

MARKET SHAPING CANVAS 1/2

1. Timeline



2. Market Shaping Plan



	What needs to be shaped?	Why are we shaping this? What are our targets?	With whom? Who else benefits?	How?
<p>Facilitate development of an enabling business environment:</p> <ul style="list-style-type: none"> - Regulation - Technical standards - Infrastructure - Value chains & networks 	Shape what?	Our objectives for shaping	Partners/stakeholders needed	Key actions
<p>Activate positive spirit on the market:</p> <ul style="list-style-type: none"> - Understandable terminology - Symbols for raising awareness - Active media for information sharing - Customer preferences, acceptance and behaviour 				



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MARKET SHAPING CANVAS 2/2

3. Identify and manage hostile systems



Who will be worse off?	How? Why hostile?	How will we manage the potential resistance?
<div data-bbox="583 468 958 629" style="border: 1px dashed gray; padding: 10px; text-align: center;"> Hostile system </div>	<div data-bbox="1080 468 1454 629" style="border: 1px dashed gray; padding: 10px; text-align: center;"> What will they lose? </div>	<div data-bbox="1572 468 1946 629" style="border: 1px dashed gray; padding: 10px; text-align: center;"> What can/will we do? </div>