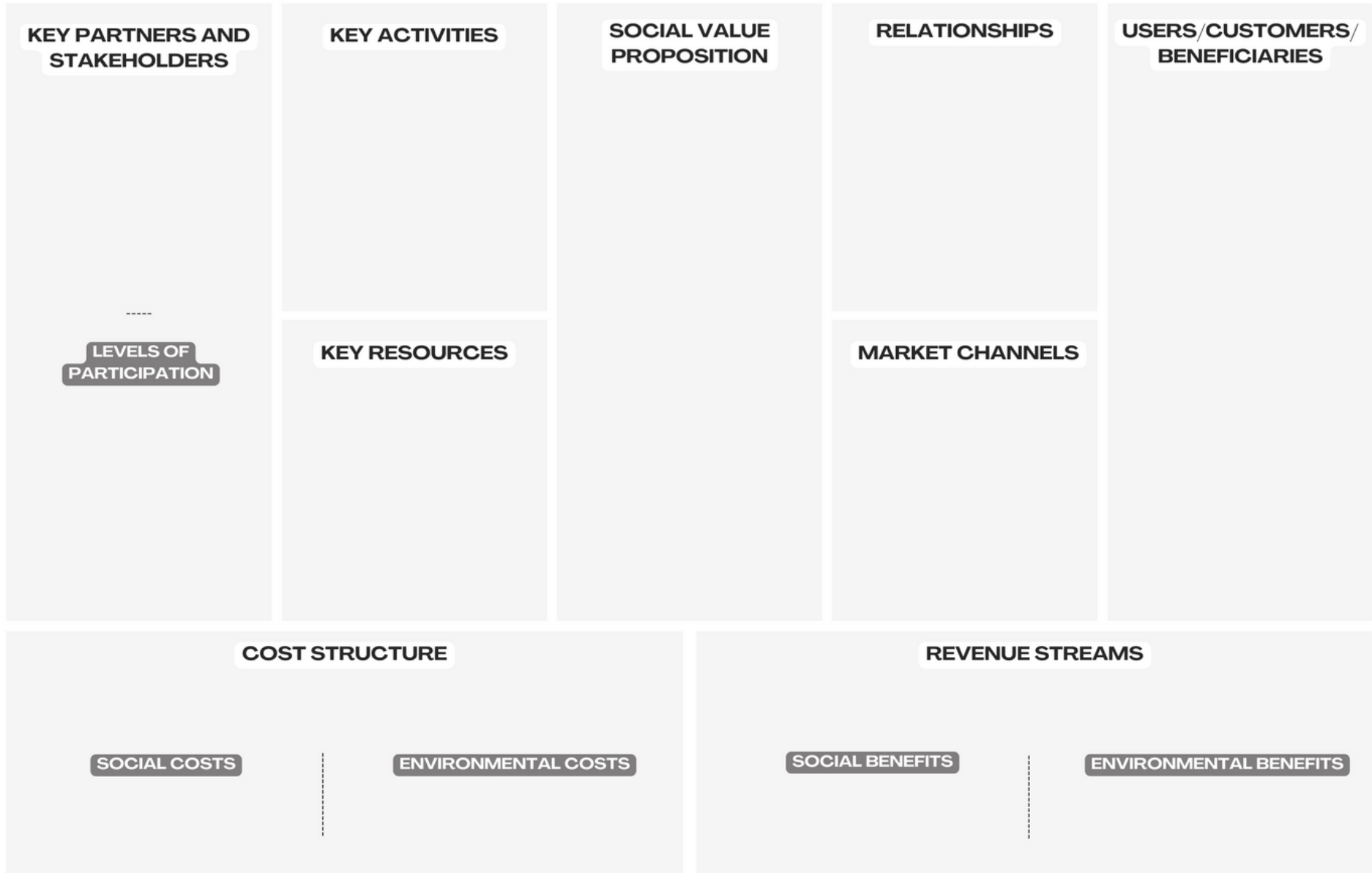


# PARTICIPATORY BUSINESS MODEL CANVAS FOR CULTURAL HERITAGE INSTITUTIONS



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## KEY PARTNERS AND STAKEHOLDERS

Who are our key partners and stakeholders?

How can they participate in the value generation and at what stages of the process?

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### LEVELS OF PARTICIPATION

What is the level of participation for different partners and stakeholders?

- (1) Inform
- (2) Consult
- (3) Involve
- (4) Collaborate
- (5) Empower

## KEY ACTIVITIES

What key activities do our value propositions require?

What activities can be done externally (outside of the organisation) and what can or needs to be done internally (within the organisation?)

## KEY RESOURCES

What Key resources (human, intellectual, financial, physical) do our value propositions require?

How can the CHI acquire additional resources from its partners and stakeholders?

## SOCIAL VALUE PROPOSITION

What value do we deliver to the society, communities, individuals?

Why is the value generated by the CHIs desirable to others?

Why is the value generated by the CHIs desirable to themselves?

What value is delivered to end users (B2C) and what value is delivered to other CHIs and companies (B2B)?

## RELATIONSHIPS

What type of relationship does each user / customer / beneficiary segment expect us to establish and maintain with them?

## MARKET CHANNELS

Through which channels CHIs reach their user / customer / beneficiary segments?

How to develop a continuous feedback loop with our users / customers / beneficiaries?

## USERS/CUSTOMERS/BENEFICIARIES

For whom are we creating value?

Who will be able to access and experience CHIs products and services?

## COST STRUCTURE

What are the most important costs inherent in our business model?

### SOCIAL COSTS

### ENVIRONMENTAL COSTS

## REVENUE STREAMS

For what value are our users / customers willing to pay?  
How to make our business model financially viable and sustainable?

### SOCIAL BENEFITS

### ENVIRONMENTAL BENEFITS