

TAKE STEPS TO...

**SIGNAL
LONG-TERM
COMMITMENT**



Because when actors believe in long-term viability, they invest more seriously

TAKE STEPS TO...

**FORMULATE A
BROAD VALUE
PROPOSITION**



To accommodate diverse actors and allow for expansion

TAKE STEPS TO...

**FOCUS ON ACTORS
HIGHLY DEPENDENT
ON THE ECOSYSTEM**



Because they provide the ecosystem with stability and long-term commitment

TAKE STEPS TO...

**CREATE URGENCY
IN ECOSYSTEM
CREATION**



To stimulate early engagement, overcome inertia and build momentum

TAKE STEPS TO...

**FORMULATE A
NARROW VALUE
PROPOSITION**



To make the value clear and understandable, aligning expectations

TAKE STEPS TO...

**FOCUS ON ACTORS
LESS DEPENDENT
ON ECOSYSTEM**



Because they bring adaptability, fresh ideas, and reduce dependency risks

TAKE STEPS TO...

**STIMULATE
COMPETITION**



because competition drives innovation, enhances value creation, and prevents dependency on dominant actors

TAKE STEPS TO...

**ENCOURAGE
COLLABORATION
AMONG ACTORS**



Because collaboration fosters resource pooling, trust, and aligned incentives

**Revised
cards**

***TO DESIGN
A VIABLE
ECOSYSTEM...***

**Interreg
North Sea**  Co-funded by
the European Union

Digital Kiosks

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