

Value Card

Autonomy

The product respects self-determination of the user; it does not manipulate his decision making.

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Accessibility

The product or service is easy to obtain or use.

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Privacy

The product protects (personal) data from misuse and does not reveal information on what stakeholders consider their private life or business secrets.

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Transparency

Stakeholder's right to know about how people behave, businesses operate and digital services work.

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Accountability

Impacts by using a product can be traced back to someone who therefore can be held responsible for them.

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Empowerment

The product or service enables people to defend their own interests in negotiation with others.

Value Card

Sustainability

The product supports food production in which people, planet and profit are in balance, not to exhaust resources for next generations.

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Data security

Protect data from misuse and unintended access (such as hacking or cyberattack).

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Data ownership

Having rights to access, use and control a set of data.

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Inclusiveness

The technology used in the product should not exclude particular (groups of) people, depending on gender, age, social status, disability etc.

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Fairness

A just distribution of benefits harvested from this product by the stakeholders, such as data, information/ knowledge, profits, power.

Rating Card

1



Rating Card

2



Rating Card

3



Rating Card

4



Rating Card

5



Rating Card

1



Rating Card

2



Rating Card

3



Rating Card

4



Rating Card

5



Stakeholder
Card



Farmer

Stakeholder
Card



Food processor

Stakeholder
Card



Farm
contract-worker

Stakeholder
Card



Consumer

Stakeholder
Card



Hacker

Stakeholder
Card



Transport
company

Stakeholder Card



Retailer

Stakeholder Card



Bank

Stakeholder Card



Input supplier

Stakeholder Card



Stakeholder Card



Stakeholder Card



Stakeholder Card



Discussion starter

Are there both negative and positive reviews of the same features of the product?
How could you explain that?

Discussion starter

Does any of the stakeholder concerns surprise you?
Why?

Discussion starter

How can you better relate to the different stakeholder perspectives?

Discussion starter

What goals you've already reached with this product?

Discussion starter

What could you change about the technology or business to alleviate some of the concerns you identified?

Game steps

- 1 Choose a scenario, product, service or Use Case
- 2 Identify relevant stakeholders
- 3 Draw a hand (yellow, blue and purple card)
- 4 Write reviews
- 5 Collect reviews, reshuffle and read them
- 6 Discuss with the team

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