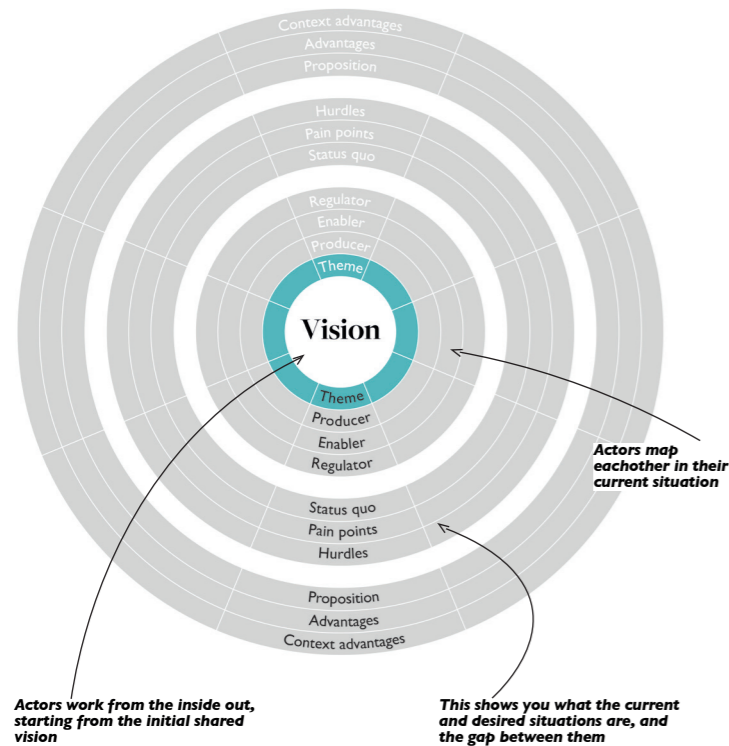


Value network Toolkit

Tool A: Value Network Map



What does it do?

- Gives a way to come up with and focus on new themes
- Makes clear what the current and desired situation are and the gap that exists in between
- Explores where certain actors are now located and where they could move

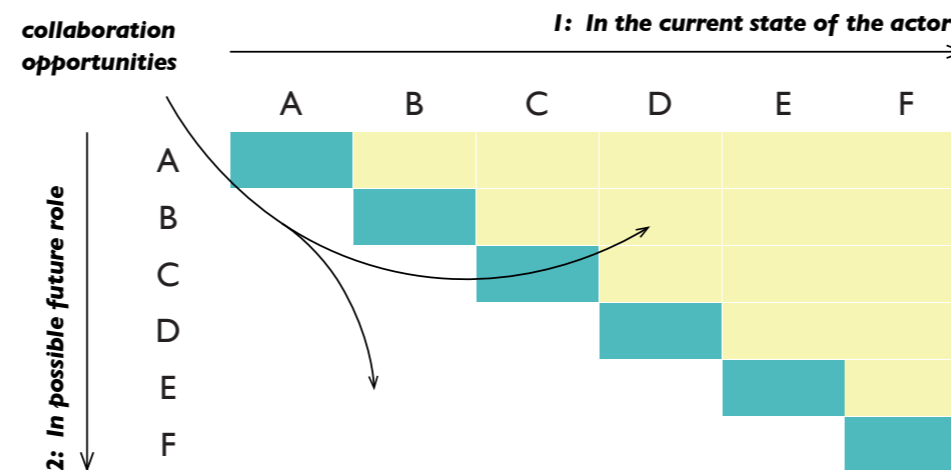
When do you use it?

- If you want actors to think about their new roles within the transition
- If you want to specify different themes the ecosystem would focus on and if you want to see what roles actors currently have on these themes

How does it help the strategic designer?

- To see possible gaps in the ecosystem
- To spot an overload of actors on a certain role or theme
- To see what the problems are with the current situation and the barriers which withold a transition to another situation.

Tool B: Collaboration Map



What is it?

- A matrix in which all actors identify possible opportunities to collaborate
- A way to distinguish between the current role of an organization within the ecosystem and the potential future role the organization might play in it
- A way to continue on the insights from the Value Network Map

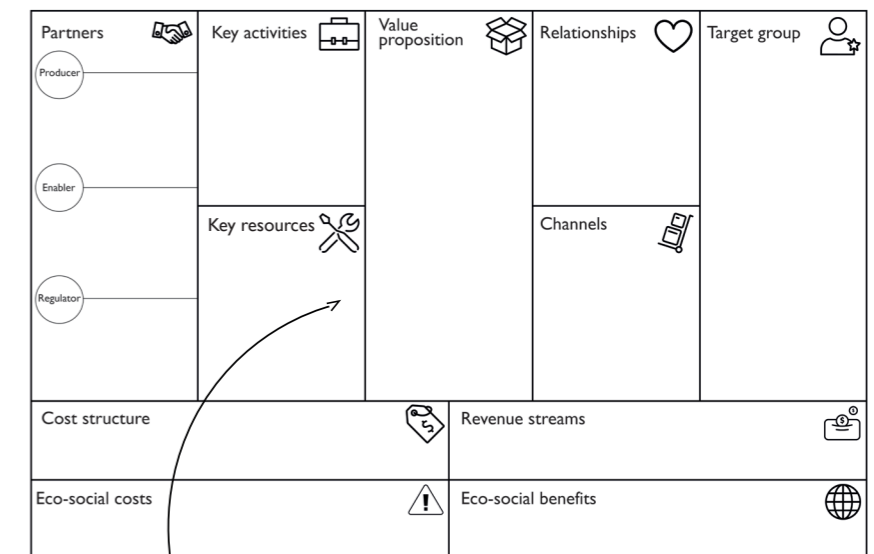
When do you use it?

