

# SBMD

## SUSTAINABLE BUSINESS MODEL DESIGN

**Patterns & Implementation Barriers:**  
Experiences & practices, barriers & challenges with  
making sustainability a core value of your business

*Roundtable Discussion*  
*with Henning Breuer & Carmen Abril*



With patterns from the new book  
by Lüdeke-Freund, Breuer & Massa

Learn more at: <https://www.sustainablebusiness.design>