



**MedWaves**  
the UNEP/MAP Regional  
Activity Centre for SCP



**Mediterranean  
Action Plan**  
Barcelona  
Convention



**Sustainable entrepreneurship in the Southern Mediterranean: Building  
regional cooperation for a green transition  
18-19 December 2025  
La Maison Blanche Hotel, Tunis - Tunisia**

**Thematic workshop: Sustainable  
Business Models: Driving Impact  
and Profitability in Africa**

# **Introduction to Sustainable Business Models**

What is a Sustainable Business Model?

# Introduction to Sustainable Business Models

## **Beyond profit → People, Planet, Profit**

A green business model is a strategic framework that integrates environmental sustainability into a business's core operations and value propositions.

These models go beyond conventional economic goals by embedding ecological and social responsibility at the heart of the company's mission.

# Key characteristics of Sustainable Business Models

## Beyond profit → People, Planet, Profit

**Sustainability focus:** The primary goal is to minimize environmental impact through responsible practices like resource conservation, waste minimization, and emission reductions.

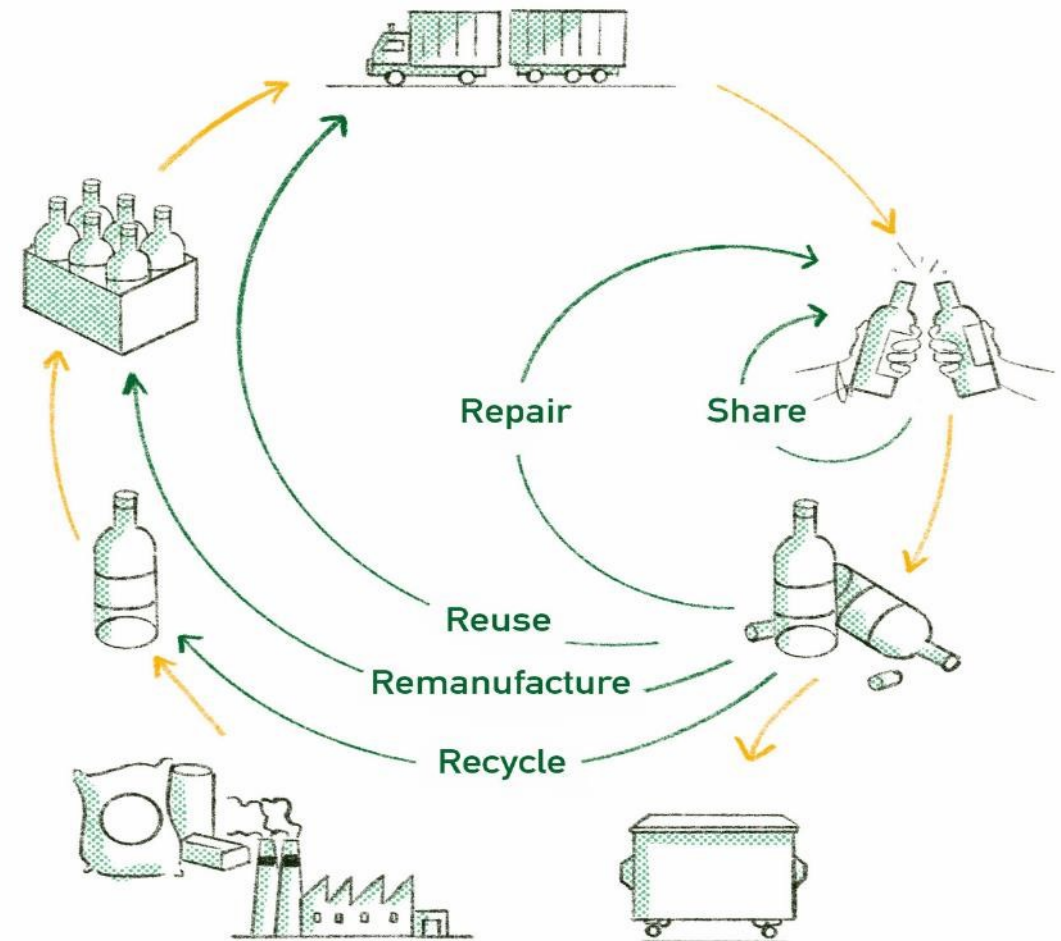
**Triple bottom line approach:** Sustainable Business Models (SBM) embrace the "triple bottom line" framework, where success is measured by a company's ability to balance **people** (social impact), **planet** (environmental stewardship), and **profit** (economic viability).



# Key characteristics of Sustainable Business Models

**Beyond profit → People, Planet, Profit**

**The Circularity:** The principle of circularity is central to many green business models. Businesses aim to close the loop by designing products and processes that reduce waste, extend product lifecycles, and maximize material reuse.



