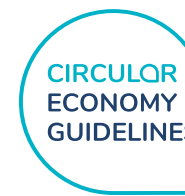




2. UNDERSTAND

2.1 Current Business Model



2.1.3 Value Network Mapping



DESCRIPTION

Companies cannot work in isolation to enable circular economy models. This requires suppliers, partners, customers, and other organisations along the value chain to collaborate directly or indirectly. These relationships all involve an exchange of value (financial or non-financial).

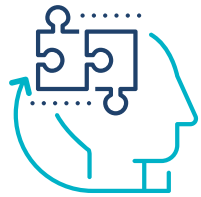
Please see **Stage 3: Circular Economy Business Model (CEBM) Patterns** for reference to the terminology of different types of material flow.

STEPS

1. Discuss and map out the flow of key materials which relate to the value proposition and business model being examined in the case study.
2. Discuss and map out the relationships among key players which influence the material flow and the nature of the relationship in terms of value being exchanged. The 'value mapping' will be done from the perspective of economic/ financial value as well as social and environmental value.

OUTPUT

Clarity on how material and value is currently flowing as well as a better understanding of the key relationships necessary to enable more circular flows.



2. UNDERSTAND

2.1 Current Business Model



2.1.3 Material Flow Perspective

PRINT A3

