Landscape Systems Recap Session
Focus: Social Business Modeling

From project design to upscaling alternative system

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Goals of today's session:

- Understand what a **value proposition** means in landscape system contexts
- Distinguish **project thinking vs. business model thinking**
- Understand the **purpose and logic of the Social Business Model Canvas**
- Recognize why **customers & beneficiaries matter**, also for planners & designers
- Understand that **landscape is a beneficiary**
- Be prepared to **formulate a value proposition** for your own system context

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When you hear "**value**" in relation to your landscape systems, what comes to mind?

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Which of the following is primarily a *project* rather than a *business model*?

9 Designing a new community park ✓

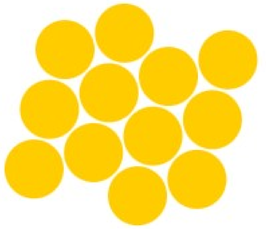
0 Running a café inside the park to fund maintenance ×

3 Creating a governance structure for long-term park management ×

0 Defining revenue streams to sustain activities ×

1 12

What does a (social) business model primarily describe?



0 The final design quality ×

12 How value is created, delivered, and sustained ✓

0 The political vision behind a project ×

0 The project's financial profit ×

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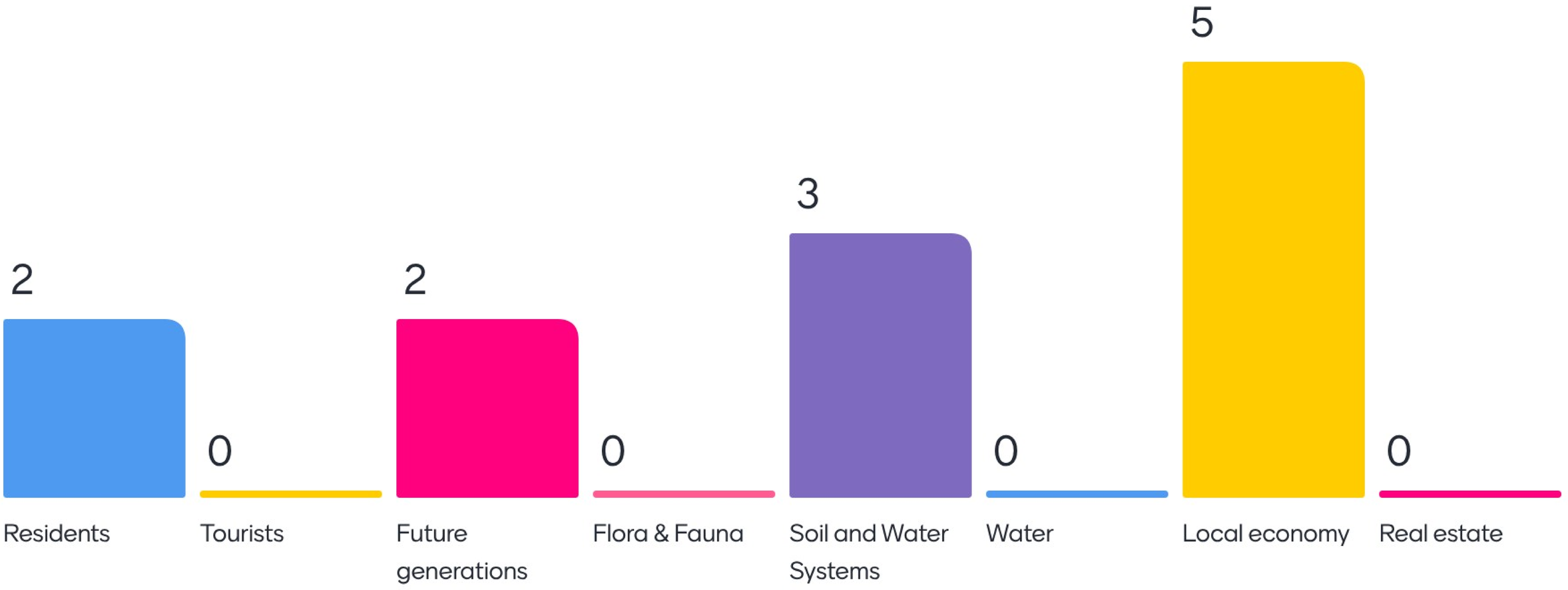
Which of the following can be legitimate beneficiaries of a landscape-based business mode?