# Key characteristics of Sustainable Business Models

## Beyond profit → People, Planet, Profit

**Innovation-driven:** Green business models are typically rooted in innovation, incorporating new technologies or systems that allow businesses to reduce environmental impact while still creating value.

**The principle Stakeholder engagement:** Many green business models emphasize collaboration with stakeholders, including consumers, suppliers, and communities, to foster sustainable solutions.



**Key  
characteristics of  
Sustainable  
Business Models**

**Which characteristic of sustainable business models is most transformative?**

# **Drivers of Sustainable Business Models**

**What are the drivers of Sustainable  
Business Models?**

# Drivers of Sustainable Business Models



# Drivers of Sustainable Business Models

There is an increasing demand for green product and services worldwide.

MARKET

BUSINESS

FINANCE

GOVERNMENT

# Drivers of Sustainable Business Models

There is an increasing demand for green product and services worldwide.

MARKET

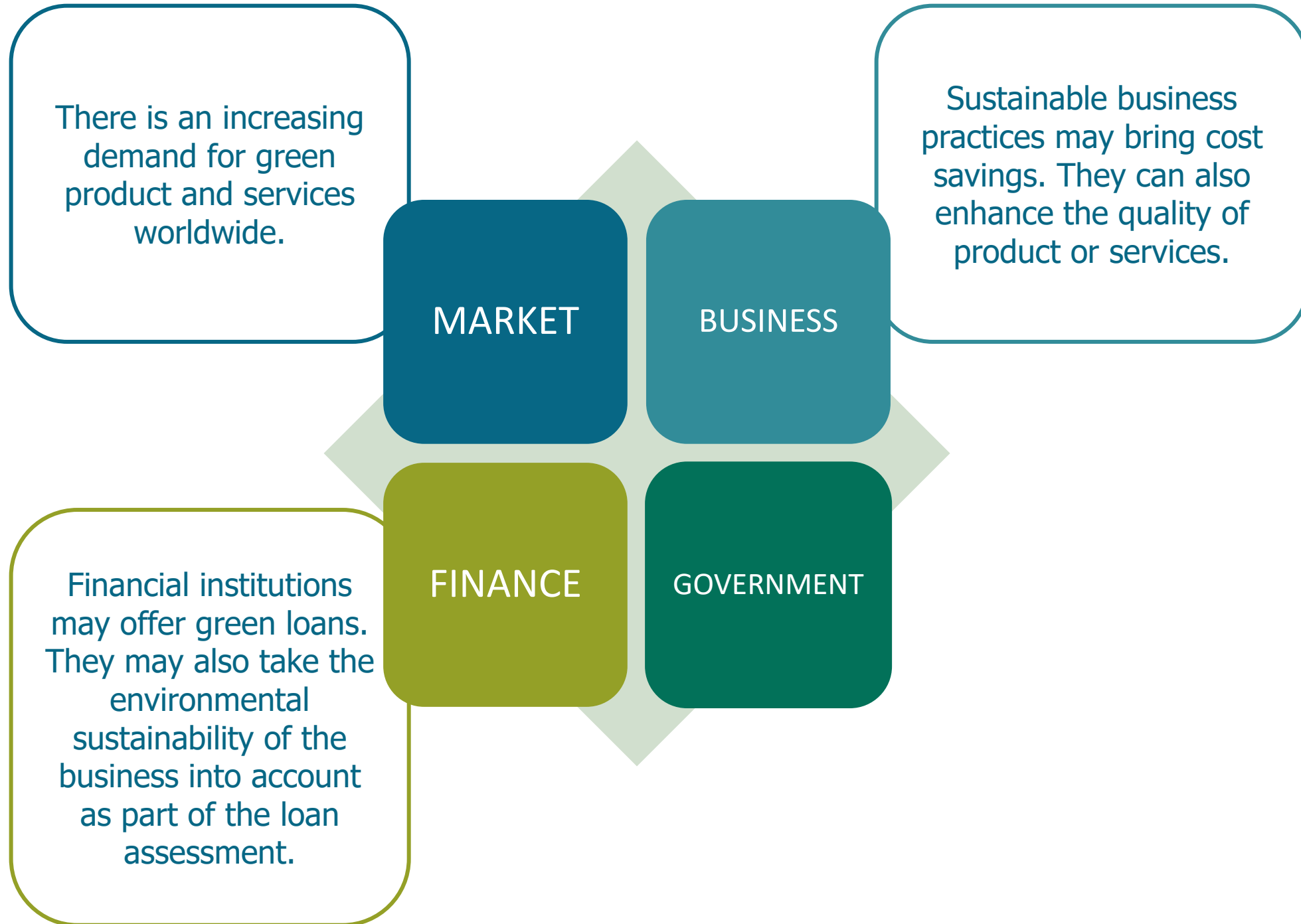
BUSINESS

Sustainable business practices may bring cost savings. They can also enhance the quality of product or services.

