

# **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.

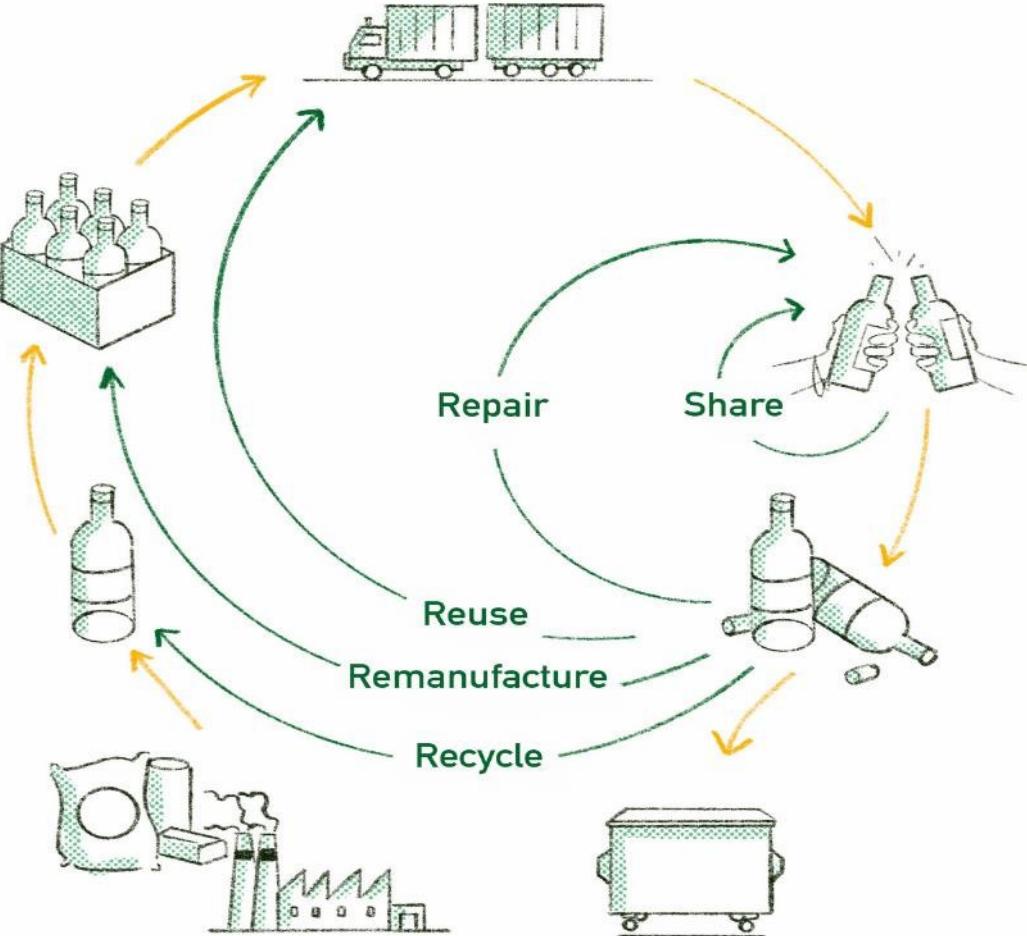
**Triple bottom line approach:** Sustainable Business Models (SBM) embrace the "triple bottom line" framework, where success is measured by a company's ability to balance **people** (social impact), **planet** (environmental stewardship), and **profit** (economic viability).



