

IDENTIFY VALUE LOOPS, UNDERUTILIZED RESOURCES, AND AREAS FOR BENEFICIAL PARTNERSHIPS

*Spot the connections
that will help you progress*



Discover workshop

Practical introduction into
Ecosystem Mapping

- Visually map relationships and value being exchanged
- Identify strong bonds and gaps going circular
- Explore opportunities to stretch or strengthen your role

Duration: 2-hour interactive session
Investment: Complimentary introduction
for selected relations
(Value: €950)

For whom: Strategy, Innovation, and
Sustainability Leaders
(Max. 5 participants)

Find value chain partners enabling change

Creating new value from going circular is a team sport; you need partners to close the loop. While shifting regulations and market dynamics force change, there are **proven ways to unlock new value** from circular propositions.

Our complimentary **2-hour Discover Workshop** turns compliance into your next commercial engine, making it the perfect way to get acquainted and tap into our 15 years of experience.



Whether you are designing for longer, less use or reuse of materials, components or products, or even aim to regenerate resource loops, changes are you can't do it alone. Best to prepare for these changes by identifying who plays a role in this ecosystem, who you know and how you want to relate to them.



Align with the right partners to realize your **Pathway for Impact**

1 Understand what and who you need to succeed

Visually mapping your place in the value chain, and the way you and others exchange value, will help you to spot value missed or even destroyed, underutilized resources or overlooked capabilities and it helps also to identify peers or partners you need to go circular.

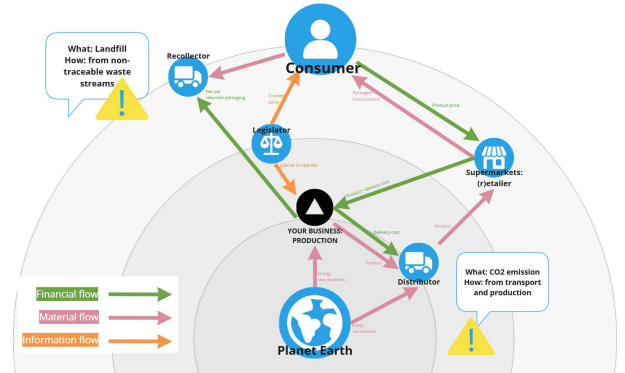
2 Exploring different roles

During the workshop, you will explore different positions for your company. A classic producer may become the reproducer. Or the owner of a raw material bank. A logistics partner may facilitate reverse flows and therefore needs data from the recycler. Guided by our Circular Business Guides you will explore new value opportunities for your business.

3 Ready to validate

Listing assumptions is a great way to progress, while foreseeing risks. By prioritizing the most risky assumptions for each new role, you prepare for the next step: early-stage validation. To test these assumptions, exploring willingness and establish trust. You will leave with some business-ready steps to progress going circular.

This is the blueprint we will build with you: a live map of your future value exchange, new revenue streams, and missing chain partners.



After this session, you will have

- ✓ **Full Ecosystem Visibility**
Uncover hidden revenue, data, and material flows across your entire value chain
- ✓ **Actionable Go-To-Market Steps**
Instantly identify and prepare to validate high-potential partnerships with complementary strengths
- ✓ **Strong Network Resilience**
Know where to invest: in coalitions with matching ambitions and timelines to quickly adapt

Identify New Revenue Streams

At Innoboost, we help to future-proof your business by going circular in small steps for big impact. To make the business case work. Our modular approach supports you at every step of your innovation journey for impact. Starting with Ecosystem Mapping. Our **Discover workshops** are led by experienced Circular Business Guides, who have successfully implemented sustainability for leading brands and businesses over the last 15 years and shared their exclusive expertise on making the business case for going circular work, and worthwhile.

Contact Marjolein Oyen today to schedule your session



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www.innoboost.com

