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EcoDesign in Textile sector

Unit 10: Sustainable Business Models

UNIT QUIZ



| N° | Question | Result | Answ. 1 | Answ. 2 | Answ. 3 | Answ. 4 |
|----|---|--------|---|--|--|---|
| 1 | Business Models are tools that describe how an organization can | | Create, distribute and acquire value according to a business plan. | Create value according to a business scheme. | Acquire value according to a business scheme. | Create, distribute and acquire value. |
| 2 | The creation of value is the set of all the activities connected to the realization of the product/service | T | | | | |
| 3 | The business model only provides the guidelines with which the company converts the innovation into value acquisition (profit) without the need for an appropriate strategy able to bring a competitive advantage towards the competition | F | | | | |
| 4 | Which statement is true? | | The value received by the customer is given by the difference between benefits received and costs incurred. | The value received by the client is the sum of benefits received and costs incurred. | The value received by the customer is given only by the benefits received and not by the costs incurred. | The value perceived by the customer is not relevant for a Business model. |
| 5 | Sustainable Business Models can serve as a means of coordinating technological and social innovations at the system level. | T | | | | |



| N° | Question | Result | Answ. 1 | Answ. 2 | Answ. 3 | Answ. 4 |
|----|---|--------|---|---|---|---|
| 6 | Which statement is false? | | There are 8 archetypes of sustainable Business Models, divided into 4 groups that best describe a typology of innovation in the business model: Technological, Social and Organizational and Environmental. | There are 8 archetypes of sustainable Business Models, divided into 4 groups that best describe a typology of innovation in the business model: Technological, Social and Organizational. | There are 8 archetypes of sustainable Business Models, divided into 4 groups. | Sustainable Business Models describe a type of innovation: Technological, Social and Organizational |
| 7 | The first category of sustainable Business Models includes archetypes with a strong component of technological innovation, such as those related to manufacturing processes and product redesign. | T | | | | |
| 8 | The second category of sustainable Model Business includes those archetypes that focus on innovation from an environmental point of view | F | | | | |
| 9 | The third category of sustainable Business Models includes those archetypes that focus on innovation from an organizational point of view | T | | | | |
| 10 | A company creates value for its customers when it helps them perform an important task, satisfy a desire, solve a problem | T | | | | |
| 11 | the Business Model describes the logic with which an organization creates, distributes and captures value | T | | | | |
| 12 | The archetype "Maximizing energy efficiency and materials" belongs to the category | | Technological | Social | Organisational | None of these |



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|----|---|--------|--|---|--|---|
| 13 | In the social category there is the archetype "Creating value from waste" | F | | | | |
| 14 | In the Technological category there is the archetype "Creating value from waste" | T | | | | |
| 15 | In the social category there is the archetype "Offer functionality rather than property" | T | | | | |
| 16 | In the social category there is the archetype "Use renewable energy and natural processes" | F | | | | |
| 17 | Doing more using less resources, generating less waste, emissions and pollution is the synthesis of the archetype | | Maximise material and energy efficiency | Create value from waste | Substitute with renewables and natural process | Deliver functionality rather than ownership |
| 18 | Which archetype adopts the principles of the Circular Economy? | | Create value from waste | Maximise material and energy efficiency | Substitute with renewables and natural process | Deliver functionality rather than ownership |
| 19 | Accenture identifies five circular business models | T | | | | |
| 20 | The five circular business models are: <ul style="list-style-type: none"> • circular production chain • recovery and recycling • extension of the life cycle • sharing platforms products-as-a-service (service purchase models instead of products) | T | | | | |
| 21 | the circular economy could bring benefits for \$ 4.5 trillion by 2020 | F | | | | |
| 22 | Which archetype of technological innovation focuses its attention on reducing environmental impacts? | | Substitute with renewables and natural process | Maximise material and energy efficiency | Deliver functionality rather than ownership | Create value from waste |