# 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.



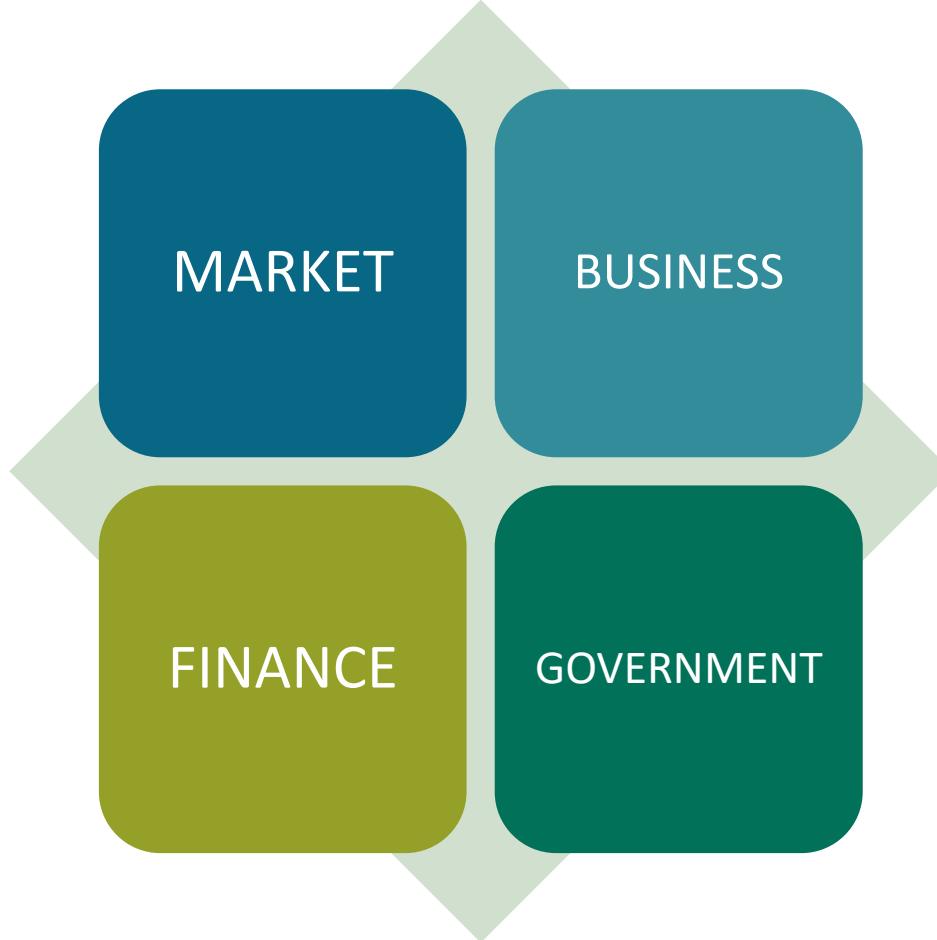
# Key characteristics of Sustainable Business Models

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

## Drivers of Sustainable Business Models

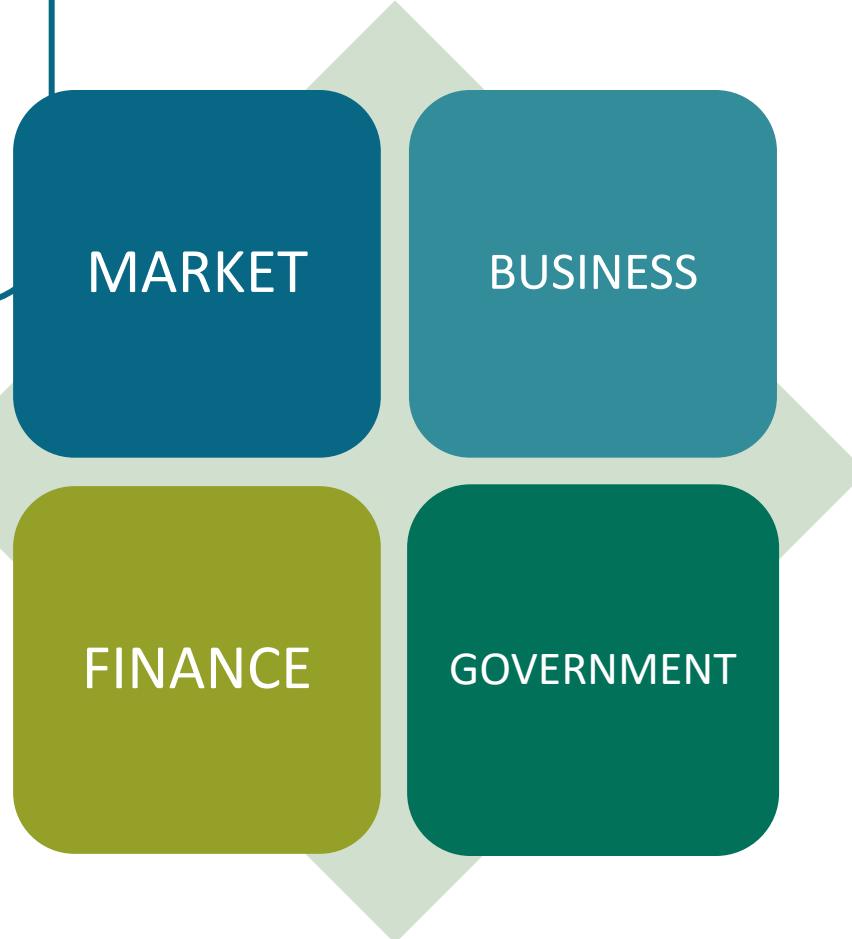
**What are the drivers of Sustainable  
Business Models?**

