

Build me the value chain tool

METHOD DESCRIPTION

The purpose of the tool

- To help the businesses in the development of the new supply/value chains that the green transition demands.
- To strengthen cooperation and to identify new business opportunities for businesses in collaboration.
- Improve and create opportunities for R&D collaboration and RDI project building.



Workshop time:
4 hours



Who is involved?
Identified key value chain actors



Participants:
Max. 10-15

Preceding work

Preparatory assignment



Arrange a pre-discussion with the selected brand owner to discuss their needs and motivations of the brand owner in their "transition journey" towards more sustainable future.



After questions have been defined, invite "handpicked" solutions providers and relevant researchers to the workshop and inform about the brand owners challenges (topics). Instruct them about solution presentation opportunity on the workshop. Arrange registration for the bilateral meeting.



Recommended workshop setup

Face-to-face workshop recommended; online workshop possible. Allow bilateral meetings with brand owner and possible partners in the end of the meeting (15 min/meeting)



Assets needed

Canvases with pre-defined questions, solution pitch templates to support the solution presentations.

Challenge

BUILD PHASE

How to prepare the exercise



Send a calendar invitation to a 4-hour workshop



Send an e-mail to all workshop participants one week before the scheduled event and remind them about the challenges and availability of solution canvases. Offer opportunity to meet bilaterally during the workshop to discuss privately the solutions (15 min meetings between brand owner/solutions provider/research).



Print-out or prepare an online/offline canvases for the workshop, arrange agenda and include time for bilateral bookings at the end of the workshop.

How to run the workshop



The brand owner will present first the pre-defined open questions that they need to solve in their own transition journey. These questions have been pre-prepared with the facilitator prior to the workshop (see the preparatory assignment)



The invited guests (solution providers) will then present their own solutions to the question at hand.



The invited guests (research organizations) will present their latest research findings on the theme at hand.



Short roundtable discussion on the topic. Facilitator will lead the discussion and support brand owner.



The pre-booked bilateral meeting will take place at the end of the workshop. Allow 15 min per bilateral meetings.