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INNOVATIONS

## Earth Centred Business Design Tool

The award-winning Earth Centred Business Design Framework (ECBD) is a resource for Higher Education Institutions to support founders and entrepreneurs to build net zero carbon, circular economy thinking into their business propositions at the earliest stage.



# EARTH

Centred Business Design

### Category

Educational Materials

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The award-winning Earth Centred Business Design Framework TM (ECBD) is a resource for Higher Education Institutions to support founders and entrepreneurs to build net zero carbon, circular economy thinking into their business propositions at the earliest stage.

ECBD was developed by Edinburgh Innovations (the University of Edinburgh's commercialisation service) through their participation in CloudEARTH*i* - a project funded by the European Institute of Innovation and Technology (EIT RawMaterials).

The ECBD is available for non-profit academic institutions only – please inquire directly for a commercial license.

ECBD comprises a set of self-completion exercises with guidance notes, and other resources that enable start-ups to consider:

- Environmental and Societal issues present in the problem a business looks to tackle
- Environmental implications on the formulation of a business Value Proposition
- Consideration of environmental implications and sustainable business funding upon the development of business models
- Prioritisation of key areas of impact
- Circular business models
- Material sourcing and product development
- The role of the business in the supply chain, innovation ecosystem, and wider society

Edinburgh Innovations is a sector-leading commercialisation service, with a track record in helping academics, students, and industry to drive innovation in the transition to a net zero, circular economy. This includes supporting the development of over 100 student and staff startups and spinouts each year, and hosting various accelerator programmes to help companies grow and realise their potential.

Together with the free ECBD resources, Edinburgh Innovations offers consultancy support for HEI enterprise support teams to help ensure they use the ECBD tool in way that maximises

value for the start-up companies they support.

To receive training on using ECBD, please contact [edinburgh.innovations@ed.ac.uk](mailto:edinburgh.innovations@ed.ac.uk) and request our consultancy services, with a copy to Consultancy Manager Monica Dearden, [Monica.Dearden@ei.ed.ac.uk](mailto:Monica.Dearden@ei.ed.ac.uk)

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4 Guidance notes

3 Canvasses

4 Exercises

1 Action plan