

Ecosystem map



External
Actors

Actors that have a specific interest in the success or failure of the system.

Consumers

Actors interested in consuming, utilising, accessing the value that is created through and in the ecosystem.

Collaborators

Actors interested in providing value on the supply side of the ecosystem and seeking opportunities to engage deeper.

Value
Co-creators

Actors that create additional value and collaborate with ecosystem initiators with a deeper relation (partnerships)

Ecosystem
Initiators

Actors with a vision which binds a group together in what can be referred to as an ecosystem.