

# Responsible Business Model Canvas for Digital Public Spaces

## 1 Foundational values

Which **values** are at the core of your endeavor?  
Can you make these values **explicit** to employees, partners and users?

## 2 Positive impact (maximize)

What are your **societal impact goals**? What is your contribution to this goal?  
Who do you need to activate to reach this goal?

## 4 Ecosystem

What does the ecosystem of customers, users, beneficiaries, partners, services and products look like?  
To what extent do these actors support your **foundational values**?

## 6 Community building

What **community values** do we want them to respect?  
How can we **enable** the users to act in line with community values?  
How do you manage **access, moderation, and curation**?

## 8 Cost structure & additional costs

What are the **resources, products and services** and associated costs that the initiative requires?  
What are the **costs and investments** for your endeavor?

## 11 Governance

What is the business' **legal status** and which persons or groups effectively control the business?  
How is **power distributed** within the business, and if relevant, the wider ecosystem?  
What governance structures are needed to guarantee that **public values are prioritised** over commercial interests? Which external institutions play a role in this (e.g., **legislation, supervisory authorities, certification marks**)?  
How are business **surpluses** used and shared?

## 3 Negative impact (minimize)

What could be **negative effects** or **unintended consequences** of your endeavor, and how can they be **minimized**?

## 5 Value propositions

Which **problem** do you aim to solve, what **value** do you create?  
What are **function** and **form** of your product or service?  
What are your **key activities**? How can you adjust them to ensure the **foundational values**?  
How will you make your **customers'** and **users'** lives better? How does this affect **non-users**?  
Are the **interests** of the customers and users aligned?

## 7 User and customer service

What customer **service** do you offer your users?  
How are you going to reach them? Do these **channels** subscribe to your **values**?  
Which target customers may help to **promote your digital public space**?

## 9 Revenue Streams

How are business revenues generated? Can you create a **mix of revenue** streams?  
Do you have access to **recurring financial sources** (e.g., governmental salary subsidies)?

## 12 Digital public spaces

What is distinctive about the **digital public space** you are creating? What does your initiative contribute to the landscape of digital public spaces on the internet?  
How do you ensure the **continued existence** of your digital public space?

## P Parking lot

Park your **open questions and issues** here. Maybe you can resolve them during this iteration or the next.