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Social and ecological aspects in the business models of innovative enterprises

Aims:

1. A preliminary analysis of the business models (BM) of innovative enterprises in terms of their sustainability.
2. The identification of the inclusion of social and ecological aspects in BM.

Research methods:

1. Open Space
2. Triple Layered Business Model Canvas proposed by A. Joyce and R.L. Paquin [2016]
3. the Methodological Sheets for Social LCA [2021]
4. Case study

The pattern of analysis:

1. code of company
2. the industry: (A) medical & energy industry; (B) design and construction of process lines; (C) medical; (D) space industry; (E) construction
3. the object and scope of companies business activities,
4. a description of a sustainable business model according to the following layers: business, ecological and social.
5. Objectives and hypotheses for deeper research

The source of empirical material:

1. Panels at:
 - the Wrocław Technology Park
 - the University of Zielona Góra Science and Technology Park
 - the Euro-Centrum Science and Technology Park in Katowice
2. Grey literature

Issue	A	B	C	D	E
Added value	the production of products with zero-emission technology	a comprehensive service - EPC (engineering, procurement, construction)	Save one life a day over the phone	advance science for a better future	"tailor-made" houses to fit the investor's budget
Key sources	knowledge & in-house energy sources	knowledge & skills	in-house telemedicine centre and tele-emergency centre, skills acquired through patient contacts	knowledge	"nowadays, the human factor is the most important and knowledge and skills are more valuable than finance alone"
Environmental	+	+		+	+
Social			+	+	+

Stakeholder categories and subcategories	Enterprises				
	A	B	C	D	E
Worker					
Working hours		+			
Health and safety		+	+		+
Employment relationship		+			+
Social benefits/social security		+			+
Local community					
Access to material resources			+		
Access to immaterial resources	+		+	+	
Safe and healthy living conditions			+		
Community engagement	+		+	+	
Local employment	+				+
Secure living conditions			+		
Value chain actors (not including consumers)					
Fair competition		+	+		
Promoting social responsibility			+		
Consumer					
Health and safety			+	+	
Consumer privacy			+		
Transparency		+	+		
Feedback mechanism		+			
Society					
Public commitments to sustainability issues	+		+	+	+
Contribution to economic development	+	+		+	+
Technology development	+	+	+	+	
Children					
Education provided in the local community	+		+	+	