

# Circular Economy Business Model Configurator

Combine different solution patterns to configure new business models

## RETHINK & RECONFIGURE

*business models or value generation architecture*

### UPSTREAM ARCHITECTURE

Value creation and network

### VALUE GENERATION

### DOWNSTREAM ARCHITECTURE

Value delivery and capture

#### Key Actors

Suppliers & Partners	Government, External Agencies, Academia	Customers
Employees	Community & Environment	Investors & Shareholders

#### What do they get?

*Value proposition*

#### Potential Benefits for Key Actors

#### Systemic Potential Benefits

*Economy, Environment, Society*