



Product & Actant Journey



15 + 30 min



3-5 stakeholder



canvas, actant
templates
sticky notes

This tool helps to identify the impact(s) of an existing product along the entire value chain and new value creation potential. When discussing effects, we often only talk about directly involved “stakeholders” but

what about the wider range of the entire eco-system?

Including living and non-living actants brings a new view point on the value created but also destroyed along the life cycle. It can also be a playful approach to understanding the interconnectedness of the product journey.

What are actants and why to use them?

Actants are living and non-living subjects involved in the life cycle of a good. This can be the customer and the recycler but also the truck that transports or the oil rig platform that sources the oil for the plastics needed later. Actants are a great way to sketch the broader eco-system of a good and company and also involve aspects otherwise often “neglected” or seen as “given”.

Task 1

(If available use a set of actants (s. next page and) add all actants in the right phase of the product, some may appear several times. Be open and think broad to involve as many as possible to get a good understanding of the life cycle. The line may help to sort between those that are more active and those that are more affected. Choose 2 actants that have the biggest decision impact and one that is most affected negatively.

Task 2

By answering the questions on the canvas you can identify pain points and unrevealed by-products of the actants and thereby identify value destruction that could be a start for a circular value creation in a next step

FOR FACILITATORS

Use prefilled actants to start the conversation, make them fit the case but also vague enough to open the mind. The result of this exercise can be a start to find solutions to the pain points and creating new value ... in a circular system of course!

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Actant samples

The Gorilla 

The oil rig worker 

The retail store 

The Designer 

The dust mite 

the CEO 

A Kid 

Under-age labour 

The Bird 

A parent 

The mole 

The Tuna 

The robot 

The farmer 

The factory worker 

The planer 

Water 

the Truck 

PRODUCT & ACTANT JOURNEY

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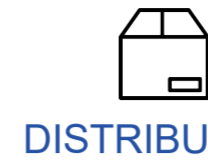
DESIGN



RESOURCES



MANUFACTURING



DISTRIBUTION



USE



AFTER USE

ACTANTS

What actants are involved or impacted along the product live cycle? Think of roles in the human world but also think of all living creatures.

ACTIVE

AFFECTED

2

ACTANT 1

DESIGN

RESOURCES

MANUFACTURING

DISTRIBUTION

USE

AFTER USE

ACTIVITIES

What is the actant doing in which phase?

PAIN POINTS

What pain points occur when?



IMPACT

What are the by-products of the actants' activities?

Who is impacted on planet and society level?

ACTANT 2

DESIGN

RESOURCES

MANUFACTURING

DISTRIBUTION

USE

AFTER USE

ACTIVITIES

What is the actant doing in which phase?

PAIN POINTS

What pain points occur when?



IMPACT

What are the by-products of the actants' activities?

Who is impacted on planet and society level?

ACTANT 3

DESIGN

RESOURCES

MANUFACTURING

DISTRIBUTION

USE

AFTER USE

IMPACTS

How is the actant impacted by the others?

