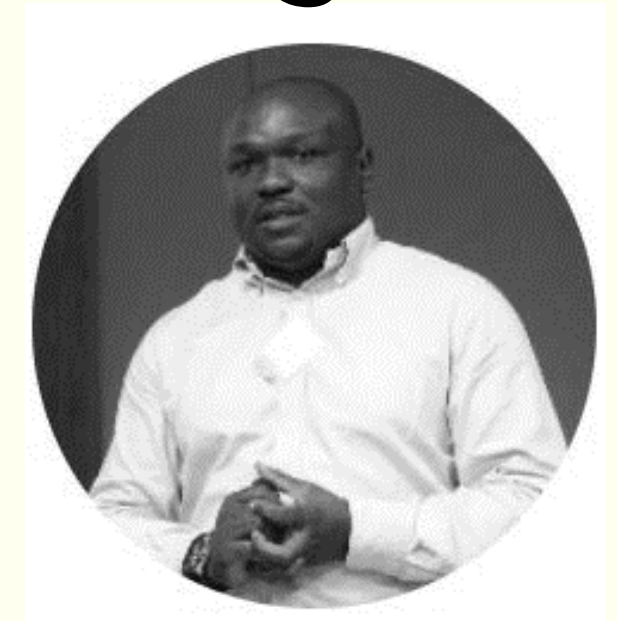
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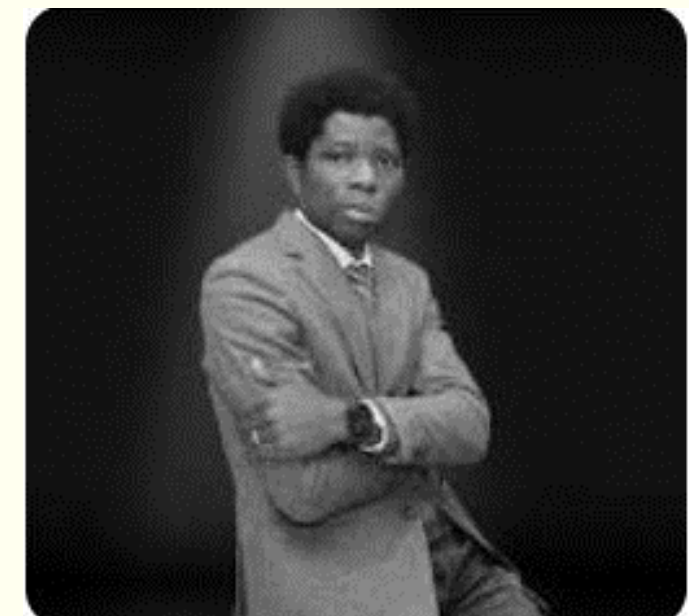
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Watch the space!

ARK - Applied/ accessible Research and Knowledge for architecture, built environment, and planning:

1. to **translate** our existing research into **relevant** policy and practices guidance and **practical** insights
2. to build **partnerships** with the relevant **influencers** from policy, practice, professional bodies, and **responsible** businesses for future projects around contemporary topics and issues (CTI)
3. to identify future external funders/calls to **progress** this applied research and knowledge further.

**Green is the colour of today and
tomorrow!**

Architect - Sudan & UK

Quality, variety, & people



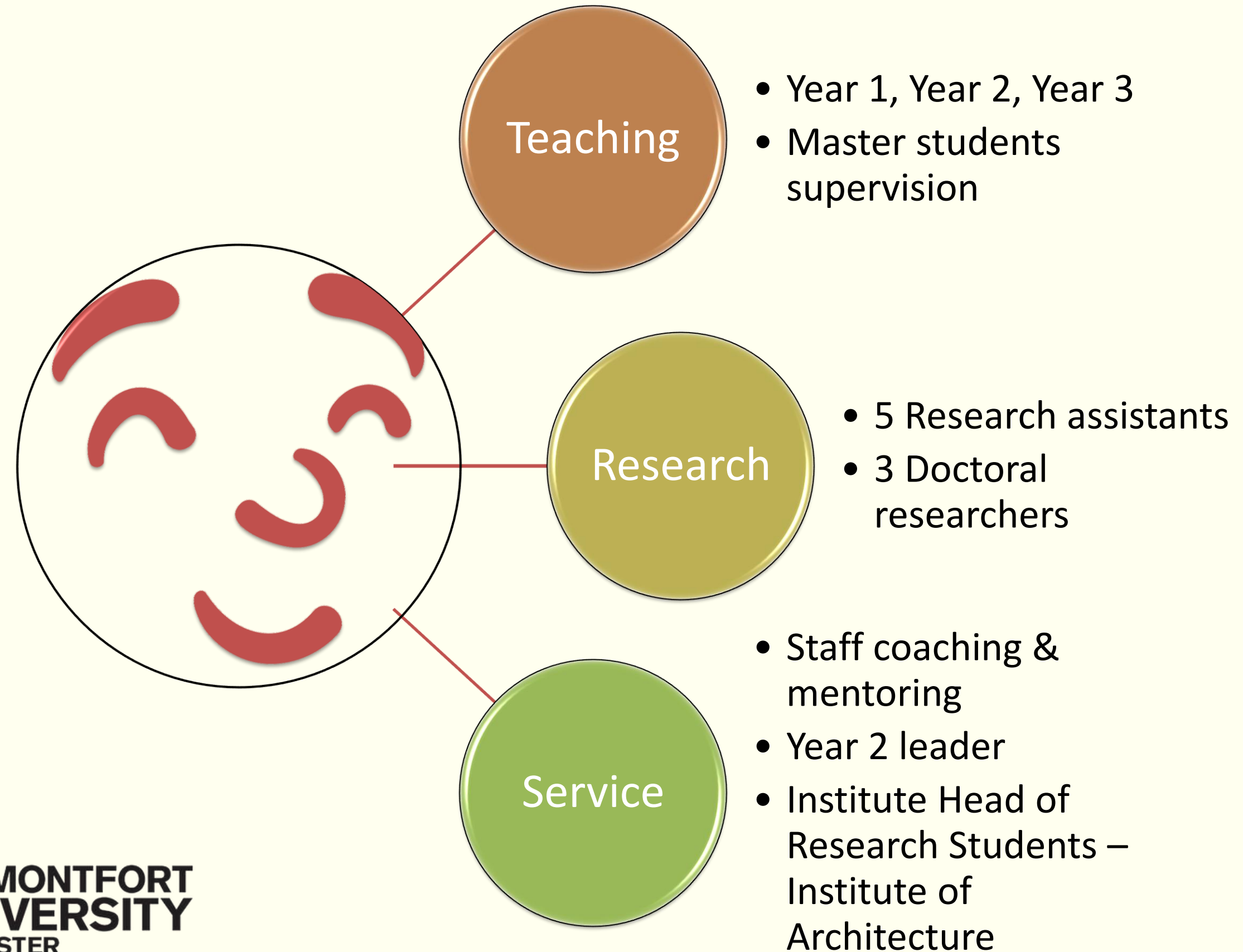
Resident Architect 2008 Khartoum - Sudan



Architect assistant 2010 – Architectural section – None residential

Academic - Leicester

**Innovation
Competence
Usefulness**



2016 – current @