



**Create coalitions**

**Propose  
legislation**

**Assess  
existing policy**

**Create  
political will**

**Launch policy  
initiative or  
revise policy**

**Allocate  
funds/resources**  
(e.g. for R&D or other programmes)

**Negotiate  
with other  
stakeholders**

**Consult**

**Communicate/  
report**

**Organise  
a summit**

**Action**

**Action**



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**Negotiate with  
clients, suppliers**

**Lobby**

**Purchase**  
(e.g. raw materials, services...)

**Produce**

**Import or Export**

**Sell or Distribute**

**Comply with  
rules**  
(or not...)

**Invest**  
(e.g. in R&D or other projects)

**Recruit and/or  
train personnel**

**Communicate or  
advertise**

**Action**

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