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|----|---|--------|--|---|---|---|
| 23 | Which archetype is low on the concept of "going from offering a product to offering a service"? | | Substitute with renewables and natural process | Maximise material and energy efficiency | Deliver functionality rather than ownership | Create value from waste |
| 24 | The "products-as-a-service" models involve the substitution of the sale of a product with a leasing contract | T | | | | |
| 25 | Adopting responsibility policies means assuming a strong position for the company in the face of all the actors that can be defined, according to the current Business Model jargon, stakeholders | T | | | | |
| 26 | Which archetype is low on the concept of "assuming a strong position for the company in front of all the actors"? | | Substitute with renewables and natural process | Maximise material and energy efficiency | Deliver functionality rather than ownership | Adopt stewardship role |
| 27 | A company's liability policies can relate to the activities present in the various stages of industrial production and the social environment in which the company has fallen | T | | | | |
| 28 | What is the archetype of the approach in the relationship between producer and customer to incentivize to consume less, to waste less and use the products for longer? | | Encourage sufficiency | Adopt stewardship role | Deliver functionality rather than ownership | Maximise material and energy efficiency |
| 29 | Which archetype belongs to the "Organizational" category? | | Encourage sufficiency | Adopt stewardship role | Maximise material and energy efficiency | Repurpose for society/environment |
| 30 | Which archetype belongs to the "Organizational" category? | | Encourage sufficiency | Adopt stewardship role | Maximise material and energy efficiency | Develop scale up solutions |



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|----|--|--------|--|--|---|--|
| 31 | Which archetype belongs to the "Social" category? | | Encourage sufficiency | Maximise material and energy efficiency | Develop scale up solutions | Repurpose for society/environment |
| 32 | Which archetype belongs to the "Social" category? | | Deliver functionality rather than ownership | Substitute with renewables and natural process | Maximise material and energy efficiency | Repurpose for society/environment |
| 33 | Which archetype belongs to the "Social" category? | | Adopt stewardship role | Create value from waste | Develop scale up solutions | Repurpose for society/environment |
| 34 | Which archetype belongs to the "Technological" category? | | Maximise material and energy efficiency | Adopt stewardship role | Develop scale up solutions | Repurpose for society/environment |
| 35 | Which archetype belongs to the "Technological" category? | | Create value from waste | Encourage sufficiency | Develop scale up solutions | Repurpose for society/environment |
| 36 | Which archetype belongs to the "Technological" category? | | Substitute with renewables and natural process | Deliver functionality rather than ownership | Develop scale up solutions | Repurpose for society/environment |
| 37 | Which archetype does not belong to the "Technological" category? | | Encourage sufficiency | Maximise material and energy efficiency | Create value from waste | Substitute with renewables and natural process |
| 38 | Which archetype does not belong to the "Technological" category? | | Repurpose for society/environment | Maximise material and energy efficiency | Create value from waste | Substitute with renewables and natural process |



| N° | Question | Result | Answ. 1 | Answ. 2 | Answ. 3 | Answ. 4 |
|----|--|--------|---|---|---|--|
| 39 | Which archetype does not belong to the "Technological" category? | | Deliver functionality rather than ownership | Maximise material and energy efficiency | Create value from waste | Substitute with renewables and natural process |
| 40 | Which archetype does not belong to the "Technological" category? | | Develop scale up solutions | Maximise material and energy efficiency | Create value from waste | Substitute with renewables and natural process |
| 41 | Which archetype does not belong to the "Technological" category? | | Adopt stewardship role | Maximise material and energy efficiency | Create value from waste | Substitute with renewables and natural process |
| 42 | Which archetype does not belong to the "Social" category? | | Repurpose for society/environment | Encourage sufficiency | Deliver functionality rather than ownership | Adopt stewardship role |
| 43 | Which archetype does not belong to the "Social" category? | | Develop scale up solutions | Encourage sufficiency | Deliver functionality rather than ownership | Adopt stewardship role |
| 44 | Which archetype does not belong to the "Social" category? | | Maximise material and energy efficiency | Encourage sufficiency | Deliver functionality rather than ownership | Adopt stewardship role |
| 45 | Which archetype does not belong to the "Social" category? | | Create value from waste | Encourage sufficiency | Deliver functionality rather than ownership | Adopt stewardship role |



