



Faculty of Design

2024

## Value mapping for stakeholder engagement

Park, Eunji, Koenigsberger, Johanna, Dumler, Alex and Zhao, Yue

---

### Suggested citation:

Park, Eunji, Koenigsberger, Johanna, Dumler, Alex and Zhao, Yue (2024) Value mapping for stakeholder engagement. In: Proceedings of Relating Systems Thinking and Design, RSD12, 06-20 Oct 2023, Washington, D.C., USA. Available at <https://openresearch.ocadu.ca/id/eprint/5174/>

*Open Research is a publicly accessible, curated repository for the preservation and dissemination of scholarly and creative output of the OCAD University community. Material in Open Research is open access and made available via the consent of the author and/or rights holder on a non-exclusive basis.*

*The OCAD University Library is committed to accessibility as outlined in the [Ontario Human Rights Code](#) and the [Accessibility for Ontarians with Disabilities Act \(AODA\)](#) and is working to improve accessibility of the Open Research Repository collection. If you require an accessible version of a repository item contact us at [repository@ocadu.ca](mailto:repository@ocadu.ca).*



**Relating Systems Thinking and Design  
(RSD12) Symposium | October 6–20, 2023**

## **Value Mapping for Stakeholder Engagement**

**Eunji Park, Johanna Koenigsberger, Alex Dumler, and Yue Zhao**

Global packaging regulations are moving toward more sustainable practices and material circularity. For example, the Extended Producer Responsibility (EPR) scheme demands financial obligations of all parties involved in packaging production and the EU's Digital Product Passports (DPP) as part of the European Green Deal. The packaging industry is preparing for concrete yet innovative solutions as such laws will affect every aspect of the supply chain, including manufacturers, brand owners, and retailers. A European supplier of flexible packaging who was pursuing a holistic approach towards circular economy commissioned INDEED Innovation to co-develop an innovative solution for regulatory compliance and emerging product traceability needs. INDEED Innovation, an innovation consultancy focused on circularity, combines design, engineering, and strategy services with sustainable development practices and behavioural science principles to provide concrete solutions for businesses across the industry.

**KEYWORDS:** systemic design, value chain analysis, innovation strategy, business ecosystem, visualisation, systems mapping, stakeholder engagement, circular economy, design for circularity

**RSD TOPIC(S):** Cases & Practice, Mapping & Modelling, Methods & Methodology

## **Map description**

The Packaging Value Map illustrates the flow of materials, data, and related activities throughout the plastic packaging value chain—from initial material sourcing to waste recovery. It provides a systemic overview of the current plastic packaging supply chain, highlighting the main stages, stakeholders, and the interconnections between these components as they relate to the circularity of packaging.

The map demonstrated a holistic view to rethink “HOW” packaging is produced at every step of the value chain. Additionally, it communicated the new outlook on plastic packaging's value stream by unpacking the complex business ecosystem and describing potential opportunities for diverse stakeholders in the value chain. The circular economy drives new business models such as Product-as-a-Service and rental platforms, which are predicated on system-level collaboration and partnerships, and stakeholder buy-in and potential partner engagement have become key to success.

In essence, the value map served as a common ground for discussing the complex ecosystem with stakeholders—the challenges and the opportunities as well as establishing a language for clear and engaging communication.

## **Authors**

Eunji Park, Director, INDEED Innovation, [e.park@indeed-innovation.com](mailto:e.park@indeed-innovation.com)

Johanna Koenigsberger, Designer, INDEED Innovation,  
[j.koenigsberger@indeed-innovation.com](mailto:j.koenigsberger@indeed-innovation.com)

Alex Dumler, Designer, INDEED Innovation, [a.dumler@indeed-innovation.com](mailto:a.dumler@indeed-innovation.com)

Yue Zhao, Designer, INDEED Innovation, [y.zhao@indeed-innovation.com](mailto:y.zhao@indeed-innovation.com)

## **INDEED Innovation**

<https://www.indeed-innovation.com/>

