

# HELPING STAKEHOLDERS MASTER BATTERY CIRCULARITY

Is your organisation aiming to become a European leader in battery circularity? Do you want to understand the diverse needs of various stakeholders? We've designed an **interactive workshop to demystify the complexities of battery reverse logistics** and shift your perspective through engaging roleplay.

Explore the roles of 20+ stakeholder types, from EV OEMs to recyclers, and discover their unique circular challenges and business models.

## HOW DOES IT WORK?

- Get a unique stakeholder card with details that matter.
- Network across several rounds, finding solutions and creating dynamic business agreements.
- Strike deals, exchange assets, and aim to maximise profit while solving real-world circularity challenges.

## WHAT ARE THE BENEFITS?

- Understand your clients' challenges and demands.
- Learn how to forge innovative partnerships in the battery value chain.
- Map out profitable business models to stay ahead of the curve.

## WHERE DOES IT TAKE PLACE?

Either on-site or remotely. Designed for 20-40 participants, the game can be adapted to accommodate different group sizes.

*"The Battery Circularity Game is the best way to realise the complexity of the battery value chain and the number of intertwined factors determining battery and data flows. It is the result of the amazing research work carried out by Piotr and Maarten from BAX. I can only recommend everyone in the battery ecosystem to play it once!"*

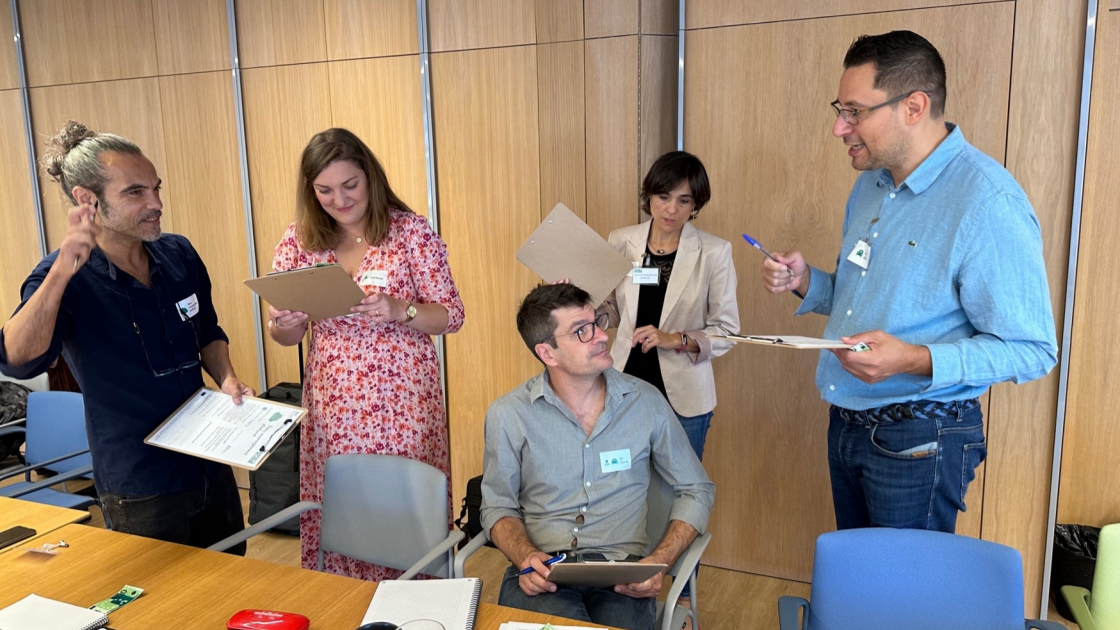
**Dr Nuria Gonzalez-Garcia**  
Head of Research & Technology  
betteries AMPS

## WE'VE PLAYED WITH:



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## WHAT HAPPENS AFTER THE GAME?

The game is simply the starting point for embarking on a **journey towards battery circularity**.

We will synthesise the outcomes of the workshop for you, debrief with your team, and help you **prepare an action plan**.

Then, we will support you in the implementation, leveraging our **expertise in advanced materials** and **circular economy principles**, combined with in-depth **market and policy insights**.

## ARE YOU READY TO START?



Get in touch:  
[battery@baxcompany.com](mailto:battery@baxcompany.com)

Visit [www.batterycircularity.com](http://www.batterycircularity.com) to find out more about our work.

## WE SUPPORT YOU IN IMPLEMENTATION:



### POLICY NAVIGATION

We guide you towards greater circularity, ensuring compliance with new battery regulations and identifying necessary adaptations.



### BUSINESS MODEL INNOVATION

We assist in innovating your business model to maximise economic benefits from circular practices and establish vital partnerships with key players in the battery value chain.



### SHAPING R&D&I

We support the implementation of novel technologies and solutions through research & innovation projects, and funding mobilisation.

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