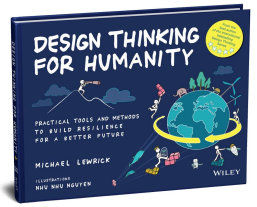
Project:
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Multi-Stakeholder Value Network Mapping

Quick guide: A Multi-stakeholder Value Network Map goes beyond a traditional value chain to show how value, including social and ecological value, moves through an entire ecosystem.

More tips & tricks on book page: 250



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1 Identify Stakeholders & Core Transactions

Starting with the System Boundaries & Stakeholder Map, place the key actors on a canvas. Focus first on tangible exchanges of goods, services, and money.

Stakeholder Name	Core Tangible Exchange (goods, services, money etc.)

2 Map the Intangible Value Flows

For each relationship, analyze and map the less obvious, intangible exchanges of value. Use different colors or line styles for each type on your network map.

Social Value	Ecological Value	Knowledge Value
Is there an exchange of trust, reputation, community connection, or belonging?	*Is there an exchange of ecological benefits, like clean air/water, biodiversity, carbon sequestration?*	*Is there an exchange of data, insights, skills, or learning?*

3 Analyze the Network for Opportunities

Draw the network below with nodes and labeled connections, then analyze the health of the ecosystem.

Reflect and Conclude

Where is value created?
Where is it extracted / destroyed?
Who gives more than they receive?
What new connection could you design?

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