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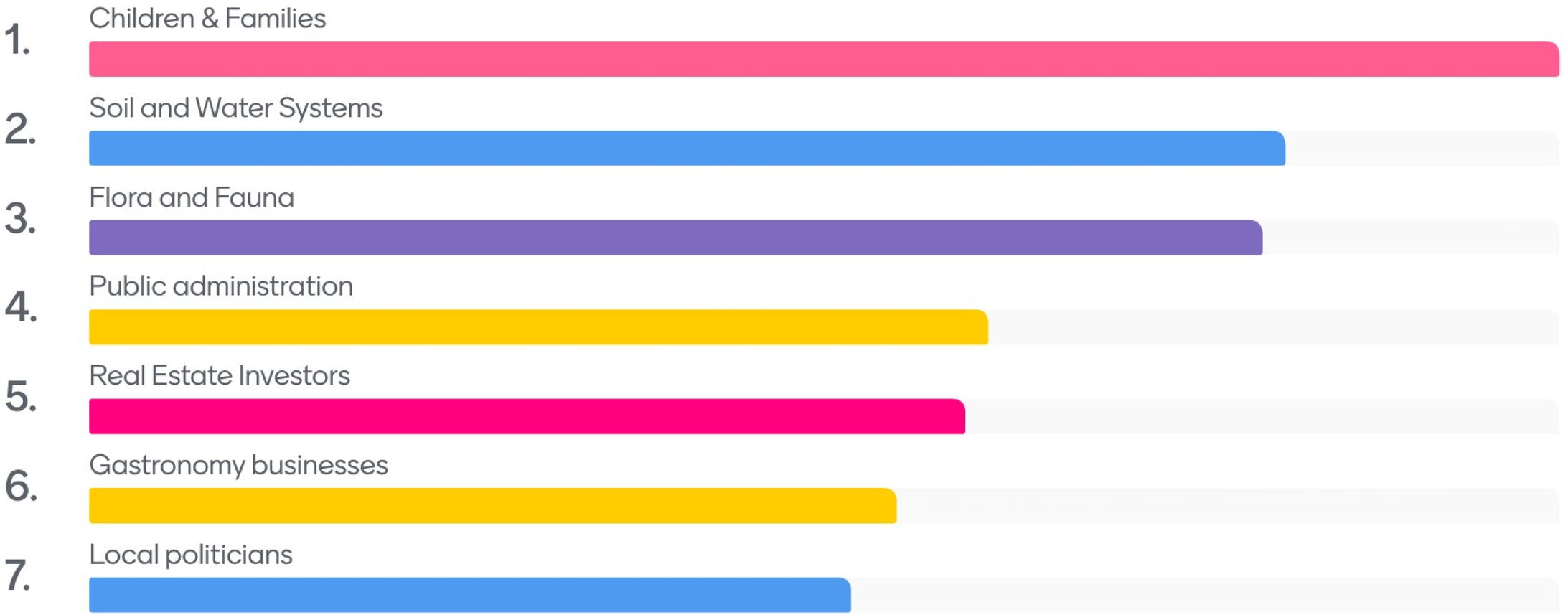
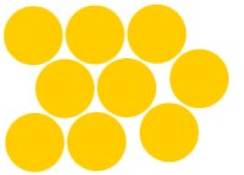
Imagine you design a community park. Who/what is the most obvious beneficiary? Please rank them from most to least obvious:



Which of the following best describes what a **value proposition is** in the context of landscape systems?



0 A strategic narrative that communicates the identity and ambitions of a project to external audiences

9 A structured articulation of how specific needs of defined beneficiaries are addressed through a concrete offer, generating meaningful impact

3 A planning tool used primarily to demonstrate financial feasibility and economic viability

1 A conceptual design statement that expresses the intended atmosphere, character and aesthetics of a place

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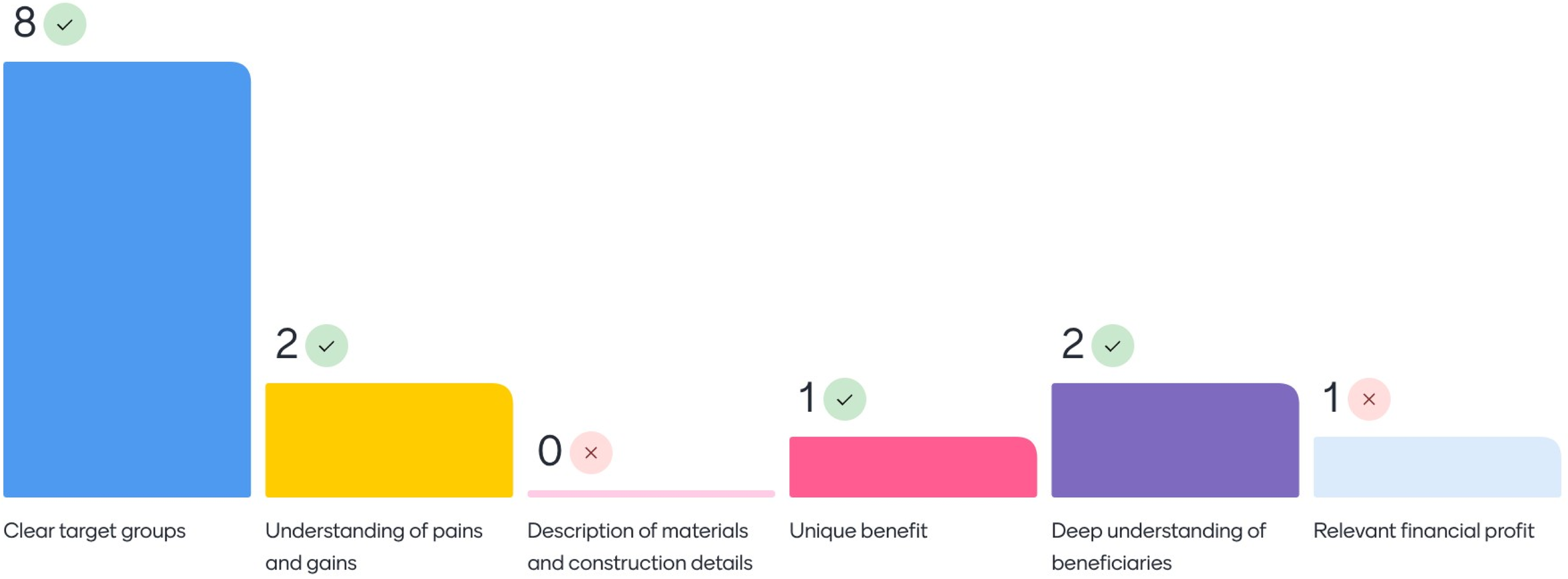
Which of the following belong to a strong value proposition?



Thanks for participating.

We continue now on our MIRO board:

Please develop a value proposition turning the challenge you have identified into an opportunity.