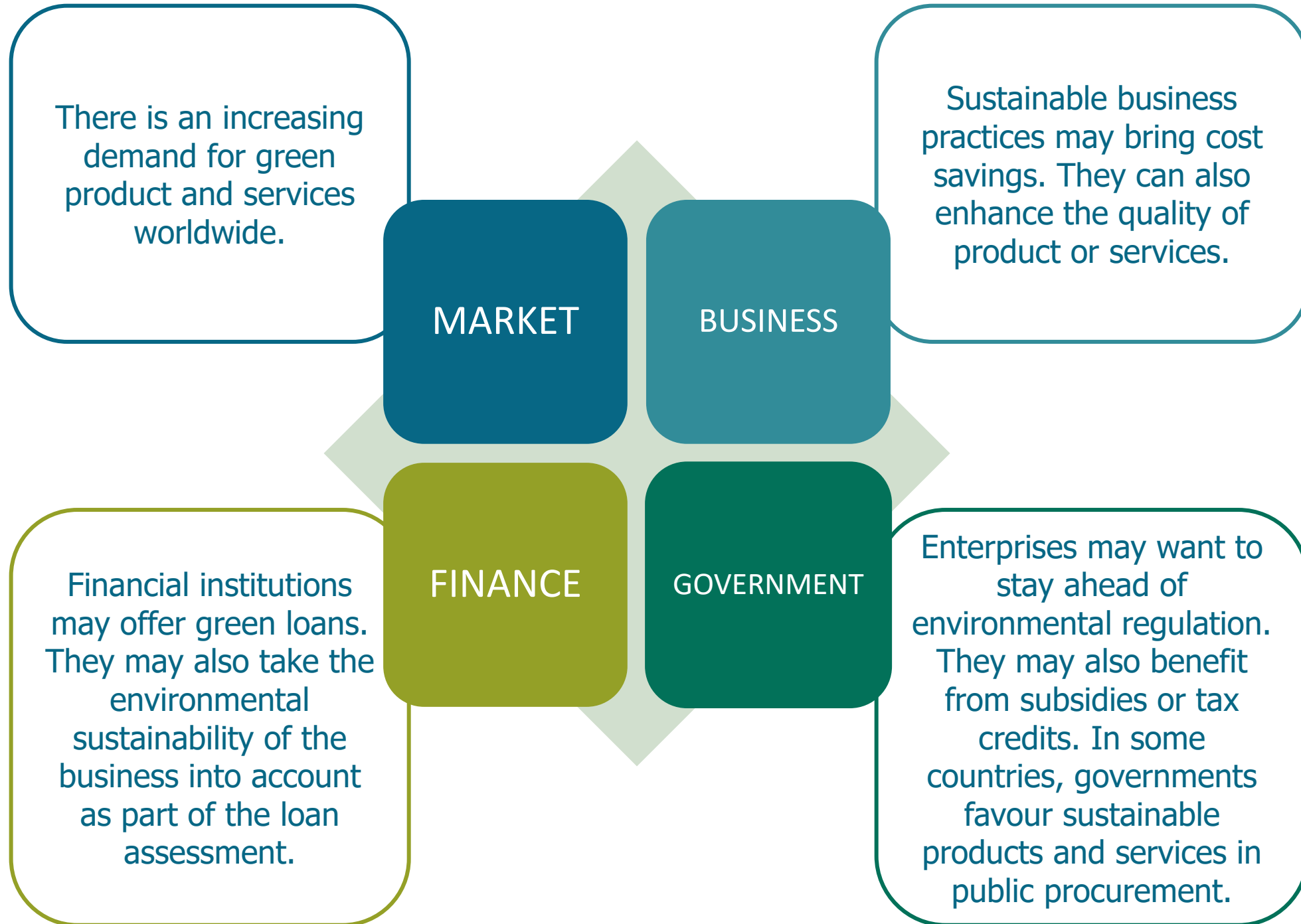
FINANCE

GOVERNMENT

# Drivers of Sustainable Business Models



# Drivers of Sustainable Business Models



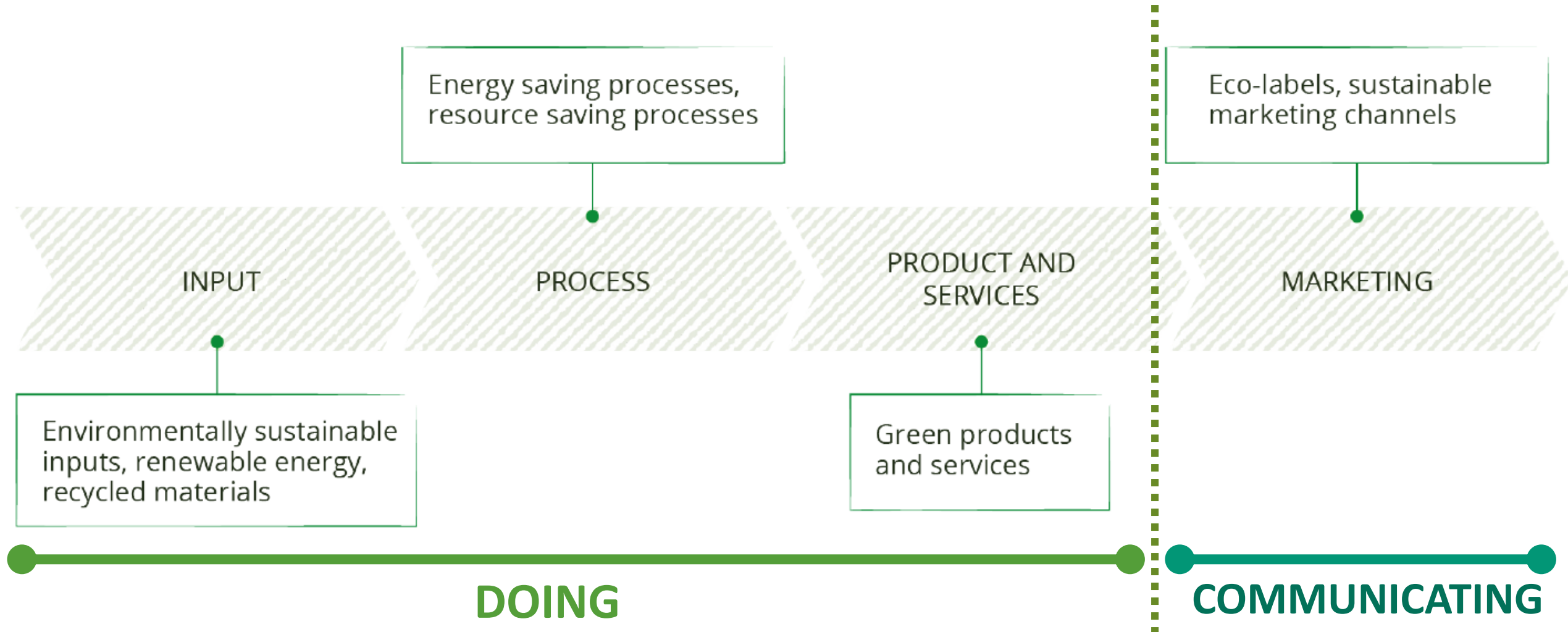
**Poll on the  
Drivers of  
Sustainable  
Business  
Models**

Which factor drives sustainability most in your country: Regulation, Consumer demand, or cost savings?

**Sustainable  
Business  
Models: How  
to go about  
it?**

How would you design a sustainable  
business model?

# FOUR MAIN ELEMENTS OF SUSTAINABLE BUSINESS MODELS



**Sustainable  
Business  
Models  
Examples**

Success stories

# SUSTAINABLE BUSINESS MODELS: SUCCESS STORIES



## **SEA GLASSES:** Mozambican green business innovator transforming marine waste into reading glasses

- SEA GLASSES is an organization dedicated to manufacturing sustainable eyewear, among other products, using biodegradable raw materials from a 3D printer.
- SEA GLASSES is working to incorporate the use of recycled plastic as the main raw material for its products.

# SUSTAINABLE BUSINESS MODELS: SUCCESS STORIES



## 6,140,743

People benefiting from our life-changing products and services.



2,153,876

Metric tons of CO2e emission avoided



664,811

Kerosene lamps replaced



264,490

People undertaking more economic activities using Bboxx products



2,316,812

School aged children impacted with clean energy



18.81 MWhrs-

Of energy consumed everyday

**BBOXX:** A private company limited by shares incorporated under the laws of the Republic of Mauritius

- Tackling the global problem of access to essential products and services in Africa
- A data-driven super platform, transforming lives and unlocking potential by connecting consumers and deploying innovative products across Africa.

# SUSTAINABLE BUSINESS MODELS: SUCCESS STORIES



## **HYDREK:** Hydroponic systems in Lebanon

- Provides hydroponic systems that allow for the efficient and sustainable cultivation of crops while at the same time significantly reduces water usage, minimizes environmental impact, and can be tailored to various settings.



# THANK YOU!

## GET IN TOUCH

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