

# RBTP Member Business Case Canvas

This canvas is used to help an RBA member to structure an internal business case to implement the tools and business process changes required to support their adoption of the UNTP protocol and the RBTP extensions specific to their industry. Through discussions with pilot members and their value chain partners, we aim to develop a consistent and reusable canvas to support all RBA members.

1

## **Review UNTP theories of value - 60 min discussion**

The United Nations Transparency Protocol working group has developed a set of value hypotheses that may provide a starting point for your discussions on value creation opportunities. This activity will allow 30 minutes for your team to quietly read the theories, 15 minutes to discuss and 15 minutes to agree on the theories to apply to your use case (immediacy vs. value).

2

## **Find opportunities in the product lifecycle - 60 min activity**

Mapping your product lifecycle (or an example of one) will help to uncover opportunities to apply RBTP. Each part of the lifecycle may have different regulatory or business reporting requirements or opportunities to use a Digital Product Passport. Look beyond the RBPT project of other credentials or DPPs that might one day be presented using the UNTP framework.

3

## **Build business case - 60-90 min activity**

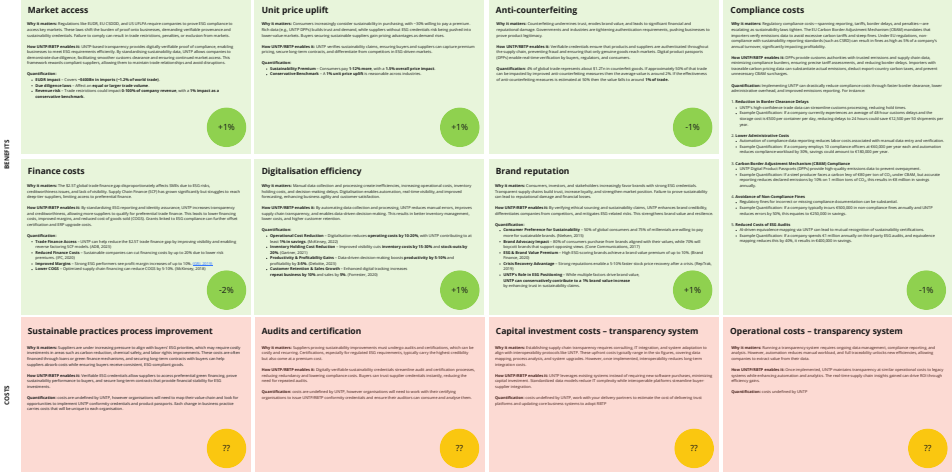
This structure activity may vary from your own corporate framework to develop a business case, so feel free to modify it to suit your needs.

1. 10 mins- agree on the topics and the flow, rename or rearrange as required
2. 40 mins - for each element, review the pre-proposed discussion points, discard, refine and extend
3. 10 mins - have your facilitator play back the story of your business case
4. Download the board as a PDF to inform the development of your RBTP corporate business case
5. Download our generic business case word template as a starting point [TBD]

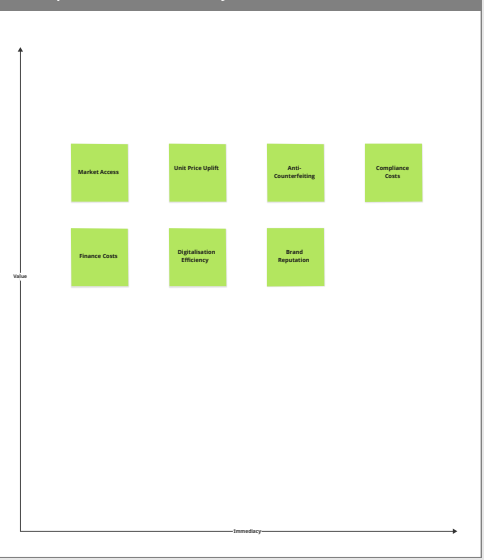
# Activity 1: review UNTP theories of value

## UNTP Theories of value

The UNTP program has developed a set of value hypotheses, some of which may be applied to your project. Discuss which ones are relevant and if the estimates are reasonable in your case.



## Exercise: prioritise the theories for your business



[illegible]

