

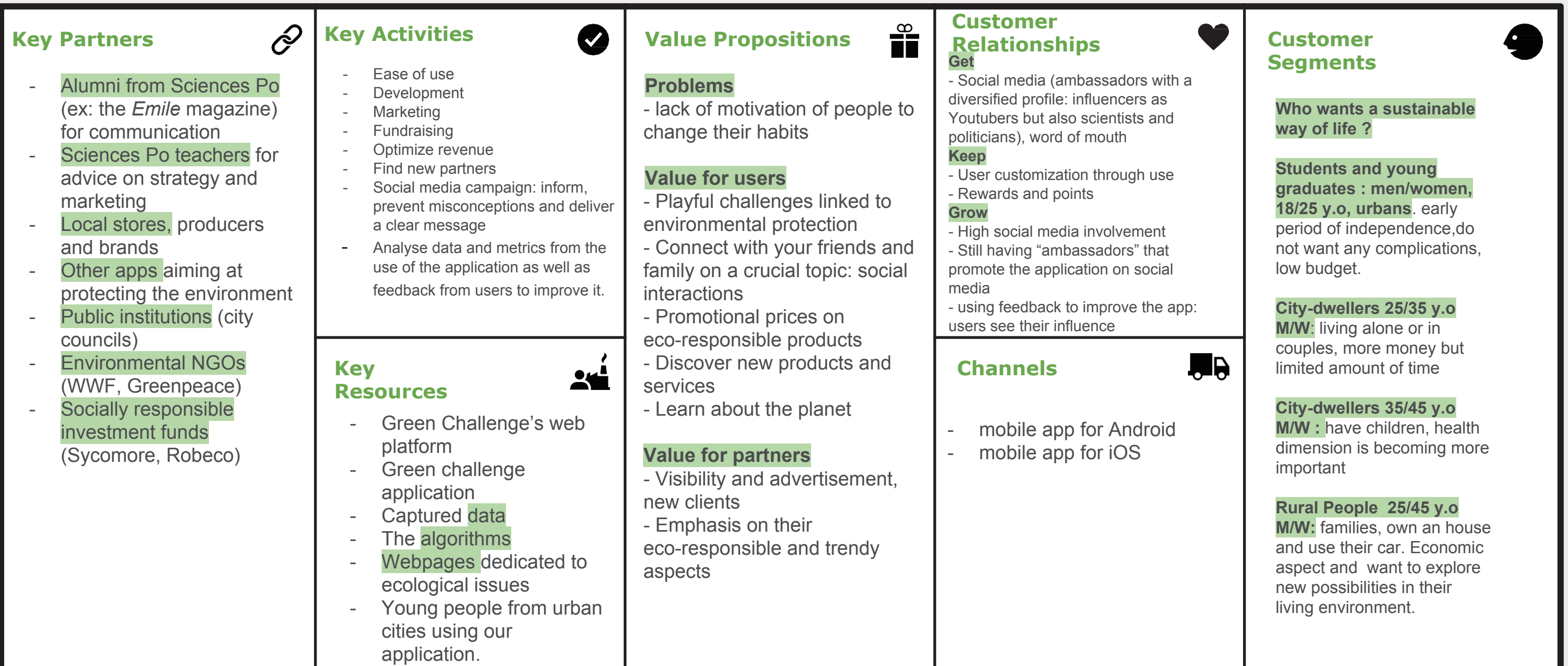
# The Business Model Canvas

Designed for: Green Challenge

Designed by: Green Challenge's development team

Date: 10/12/2018

Version: 2



### Social and environmental costs

- use of smartphones: negative impact on the environment - their production has an important carbon print: they require the use of rare metals as aluminium and cobalt, for which the mining requires much energy and leads to many violent conflicts and hard working conditions. Assemblage is made in several countries, which requires a lot of transportation.
- potential social conflicts with rivals as climate skeptics

### Social and environmental benefits

- environmental benefits: people get used to more sustainable habits; ecologically responsible stores, brands, producers and websites develop; traditional brands and shops change their conception of production.
- social: jobs creation through the development of new stores and brands