# Drivers of Sustainable Business Models

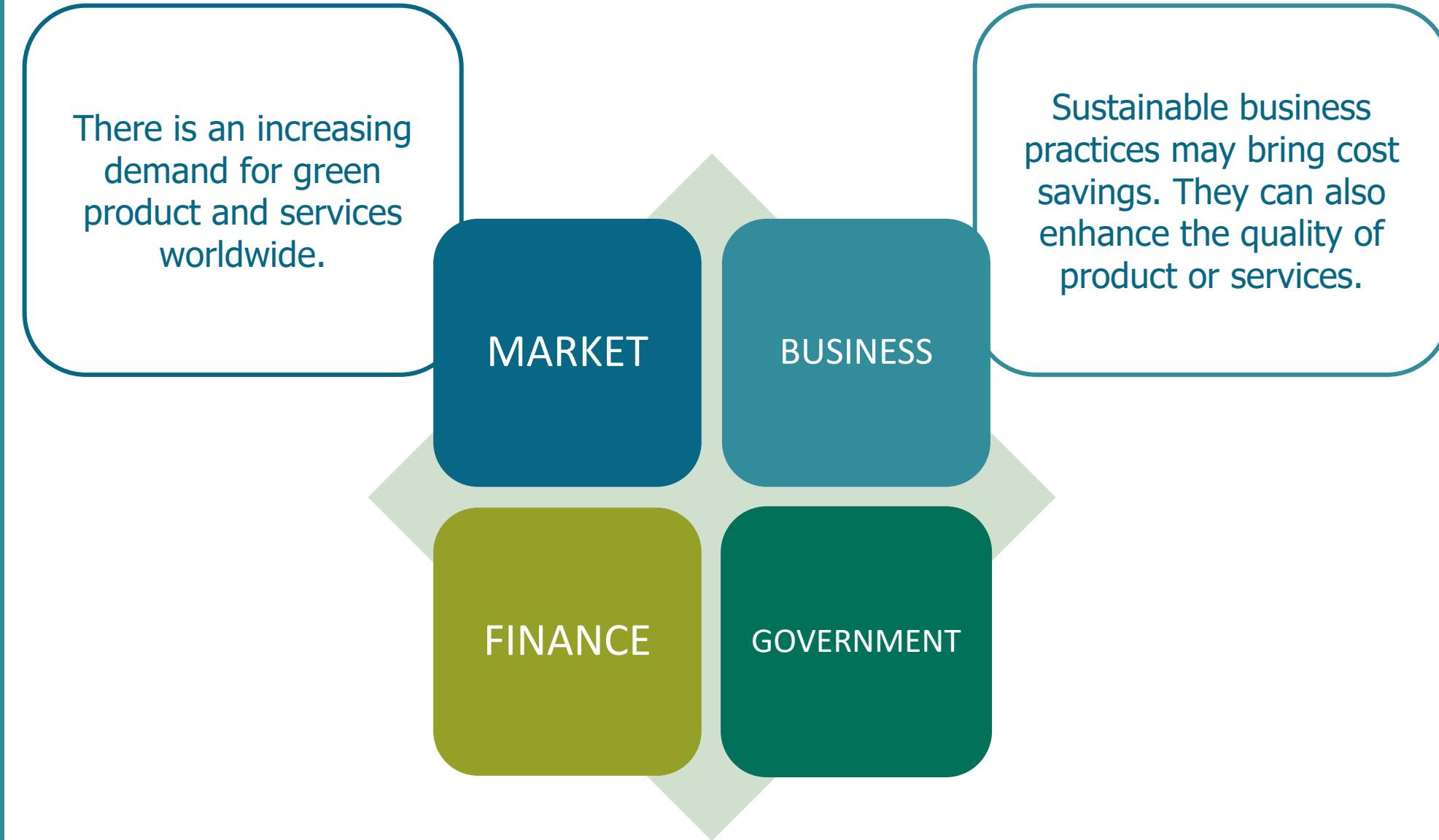


# Drivers of Sustainable Business Models

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



# Drivers of Sustainable Business Models



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MARKET

