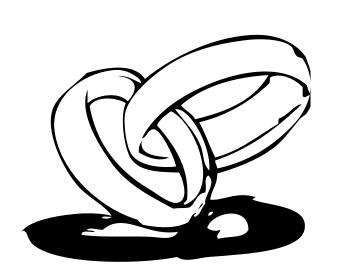
Iteration:



[people who do things that we don't do ourselves]

Who are our Key Partners? Who are our Key Suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

**MOTIVATIONS FOR PARTNERSHIPS:** Addressing other needs in the enterprise Acquisition of particular resources and activities [in this context, Co-creators are often also Partners, and vice versa]



## Key Activities

Direct engagement with co-creators

Legal action (including engagement in reframing of law)

**CATEGORIES** 

Events/actions/campaigns

What Key Activities do our Value Propositions require? Our Channels? Co-creator Relationships? Value-streams?



### Value Proposition

What value do we deliver to Co-creators? Which one of our Co-creators' problems are we helping to solve? What services (or, in some cases, products) are we offering to each Co-creator segment? Which Co-creator needs are we satisfying?

Respectful/non-violent challenge Practical assistance towards 'protecting and sustaining a green and peaceful world'



What type of relationship do each of our Co-creators expect us to establish and maintain with them? Which relationships have we established?

How are they integrated with the rest of our engagement model? How costly are they? (in terms of which values?)



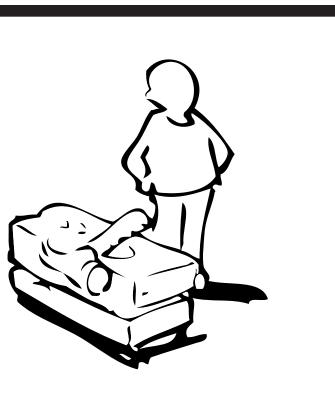
### Co-creators

For whom are we creating value? Who are our most important Co-creators? 'CHALLENGE' ('TOUGH LOVE') EXAMPLES Businesses/corporations Governments General public

'ALLIES' EXAMPLES Other activists/NGOs Supporters/fundraisers (also purchasers of Green products)



What Key Resources do our Value Propositions require? Our Channels? Co-creator Relationships? Value-streams?



Through which Channels can our Co-creators be reached, or *want* to be reached?

How are we reaching them now? How are our Channels integrated?

Which Channels work best? How are we integrating each Channel with the processes and practices of our Co-creators?

How do we raise awareness about our organisation, its aims and its services?

How do we help Co-creators evaluate our impact?

How do we allow Co-creators to donate or purchase specific products and services?

How do we provide ongoing support?

### Channels





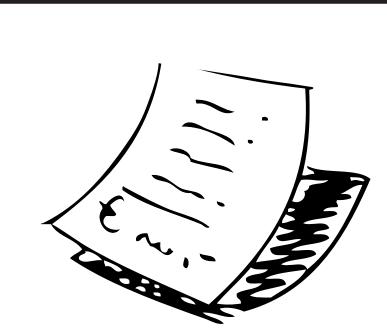
### How do we deliver a Value Proposition to Co-creators?

# Value-streams: outlay and costs

What are the most important costs inherent in our engagement model? — in terms of what values? Which Key Resources are most expensive? — in terms of what values? Which Key Activities are most expensive? — in terms of what values?

Fixed costs (salaries, rents, utilities)

Activities that place values at risk (e.g. confrontations that may turn violent, wastefulness, relations that may become needlessly confrontational)



### Value-streams: returns

In what ways will our Co-creators return value? — in what forms of value? For what do they currently contribute?

How are they currently contributing? How would they prefer to contribute?

How much does each Value-stream contribute to overall success of the enterprise?

Supporter donations Campaign impact Changed behaviour Media coverage

