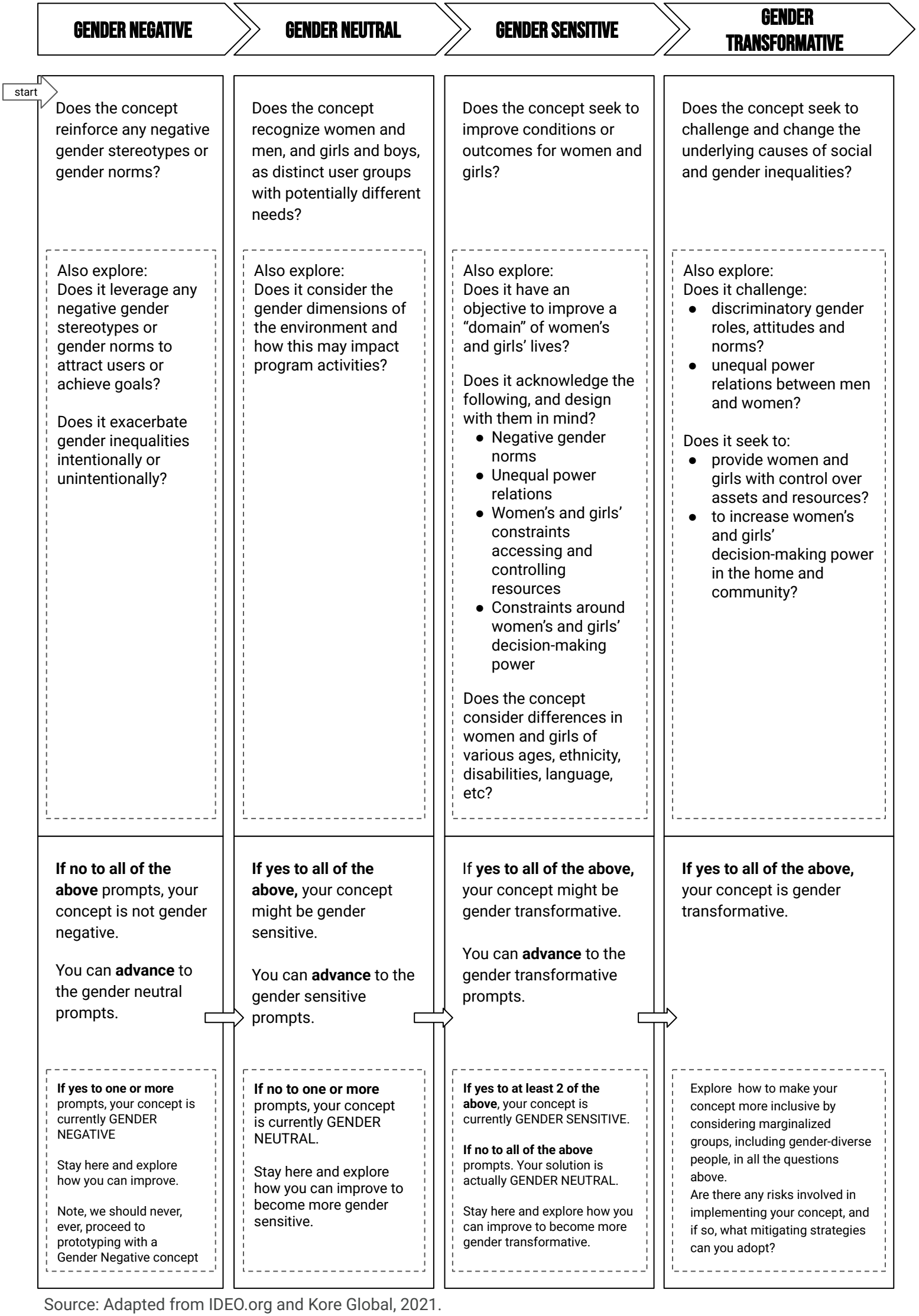

Source: Adapted from IDEO.org and Kore Global, 2021.