



4. EXPLORING THE ORGANISATIONAL IMPACT

4.3 BYOT: Bring Your Own Tool

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Keywords: Business Model tools, transdisciplinary tool development, tool evaluation

This track focuses on development, use, and results of tools for incorporating sustainability and circularity in Business Models. The transition to sustainability demands adaptiveness to systemic change. Emerging and existing organizations must develop multiple value creating concepts and integrate them within the changing context of in their business environment.

Efforts to establish sustainable and circular business models (Jonker & Faber, 2021) are supported by an expanding variety of supportive networks, informative websites, grants schemes, courses, workshops, games, etc., and by the development of various tools (e.g., Amit & Zott, Athanasopoulou & de Reuver, 2020; Bocken et al., 2019, Bouwman et al., 2018; Lüdeke-Freund et al. 2018, 2022). Tools for organizing, incorporating, governing, assessing, reporting, or measuring (aspects of) sustainability in organizations are developed and offered online and offline (e.g., <https://businessmodellab.nl/en/online-tools>) by researchers, practitioners, consultants, educational and governmental institutions. The expanding offer of tools includes, amongst others, generic tools for

classifying sustainable and circular business models (e.g., Jonker et al., 2022), quickscans (e.g., <https://businessmodellab.nl/en/tools/quickscan-circular-businessmodel/>) tools for (circular) design (e.g., <http://www.ellenmacarthurfoundation.org>), tools for sustainable business modeling (e.g. <https://www.nordicinnovation.org/nordic-circular-economy-playbook>), tools for collaboration (e.g., Ruijter et al., 2023), tools for assessing use of materials (e.g., <https://fecttoolkit.nl/mass-balance-calculator/>) tools for assessing impact (e.g., <https://www.openlca.org/>, <http://circularitycalculator.com/#us>, <https://ctitool.com>), and tools for assessing multiple value creation.

The ever expanding offer of tools sparks various research questions, e.g. on the form, use and effectiveness of tools (e.g.: Bouwman et al., 2018; Breuer et al., 2018, Yishake & Haaker, 2023), what tools are considered helpful and for whom, what tools are used by practitioners and with what results. Questions are also asked on whether generic business modeling tools (Haaker et al., 2017) suffice or must be adapted for developing sustainable and circular business models, and if new tools are needed.

This track focuses on the contribution of tools for implementing sustainability and circularity in business models. We would like to explore various aspects of development, use, and purpose of tools. We are especially interested in contributions addressing user experiences, results and effects of tooling for practice and for knowledge building.

Questions we aim to address in this track are, amongst others:

What tools are in demand by organizations aiming to contribute to sustainability?

- How do organizations benefit from tools for circular and sustainable business models?
- Do organizations prefer tools that contribute to transitional change as a whole, or mix tools that contribute to parts of that stage
- What generic and customized tools are being developed by practitioners?
- What generic and customized tools are being applied and with what results?
- What stages in business development benefit from tooling?
- How are tools being assessed and evaluated?
- How does research contribute to effective tooling for business models?
- What are requirements for tools to provide added value for practitioners?

We're aiming for a session where research meets practice. We invite researchers and practitioners to share and discuss not only their research on tooling but also bring and share actual tools for sustainable and circular business models.

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