

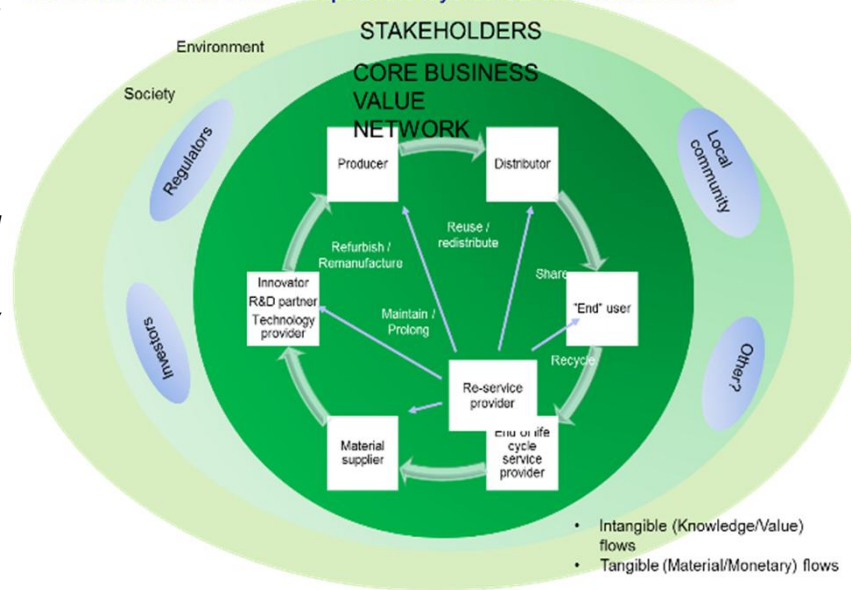
Value Hunting concept

How to achieve a win-win-win circular business model?

Companies have traditionally focused only on their closest supply chain, missing out on possibilities offered by being part of a larger system. However, this needs to change in a CE. Value Hunting tool is designed to help companies on this path.

The Value Hunting tool helps companies in circular business model innovation, aiming to identify a win-win-win model in the ecosystem. The tool considers a much wider group of stakeholders than just customers. For example society and environment can be important stakeholders. The core of Value Hunting is identifying the value for each actor in the ecosystem, including a) value creation possibilities b) value destroyed. The results are synthesized into one figure, presenting the main actors and main value dimensions between the actors. This helps to understand the role of each actor as well as the dynamics of interaction within a circular ecosystem. The concept is based on the 'sustainable value creation' approach, and is conducted in ½-1 day workshop.

The actors and their relationships in the layered CE co-creation network



This tool helps companies to develop a win-win-win model and to

- identify: (1) the actors of the ecosystem, both the core actors and other stakeholders, (2) the different dimensions of value to the identified stakeholders, (3) conflicting values (i.e. where one stakeholder benefit creates a negative impact for another stakeholder) (4) what value each actor creates to the end customer. (5) What enhances or hinders the implementation of the company's business model idea.
- capture the possibilities of being part of larger CE ecosystems
- attract new partners to collaboration