- If you want to generate energy among the partners
- If you want to make it clear that partners are valuable
- If you want to get a first direction in ideas

How does it help the strategic designer?

- To create clusters of interesting actors or ideas
- Create energy for common ground
- An initial direction to go into

Tool C: Ecosystem Model Canvas



fill in as generative tool for ecosystem idea

What is it?

- A recognizable canvas to visualize the value that lies in your network
- A way to further develop potential collaboration ideas generated with the help of the Collaboration Map and make them more concrete
- A generative way to create shared understanding and make a first 'rough draft' on what gaps and opportunities for development to continue with

When do you use it?

- If you have a vague collaboration 'idea' and want to make it more concrete
- If you want an outcome that participants can work with independently

How does it help the strategic designer?

- Helps to co-create a concrete proposition among partners
- Helps to make clear who is going to work on what

Roxanne van Rijn
Strategic Product Design
April 2021

... and ecosystems are a way to accelerate these transitions.



Therefore, in order to accelerate the transition, it is vital for companies to work together. One of the ways in which companies can collaborate is in ecosystems, in which this project focuses on transition ecosystems

Ecosystems in transition

Designing collaborative ecosystems to accelerate transitions

Transitions are happening...



Large societal transitions are happening, such as the transition to sustainable energy or the transition towards a circular economy. In this increasingly complex, dynamic and networked world, companies cannot solve these large-scale societal issues alone.

In transition ecosystems...

A transition ecosystem is forming multilateral partnerships that need to interact with the shared goal to help accelerate transitions.

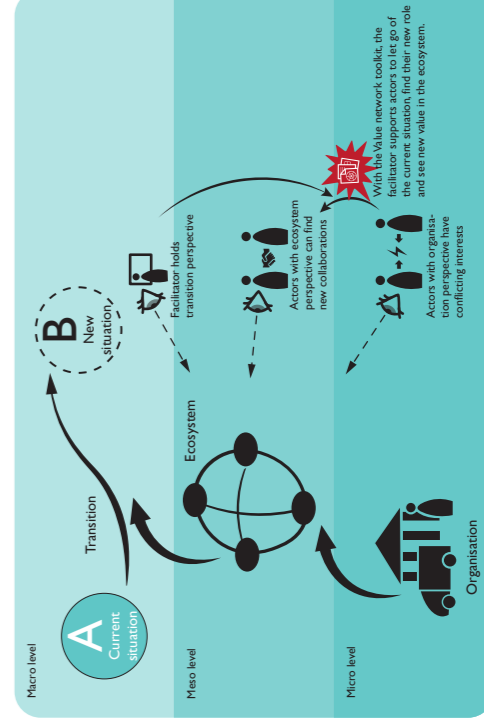
Specifically, this project focuses on transition ecosystems, a specific type of ecosystem focusing on accelerating transitions. These ecosystems are first explored by parties and then formed before they work towards the transition. The forming phase of ecosystems is a critical phase, since during this phase a lot of tensions and complications arise, which need to be taken into account in order to have a successful ecosystem formation. These tensions occur, because within forming an ecosystem there is a gap between the organisational perspective and the ecosystem perspective

Organisations want to participate in the transition in order to stay relevant, but might feel threatened or vulnerable by having other parties present. If actors can move towards an ecosystem perspective, they are able to find new collaborations. In order to be able to see their possible new roles and co-create possible futures in the ecosystem, they need to release their concern about current threats and competitiveness. In order to get these parties out of their current role, a dialogue is needed between actors striving to form an ecosystem.

The Value Network toolkit designed in this project aims to bridge the gap between the organisational and ecosystem perspective. It aims to do so by allowing organisations to think free of the constructs of the current situation, see their organisation in a new role and see the value of the ecosystem. The toolkit is aimed at strategic designers facilitating the forming phase of an ecosystem. In the value network toolkit, three tools were developed to facilitate discussions to relieve tensions.

... tensions arise between the organizational and the ecosystem perspective ...

... which the designed Value Network Toolkit aims to resolve.



The Value Network Toolkit aims to:

- Give hands-on tools for facilitators to use during sessions
- Get partners out of their comfort zone and bring up points of discussion
- Function as a bridge between initial individual interests and working together on a common goal
- Create a concrete physical (or digital) outcome of the session