

Overview	
Country	Italy
Type of organization	Start UP
Number of employees	5+
Type of practice	Prominent
Level of investment	Low
Activity type	Product design from waste material
Key words	Remodeling business strategies

www.moebeus.it

Summary

Moebeus is a Benefit Corporation startup that assists companies in developing sustainability, circular economy, and digitalization strategies through its Be-Circular® platform. They have a unique digital platform consisting of blockchain, AI-driven analytics, and systems thinking, which helps companies analyze, improve, and certify their ESG activities.

Their end-to-end solution includes:

- ESG and SDG performance analysis
- Circular business model design
- Blockchain-based data notarization and traceability
- Ethical branding narrative platforms
- The platform empowers companies to:
- Track and improve sustainability initiatives
- Improve transparency and traceability of their value chain
- Improve brand image and customer confidence

Background and origin

Moebeus was founded in 2021 by a team of multidisciplinary experts to address the growing demand for verified, transparent sustainable business practices. The founders bring with them expertise in sustainability research, IT, marketing, and social policy, shaping a holistic, tech-facilitated response to circularity and ethics.

Relevance to the craft sector

Moebeus's services can be used in the craft sector by helping artisans and small producers regenerate their business culture through the strategic integration of sustainability and technology. They support these actors in embedding environmental and social values within their core strategy—not as add-ons, but as drivers of innovation, differentiation, and long-term resilience.

In addition to tools like blockchain and QR/NFC tags that allow for the traceability of materials and transparent communication of ethical practices, they offer pathways that combine data valorization, digital storytelling, and interactive technologies to enhance how sustainability is perceived, practiced, and shared.

This approach enables small producers to redesign their value chains through circular business models, reduce waste in production processes, and build stronger relationships with conscious consumers—all while transforming their organizational mindset toward a more regenerative and future-proof business strategy.

Target groups

- SMEs, startups, and corporations seeking sustainability improvement
- Companies in fashion, manufacturing, and tourism
- Public institutions and NGOs involved in ethical development

Material focus - type of waste material involved

- Corporate sustainability data (ESG, SDG)
- Circularity of production processes
- Blockchain reporting and trackability (not just physical products but also for example textiles, plastics)



Source: Foto di Chaman Kumar: <https://www.pexels.com/it-it/foto/basso-angolo-di-tiro-di-un-multi-colorato-tessile-attaccato-insieme-su-un-palo-3038539/>

Stakeholders involved

- SMEs
- Large Companies
- Research institutions

Professionals involved and their roles

- Data Analysts (evaluate corporate ESG performance)
- Blockchain Developers (implement traceability systems)
- Marketing Experts (create digital sustainability storytelling)
- Trainers (offer workshops on digitalization and circular economy)



Source: Canva

Connection of the practice with the project-identified needs

Knowledge of Waste Materials

While not targeting physical waste, per se, Moebeus's methodology does enable inefficiency and points of waste reduction to be discovered by analyzing business models. The company supports strategic analysis aimed at adopting circular business models that embrace an alternative paradigm to the traditional linear economy — one that is inherently predisposed to generating waste. By shifting focus from linear value chains to regenerative and circular systems, Moebeus helps organizations rethink their business logic in a way that prioritizes long-term sustainability, resource efficiency, and systemic resilience.

Green Entrepreneurial Skills

Moebeus empowers green entrepreneurs by equipping them with the strategic tools and data-driven insights necessary to design and scale sustainable business models in the circular economy. Through owner analytics tool and blockchain-backed certification systems, besides AI support the company enable a deep understanding of market potential and compliance pathways.

Rather than directly designing recycling systems or products, they guide organizations through a process of cultural and strategic regeneration, supporting them in redefining their business models around sustainability principles. This includes accompaniment towards B Corp certification, embedding purpose-driven practices that align with circular economy values and long-term impact.

Moreover, they offer structured ESG and compliance assessments that help businesses navigate legal frameworks and product certifications.

Creativity and Innovative Solutions

Moebeus is not a product company, but a strategic service provider focused on sustainability and regenerative innovation. In response to the need for creativity and innovative solutions, they support organizations in unlocking the hidden potential of their existing sustainability data and initiatives.

Their services include the enhancement of corporate sustainability storytelling, helping businesses communicate their environmental and social impact in more engaging and meaningful ways—leveraging interactive and technology-driven tools that foster awareness, participation, and brand alignment with circular economy values.

Rather than producing items like rPET clothing or 3D-printed products, they help amplify the value and visibility of such initiatives when already present within an organization, or support their strategic framing when exploring partnerships or innovation paths.

Methodological approach to implement the practice

Process description - step by step instructions for implementing the practice

1. Company diagnostic using System Thinking
2. Use of Be-Circular® platform for ESG/circularity assessment
3. Data aggregation and analysis using AI
4. Blockchain registration for data authenticity
5. Reporting and digital storytelling through branded platforms

Time: 4–8 weeks typical implementation

Related Resources that have been developed

1. Be-Circular® software
2. Moebeus Strategy Report® and Circular Report®
3. Blockchain data registry platform
4. QR/NFC-based storytelling tools

End product

An established, circular business model with supporting documentation, digital sustainability report, and interactive customer communication touchpoints.



Source: Foto di Stas Knop:
<https://www.pexels.com/it-it/foto/mani-impigliate-nel-caos-del-nastro-analogico-30356517/>

Sources of funding for this intervention

Independent with private investment and university partnership (Percentages not disclose).

Innovation, novel methods or technologies used

- Blockchain integration with ESG analytics
- Proprietary Be-Circular® tool
- Digital storytelling with traceable QR/NFC tools
- Cradle-to-Cradle business model approach



Obstacles and challenges faced NA

Steps further and plans for the future

Source: Canva

To expand into more industries, more global partnerships, and ongoing development of AI-based recommendations and predictive sustainability modelling, participation at the EU projects.

Key impacts - environmental, economic & social

- Environmental: Reduced waste through circular business models
- Economic: Increased business competitiveness
- Social: Improved stakeholder trust and consumer engagement

Qualities	
Effectiveness: How well does the practice achieve its goals?	Moebeus is an initiative in mapping business models to ESG goals by taking sustainability from an intangible goal to a measurable, actionable strategy. Its end-to-end solution allows organizations to understand where they are and how to get there, making ESG not just a compliance exercise, but a value-enhancer.
Efficiency: Does the practice minimize resources while maximizing outputs?	By automating data collection and analysis with AI and internal tools, Moebeus reduces the effort and time required for sustainability reporting, allowing clients to focus resources on improvement rather than reporting.
Sustainability: Does the pratcice contribute to environmental protection, social equality and long-term viability?	The practice is founded on long-term thinking, promoting not only environmental protection but also ethical leadership and social responsibility. Its systemic approach ensures sustainability is embedded, not bolted on.
Transferability: Are the methods transferable in different contexts?	Moebeus's method is highly documented and enabled by technology, so it is easy to port across sectors and locations. With little re-purposing, the model is ready to expand wherever there's demand for open, evidence-based sustainability.

Required Competences for the best practice implementation

Activities-to-competences mapping

Associated competences	
Knowledge	• ESG and SDG principles • Blockchain and circular economy concepts
Skills	• Digital literacy • Data analytics • Blockchain technology application
Attitudes	• Systemic thinking • Innovation orientation Commitment to transparency

Training needs required for successful implementation

- Sustainability reporting and metrics (GRI, SDG)
Blockchain basics

Lessons learned

The interview with one of the co-founder describe main goal, challenges and lessons learned and more detailed description of the best practice

References / links

- <https://www.moebeus.it/>



Source: Canva