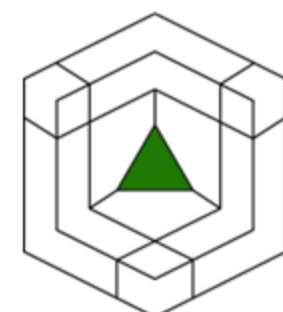
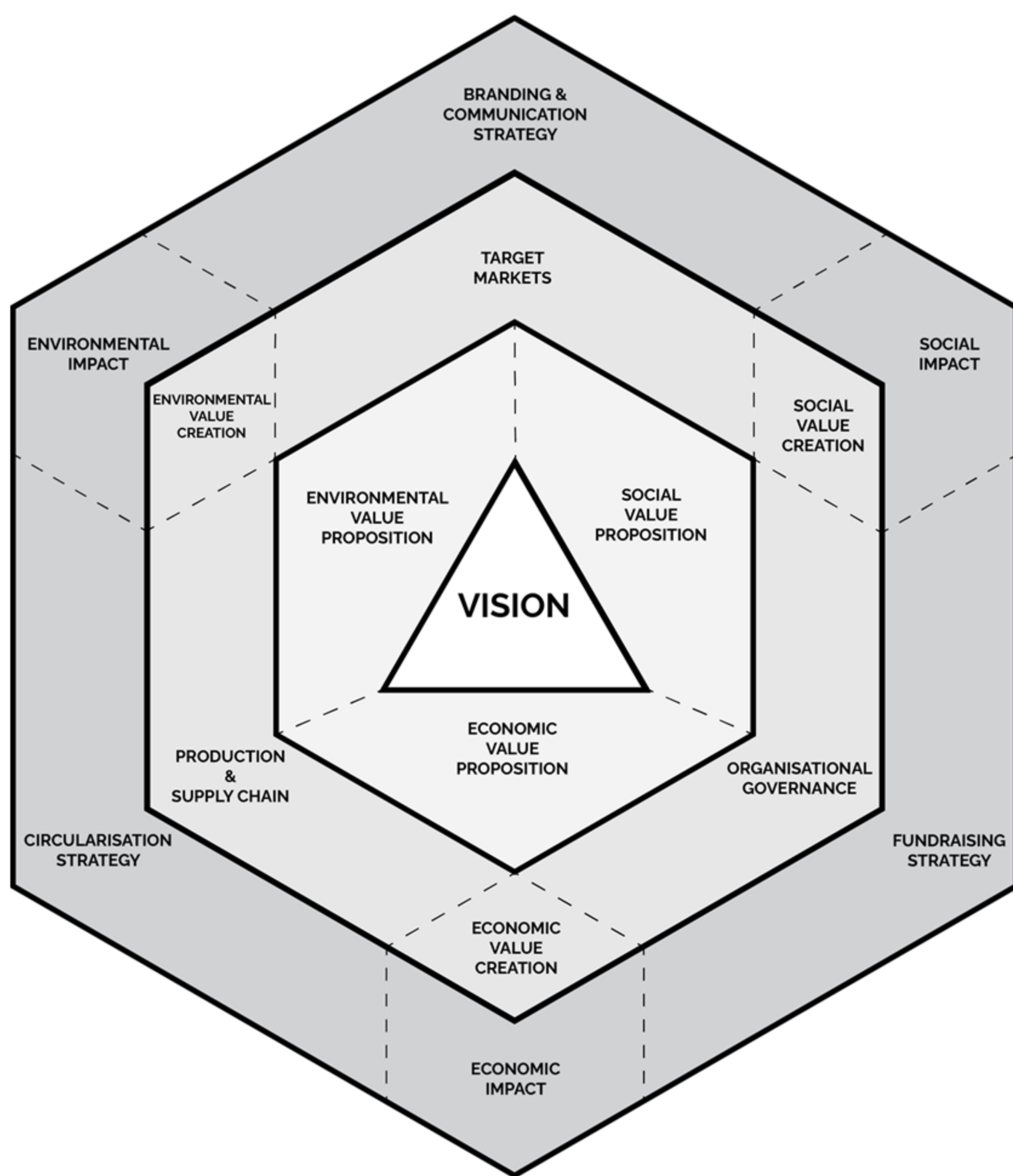


The Sustainability Scale-up Framework

Scaling Sustainable Business Models through Strategic Design

The Sustainability Scale-up Framework is a conceptual framework that aims to help startups transform their sustainable business models to be resilient and scalable using strategic design. It consists of four main layers: the Vision, Value Propositions, Value Creation Mechanisms, and Impacts & Strategies.



The **Vision** element represents the desired state the sustainable startups want the world to achieve.



