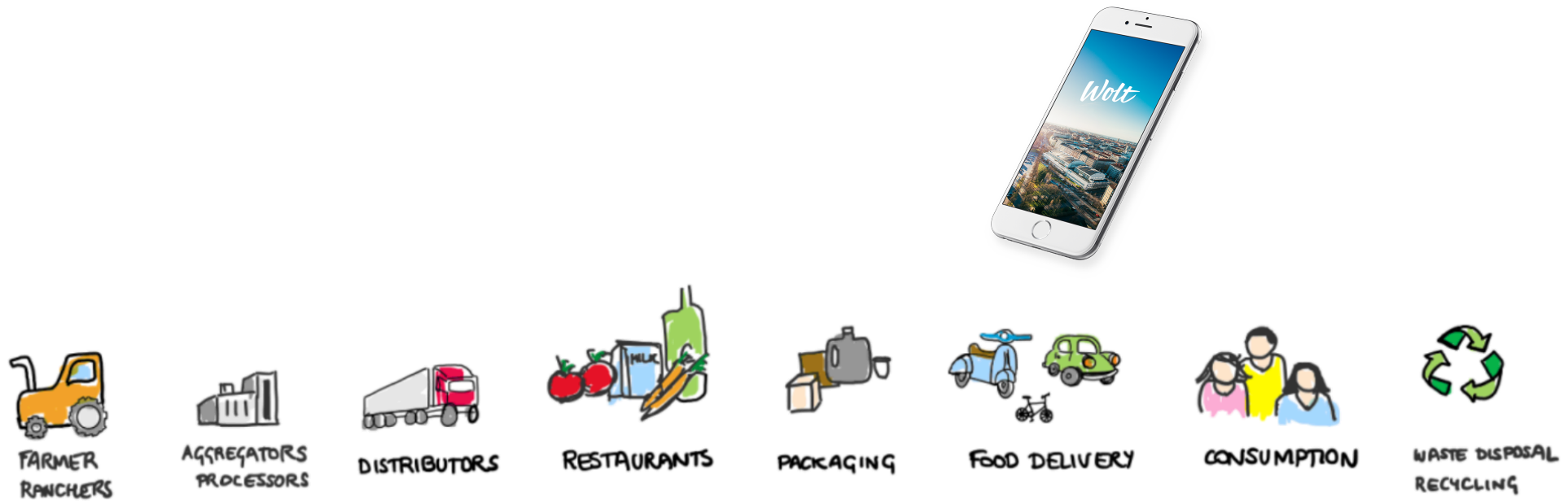


Value Chain Mapping (example - Wolt)



Value Chain Mapping (your concept)

Before

What does it take to deliver your product / service?

During

What happens when people use your product / service?

After

What happens after people use your product / service?

Guideline:

- Think about the things that need to be in place to enable your product or service to exist
- Take into account different stakeholders or partners along the value chain
- Think about energy needs and physical assets like transport, buildings, shipping, packaging, recycling etc.
- Map all these elements to the value chain in the places where they occur
- Create your full value chain picture that enables your product / service to exist and operate
- Think about sustainability and where you believe the most negative impact occurs within your value chain

Impact & Influence

1. Map horizontally the negative impact of your value chain
2. Map vertically where you have the most ability to influence
3. Create a change plan for the most sustainable overall value chain.

