

## Business Model Canvas

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### Key Partners

*This project relies on the overall tolerance of Sciences Po Paris for student led awareness- raising programmes.*

#### Partners involved:

- Sciences Po Staff :
  - Cafeteria, Library & Security staff ⇒ for wearing the masks.
  - Sciences Po libraries (27-30 rue Saint Guillaume, and 199 Bd Saint-Germain) ⇒ for the display of our designed posters in the entrance, computers' home screens and the restrooms.
- Sciences Po Students (target audience)
- PAVéS (Plateforme Autogérée à Visée écologique et Solidaire)
- Sciences Po Environmental club
- Corporate partners :
  - Generali (*Assicurazioni Generali S.P.A.*)
  - Engie
- Civil Society partners ⇒ for the series of conferences during the awareness week.
  - **French associations** : AirParif, Asef, Fondation du Souffle, RESPIRE, ATMO France, APPO.
  - **International organizations** : the WHO, The European Federation of Clean Air and Environmental Protection Associations (EFCA), The European Environment Agency.
  - **Public institutions** : Santé Publique France, The Ministry of Environment, RATP.
  - **Representatives** : Paris and Ile-de-France representatives.

### Key Activities

Awareness week on Sciences Po Canvas:

- Conferences with invited participants.
- Wearing of N95 masks around campus by Sciences Po personnel.
- Dissemination of informative material & **posters** designed by our Group (see brochure presentation for examples).
- Creating partnerships with key institutions.

### Key Resources

The key resource has been the information compiled on air pollution by WHO and other organizations like Airparif. This information was the catalyst for us realising the magnitude of air pollution as an issue (globally as well as in Paris).



## Value Proposition

The strength of our initiative is based on its **potential impact, feasibility and coherence**. We promise to deliver information that is useful, enlightening, action-inducing and that contributes overall to a heightened awareness of an important issue.

## Customer Relationships/ Customer Segments

We are not promoting a product or service. Instead, our **test target audience** is the students of the Sciences Po Paris campus.

## Channels

**Traditional print marketing** communication in the form of posters.

**Digital** communication in the form of desktop backgrounds in public Sciences Po computers

**Events** in the form of conferences/ debates.

**Interactive** activities by wearing of the facemasks and the QR codes.

## Cost structure

Quantifiable costs for the Awareness Week program include the following :

- **The Purchase of N95 respirators:** the purchase of face masks is incorporated in the costs of the project. We plan on buying 5 packs (*5 masks per pack*), for a total cost of **89,95€**. The unit cost of the pack is 17,99€.<sup>1</sup>
- **Printing the posters :** this cost will include the order of:
  - *25 A1 posters (594X841mm)* : for a total cost of 154€.
  - *50 A2 (420x594mm) posters* : for a total cost of 101€.→ The total costs estimated is **255€**.<sup>2</sup>
- **Series of conferences :** This would include potential catering for the guest speakers. We rely on Sciences Po administration for this cost item.
- **Visits to the Ballon Generali:** this cost item depends on the discount we can get from the operating company. Usual visits cost 6€/person<sup>3</sup>. Our aim is to order 100 visit tickets, and offer them during the awareness week. The limited number of places (exclusivity) creates the incentive to register. Depending on the results of this operation, we can negotiate further visits. We are ready to negotiate a discount with Generali, putting forward the visibility that such an initiative can have in our university and the positive impact for the company. The potential unit cost we expect varies between 0 and 3€ per person.

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<sup>1</sup> Here is the link to the N95 masks we chose : <https://goo.gl/UyNNrM>.

<sup>2</sup> The price estimation was done through the catalogue of the online print shop : <https://www.lesgrandesimprimeries.com/>

<sup>3</sup> For more information on the price : <https://www.ballondeparis.com/>



→ The potential total cost would vary between : **0 to 300€**.

⇒ **The total estimated costs for our activities:** vary between **345€** and **645€**.

## Revenue Streams

Our project is a **not for profit** initiative.

However the funding channels we identified to finance our estimated costs are:

- **The PAVéS Sciences Po Association :** The “Plateforme Autogérée à Visée écologique et Solidaire”, is the association running the student cafeteria in the 28 rue des Saint-Pères site. This activity provides it with a constant revenue stream, that the Association reinvests in not for profit and impactful projects such as ours.
- **Sciences Po Association :** We are planning on promoting our initiative within the Sciences Po student community and take the administrative steps in order to register our project as a recognized Sciences Po initiative. This would provide us with up to 500€ of funds.
- **Corporate Partners :** We will reach the two companies mentioned in the brochure: Engie and Generali. The aim is to :
  - **Offer Sponsorship opportunities:** our Awareness campaign, and the funding needs implied, can be covered by proposing a sponsorship opportunity to the two companies engaged against Air Pollution.
  - **Get involved in specific activities:** such as the visits to the Ballon Generali by negotiating special discounts with the company as part of our partnership.

## Social and Environmental Costs

The only environmental cost our initiative would incur is the one linked to the printing of posters.

## Social and Environmental Benefits

Raising awareness of Air Pollution as a global issue not only for our climate but for our health should have multiple social and environmental benefits. More progress needs to be made by governments, corporations and institutions in cities to take action, and that starts with people being better informed about the risks associated with air pollution.