The **Value Propositions** articulate the unique value the products or services of the sustainable startup provide to its customers, beneficiaries and the environment.



Value Creation Mechanisms are the fundamental processes and activities through which sustainable startups generate their value propositions.

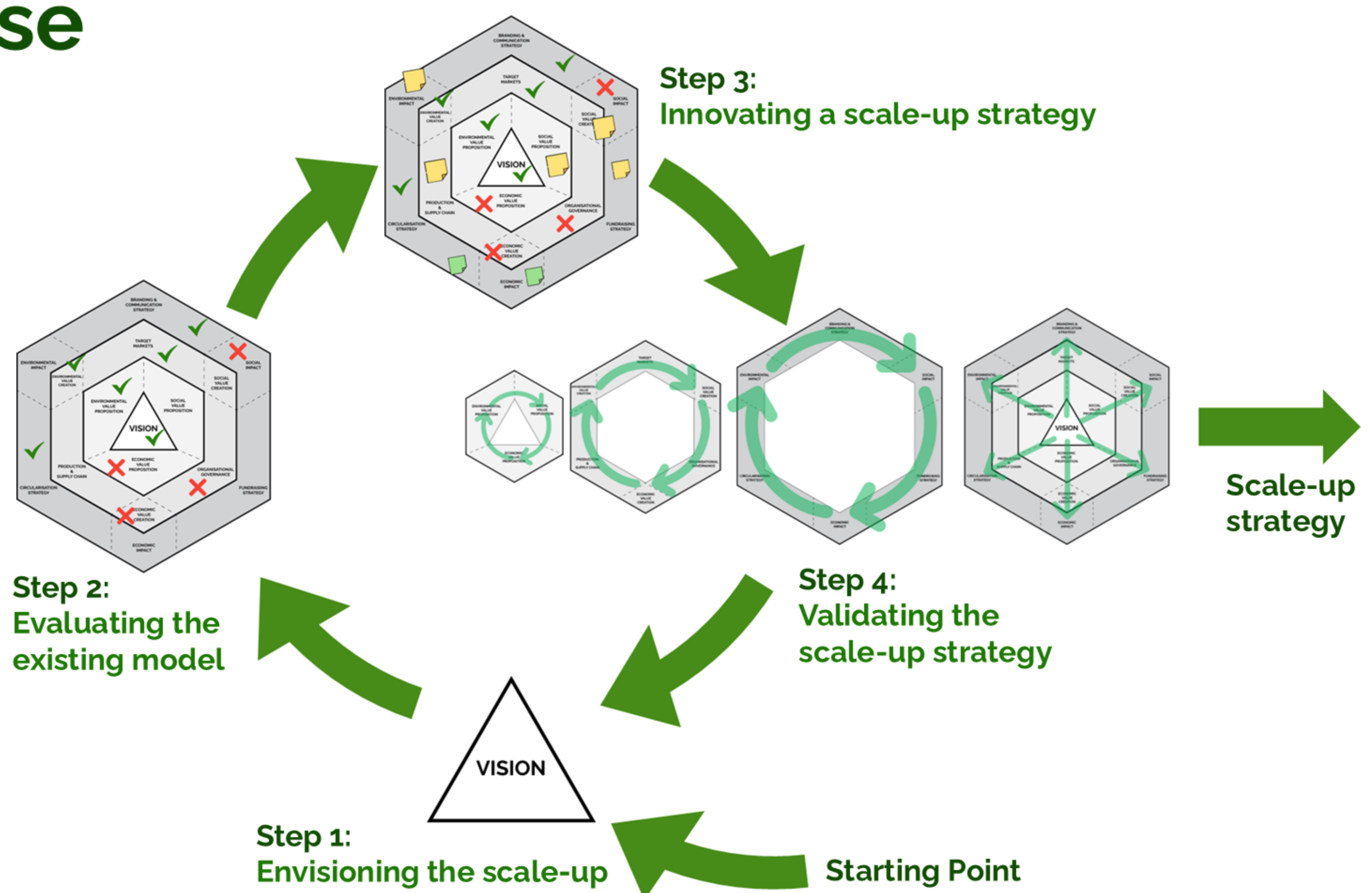


Impacts refer to the measurable outcomes that the startup aims to achieve through scaling up. **Strategies** refer to comprehensive plans or sets of actions designed for the startup to scale up.

Directions of Use

The Sustainability Scale-up Framework can support the creation, analysis, innovation and validation of sustainable and scalable business models. It is recommended to use this model in interdisciplinary teams involving the founders, strategic designers, operational managers and key stakeholders from its various departments. Using this model follows a four-step iterative process:

1. Envisioning the scale-up
2. Evaluating the existing model
3. Innovating a scale-up strategy
4. Validating the scale-up strategy



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