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?

Parking lot

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

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?

3 Negative impact (minimize)

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

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**?

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?

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**?

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**?

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?

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)?

⑩ Financial goal

What is your **financial goal**? What do you consider a **success** for your business?

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?

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?