



A2/A1 for group projects
A4 for individual works



In a circular and regenerative economy, it is necessary to properly take into account the ecosystem of actors around your organisation.

This is why we have created the Circulab partners tool: to help you identify and map your stakeholders and create virtuous synergies at every stage of your business model. Before you start, ensure that you have clearly defined the problem or issue for which you hope to find solutions, or the project you wish to put in place. Note that your partners will not be the same for an eco-design project as for a project for recycling resources, for example.



Gather your colleagues around a table. Prepare pens, post-its (38 x 51 mm) and rough paper for every player, then follow the different stages to complete the Circulab partners board.

1. Each one of you needs to go back to the problem being examined. List the corresponding stakeholders: any natural or legal person or entity actively or passively concerned by this subject.
2. Once you have listed the various actors, share your notes with your team and write them on a post-it to avoid repetition: one post-it per actor identified.

Then, place them on the board while taking into consideration:
 - the origin on the graph is the entity of the organisation being considered (headquarters, production or distribution sites, for example) according to the issue chosen
3.
 - its physical distance in relation to the organisation, on the y-axis
 - which stage of the lifecycle this actor occurs in - at the earliest, on the x-axis.



Once completed, there are many ways you can go further with the Circulab partners tool, including:

- > With small coloured stickers or two different coloured felt tip pens, rate from 0 to 3 the level of interest, then the level of influence ('power' on the board) of each actor, by asking yourself the following questions:
 - Is this project important for this actor (their interest in it)?
 - What is the actor's level of influence ('power' on the board) for the implementation of the project?
- > Select the 5 actors who seem to you the most important and put them in your Circulab board in the « Partners » box, then look at those impacts generated in your business model.
- > Go back to the 5 key actors and, with your team, imagine ways of involving each actor in the project in an active way in order to optimise the resources upstream and downstream, and/or to create shared value.



