

# **BUSINESS MODELS FOR SUSTAINABLE DEVELOPMENT**

**Department of Forest Mensuration and Forest Management**

**Educational and Research Institute of Forestry and  
Landscape-Park Management**

<b><i>Lecturer:</i></b>	Volodymyr Blyshchyk
<b><i>Semester:</i></b>	2
<b><i>Degree level:</i></b>	Master's
<b><i>ECTS Credits:</i></b>	3
<b><i>Form of assessment:</i></b>	Exam
<b><i>Contact hours:</i></b>	30 (15 hours of lectures, 15 hours of practical classes)
<b><i>Self-study:</i></b>	60 hours

## **General Course Description**

This course explores how sustainability principles can be embedded into business models within the forest-based sector. Students will learn to design, evaluate, and innovate business models that balance economic growth with environmental stewardship and social responsibility.

Learning outcomes include: explain the key concepts of sustainability and their relevance to the forest sector; analyze different types of sustainable business models; apply business model innovation tools (e.g., the Business Model Canvas) to forest-based enterprises; evaluate environmental, social, and economic impacts of forest-sector business models; develop a concept for a sustainable business model or strategy for a forest-related organization.

## **Lecture Topics**

1. Forest sector overview and value chains.
2. Business models and sustainability concepts.
3. Tools for business model innovation.
4. Circular and bioeconomy models in forestry.
5. Green finance and impact measurement.

6. Case studies: successful sustainable forest enterprises.
7. Designing a sustainable business model for the forest sector.

### **Practical Class Topics**

1. The forest sector in transition: why sustainability matters.
2. Case study: sustainable timber and bio-based products.
3. Designing the own sustainable business model.