

STAKEHOLDER VALUE MAPPING

- a Define the current situation & the new circular value chain
 - b Name the stakeholders or stakeholder groups
 - c Identify value captured in the current situation
 - d Identify pain points/ latent needs in the current situation: Value missed/ destroyed/ surplus/ absence
 - e Identify value opportunities in the new circular value chain: Explore if pain points/ latent needs can be remedied/ served with the circular strategy
 - f Identify who risks 'losing out': How will this stakeholder respond? Does the reaction need to be managed? Can they be offered something else?
- See Stakeholder Exploration for next steps