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|----|---|--------|--|-----------------------|---|------------------------|
| 46 | Which archetype does not belong to the "Social" category? | | Substitute with renewables and natural process | Encourage sufficiency | Deliver functionality rather than ownership | Adopt stewardship role |
| 47 | The archetype "Repositioning activities with respect to society and the environment" has as its principle the commitment to bring social and economic benefits, rather than aiming for profit alone, through greater collaboration with local communities and stakeholders. | T | | | | |
| 48 | The archetype "Repositioning the activity with respect to society and the environment" has as its principle the commitment to bring economic benefits | F | | | | |
| 49 | The archetype "Encouraging sufficiency" recalls dynamics similar to those between a craftsman and his client | T | | | | |
| 50 | The archetype "Encouraging sufficiency" recalls dynamics similar to those between a large company and the global market | F | | | | |
| 51 | The archetype "Encouraging sufficiency" recalls dynamics similar to those between an NGO and the assistance to humanitarian sostenibilità projects | F | | | | |
| 52 | The archetype "development of large-scale solutions" aims to scale sustainability strategies to maximize benefits for the environment and for civil society. | T | | | | |
| 53 | The archetype "development of large-scale solutions" aims to scale sustainability strategies to maximize profits through large companies. | F | | | | |
| 54 | The archetype "development of large-scale solutions" aims to scale sustainability strategies to maximize profits through Small and Medium Enterprises. | F | | | | |
| 55 | The archetype "development of solutions on a large scale" has among its most widespread applications crowdfunding solutions | T | | | | |



| N° | Question | Result | Answ. 1 | Answ. 2 | Answ. 3 | Answ. 4 |
|----|--|--------|---------|---------|---------|---------|
| 56 | The archetype "development of solutions on a large scale" has among its most widespread applications Franchising solutions | T | | | | |
| 57 | The archetype "development of solutions on a large scale" has among its most widespread applications Crowdsourcing solutions | T | | | | |
| 58 | In Italy Eppela, which is the most widespread crowdfunding site, collected a total of 4.6 million euros | T | | | | |
| 59 | The archetype "development of solutions on a large scale" has among its applications the philosophy of business incubators, where start-ups and small businesses can consider collaborative approaches | T | | | | |
| 60 | Business incubators are spaces managed by large companies | F | | | | |
| 61 | Business incubators are only managed by public bodies | F | | | | |
| 62 | Open Innovation is based on specific Copyleft licenses | T | | | | |
| 63 | Open Innovation distributes its scientific and research results freely and with unlimited use | F | | | | |
| 64 | The modern franchise has spread since the thirties of the last century with the establishment of large restaurant chains, and it literally exploded in the fifties of the last century with the development of fast food chains | T | | | | |
| 65 | In the "large-scale solution development" archetype, large multinational companies are potentially in a better position to promote large-scale sustainability, however, in the short term, start-ups or small businesses are likely to embark on the most radical innovations. | T | | | | |
| 66 | The archetype "Creating value from waste" deviates from the traditional linear economic model "take, make, waste", and adopts the principles of Circular Economy | T | | | | |
| 67 | The archetype "Creating value from waste" uses the traditional linear economic model "take, make, waste" adapted to waste | F | | | | |
| 68 | The archetype "Creating value from waste" minimizes waste | F | | | | |



