

'It is in exploring the complementarities of business model innovation and sustainability transitions where this book makes a major contribution. This book is an important stepping-stone in a much larger journey toward more sustainable modes of production and consumption.'

- **Jochen Markard**, Senior Researcher and Lecturer, Dept. of Management, Technology, and Economics of ETH Zurich

'This book presents multiple interdisciplinary perspectives on the focus areas of business models and sustainability transitions, including various case studies and lenses to investigate the topic. In this way, it provides a unique pathway forward for theory and practice on sustainability transitions and the potential positive role of business.'

- **Nancy Bocken**, Professor in Sustainable Business, Maastricht Sustainability Institute, Maastricht University



Edited by  
Annabeth Aagaard  
Florian Lüdeke-Freund  
Peter Wells

# Business Models for Sustainability Transitions

## How Organisations Contribute to Societal Transformation

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Can innovations in business change society? Can innovations in society change business? These two questions have become critically urgent in recent years, but are rarely considered together. *'Business Models for Sustainability Transitions'* therefore asks, can contemplating both concepts together result in a flourishing, sustainable future? Technology alone cannot save us. We cannot consciously consume our way out of trouble. This book represents a start at bridging the dynamic world of business model innovation with the constant and unprecedented transitions underway in the world around us. For researchers, practitioners, and policy makers, the coupling of the two questions has the potential to unlock answers to our grand global challenges with responses that are at the same time rapid and enduring. This work offers unique and considered glimpses into what it may take to harness wide-ranging innovations for the collective good.

**12 chapters written by 30+ authors | 3 major themes**

(I) **Crossing the Chasm:** Integrating Business Model and Sustainability Transition Perspectives

(II) **Beyond Business-as-Usual:** Alternative Value Creation Logics Driving Sustainability Transitions

(III) **Being the Change:** Transformative and Transformed Business Models in Selected Industries