Welcome to the Workshop
Name of Workshop

Tool: Value Chain Map
How will we deliver the value proposition of the partnership?

Step-by-Step:

1. Identify the Value Chain Actors
   - 1.1. Together, list on post-it notes your target customer group(s), and your partnership value proposition(s). A partnership may have more than one customer group, and each may receive a different value proposition.
   - 1.2. Together, list on different post-it notes each of the key stakeholders who will be involved in the partnership value chain including your own organizations. These should include any individuals or institutions that will have a role to play in the creation or delivery of your partnership value proposition.

2. Map the Value Chain Flows
   - 2.1. Connect the partnership value proposition with the customers by mapping the flows of Product/Service, Money, and Information. Use color-coded arrows to represent each type of flow:
     - * Products/Services: Physical products or services rendered, installation, maintenance, after-sales services...
     - * Money: Income, funding, subsidies...
     - * Information: Training, data, feedback...
   - 2.2. For each connection, add the unit of measurement and any known specifics about the elements delivered (how much, how often...).

3. Refine the Value Chain Map
   - 3.1. Use the 4 As Framework below to evaluate and complete your value chain map with any missing links between the stakeholders:
     - * Awareness: How will your customers know they need your product? How will they know about it?
     - * Accessibility: How and will they access it? How will they know how to use it?
     - * Affordability: How will they pay for it? How will they afford it?
     - * After Sale: How will they assess it? How will they maintain it?
   - Feel free to add more discussion questions to each category depending on your own partnership context.
   - 3.2. Once your value chain map is complete, discuss the following questions:
     - Have we considered all the stakeholders? Who else might join the value chain down the line? How would this change the map?
     - Are there enough incentives for each actor in the value chain to sustainably fulfill their function? If not, how can we improve the incentives?
     - Does the value chain create the value proposition expected by the customer?
     - Does the value chain generate the impact expected by or promised to the beneficiaries?