BUSINESS

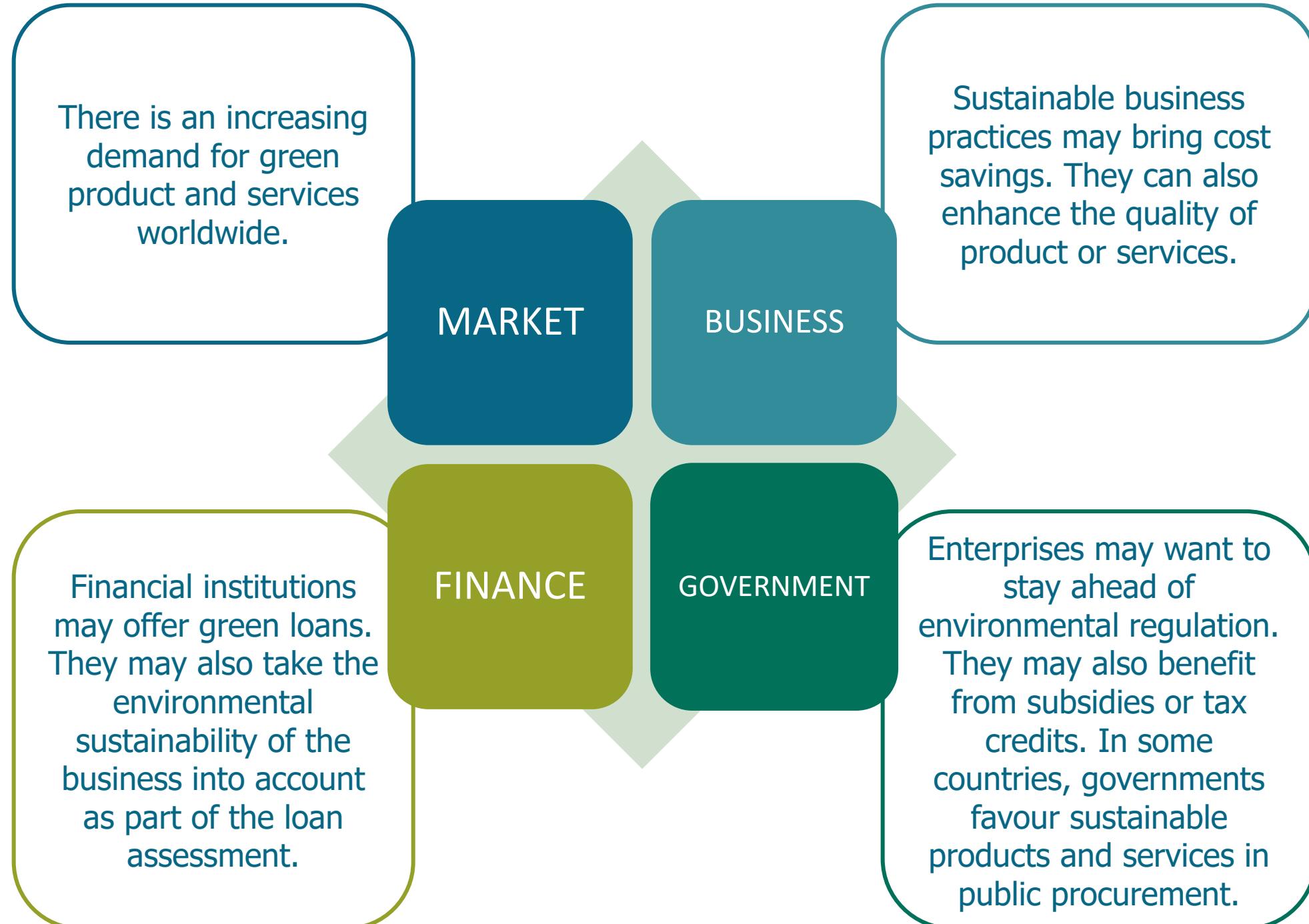
FINANCE

GOVERNMENT

Financial institutions may offer green loans. They may also take the environmental sustainability of the business into account as part of the loan assessment.