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|----|--|--------|---------|---------|---------|---------|
| 69 | The archetype "Creating value from waste" wants to create new value from what is commonly defined as waste | T | | | | |
| 70 | The archetype "Maximizing energy efficiency and materials" is based on offering its customers products or services that use less resources, generate less waste or emissions | T | | | | |
| 71 | The archetype "Maximizing energy efficiency and materials" is based on offering its customers products or services based on renewable sources | F | | | | |
| 72 | The archetype "Maximizing energy efficiency and materials" is based on offering its customers products or services that do not use energy from fossil fuels | F | | | | |
| 73 | The archetype "Maximizing energy efficiency and materials" is based on offering its customers products or services that use only nuclear energy | F | | | | |
| 74 | The Business Model Canvas is a tool that, according to the definition provided by the inventor, Alexander Osterwalder, describes how the organization creates, provides and captures value | T | | | | |
| 75 | The Business Model Canvas is a tool that, according to the definition provided by the inventor, Alexander Osterwalder, describes how the organization is the basis of every activity | F | | | | |
| 76 | The Business Model Canvas is widespread for the analysis of innovative ideas that are transformed into successful start-ups | T | | | | |
| 77 | The Business Model Canvas has a strong graphic representation of the different areas of analysis | T | | | | |
| 78 | The Business Model Canvas is based on a Creative Commons license Attribution-Share Alike 3.0 unported (Copyleft system) | T | | | | |
| 79 | The structure of the Business Model Canvas consists of a framework within which the 9 constituent elements of a company are represented in the form of blocks | T | | | | |



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|----|--|--------|---------|---------|---------|---------|
| 80 | The structure of the Business Model Canvas consists of a framework within which the 9 constituent elements of a business process are represented in the form of blocks | F | | | | |
| 81 | The first step of the Business Model Canvas consists in the preparation of a Value Proposition Canvas useful to describe in detail the process of creating value | T | | | | |
| 82 | When compiling the Business Model Canvas it is important to follow the order suggested by the same designer Osterwalder. | T | | | | |
| 83 | In compiling the Business Model Canvas it is important to fill in all the steps suggested by the same designer Osterwalder regardless of the order of compilation | F | | | | |
| 84 | When compiling the Business Model Canvas, the Customer segment (CS) is the first point to be completed | T | | | | |
| 85 | When compiling the Business Model Canvas, the Value Proposition (VP) is the first point to complete | F | | | | |
| 86 | In compiling the Business Model Canvas the Channels (CH) is the third point to be completed | T | | | | |
| 87 | When compiling the Business Model Canvas, Customer Relationship (CR) is the second point to fill in) | F | | | | |
| 88 | When compiling the Business Model Canvas, the Cost Structure (CS) is the last point to be completed | T | | | | |
| 89 | When completing the Business Model Canvas, the Key Partner (KP) is the last point to complete | F | | | | |
| 90 | The Business Model Canvas focuses on the four fundamental areas of business models: product, customer relationship, infrastructure management, financial aspects | T | | | | |
| 91 | Sustainable Business Models are based on the classification proposed by Bocken et al. (2014), which has cataloged 8 archetypes | T | | | | |



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|-----|--|--------|---------|---------|---------|---------|
| 92 | Simple design can not be a source of business in the absence of an adequate analysis of the Business Model applied to the design process used. | T | | | | |
| 93 | From the point of view of the company structure, the Business Models described in this unit involve the more or less radical rethinking of one's strategy. | T | | | | |
| 94 | The subdivision into 8 archetypes is the only one possible as Business Models | F | | | | |
| 95 | The subdivision into 8 archetypes is not the only one possible as Business Models. There are also other classifications linked to specific sectors, for example the 5 Business Models of the ICT sector | T | | | | |
| 96 | The Business Model, as described here in the 8 archetypes, can only be used individually | F | | | | |
| 97 | To help in defining your Business Model you can use a widespread procedure and Opensource called the Business Canvas Model. | T | | | | |
| 98 | The combination of the Sustainable Business Model and ECODESIGN leads to a strong exploitation of the concepts of Circular Economy and to a concrete implementation of eco-sustainable business developments | T | | | | |
| 99 | The Business Model Canvas focuses on the two fundamental areas of business models: product and customer relationship | F | | | | |
| 100 | Sustainable Business Models and design are not related in any of the archetypes described | F | | | | |