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

# Drivers of Sustainable Business Models



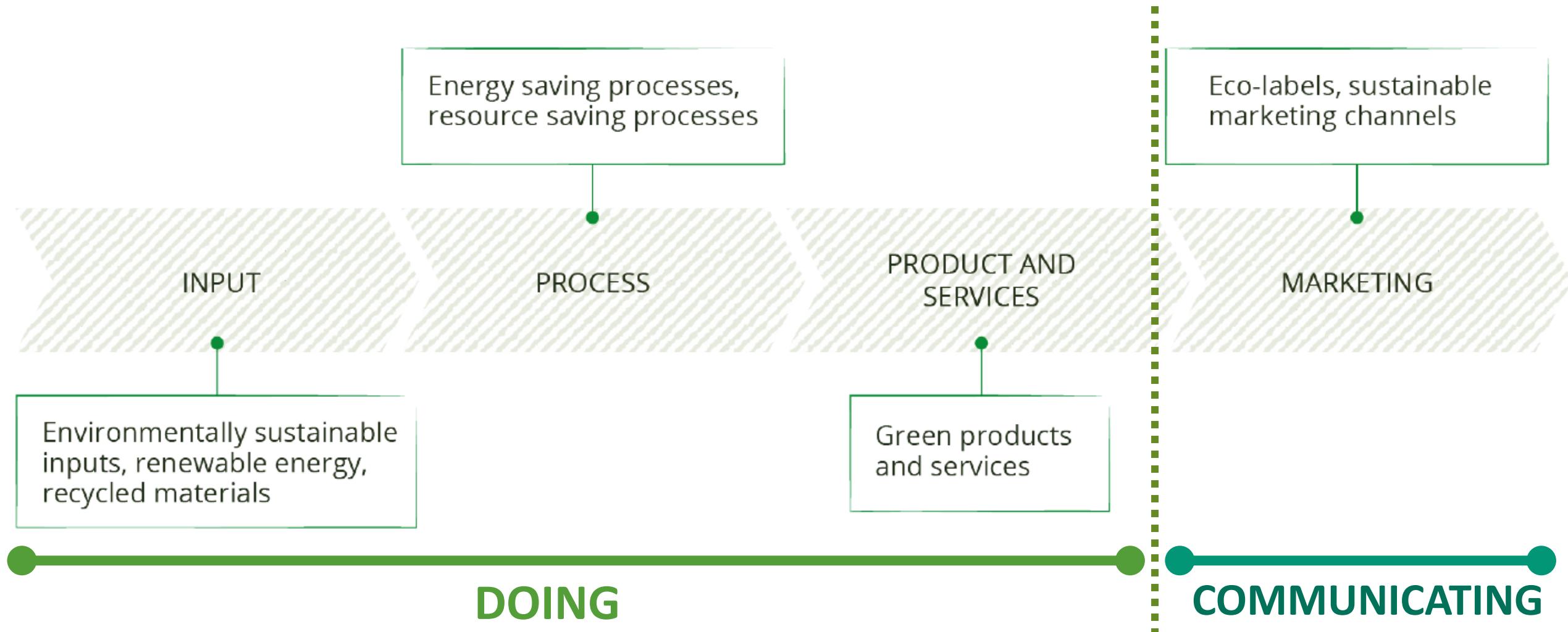
# Poll on the Drivers of Sustainable Business Models

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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