

# DISCOVER

## 1.4 LANDSCAPE MAPPING



### Community Asset Mapping

Identify strengths, resources and inventory within the community which you can leverage.

#### How-to

- 1 Establish the boundaries of the community and determine the scope for asset mapping.
- 2 Identify and involve the key community partners who have thorough knowledge of the demarcated community.
- 3 Identify and systematically categorise community assets, including individuals, physical spaces, knowledge, skills, and cultural or political resources.
- 4 Where possible, use visual representations to make these assets more relatable. Charting community assets on street maps also reveals to users the concentration or lack of resources.
- 5 Present the mapped assets to the community for validation. This ensures that the map is accurate and aligned with the community's perspectives.



### Ecosystem Map

Create a visual representation of the interconnected network of stakeholders, entities and factors that influence the system in focus.

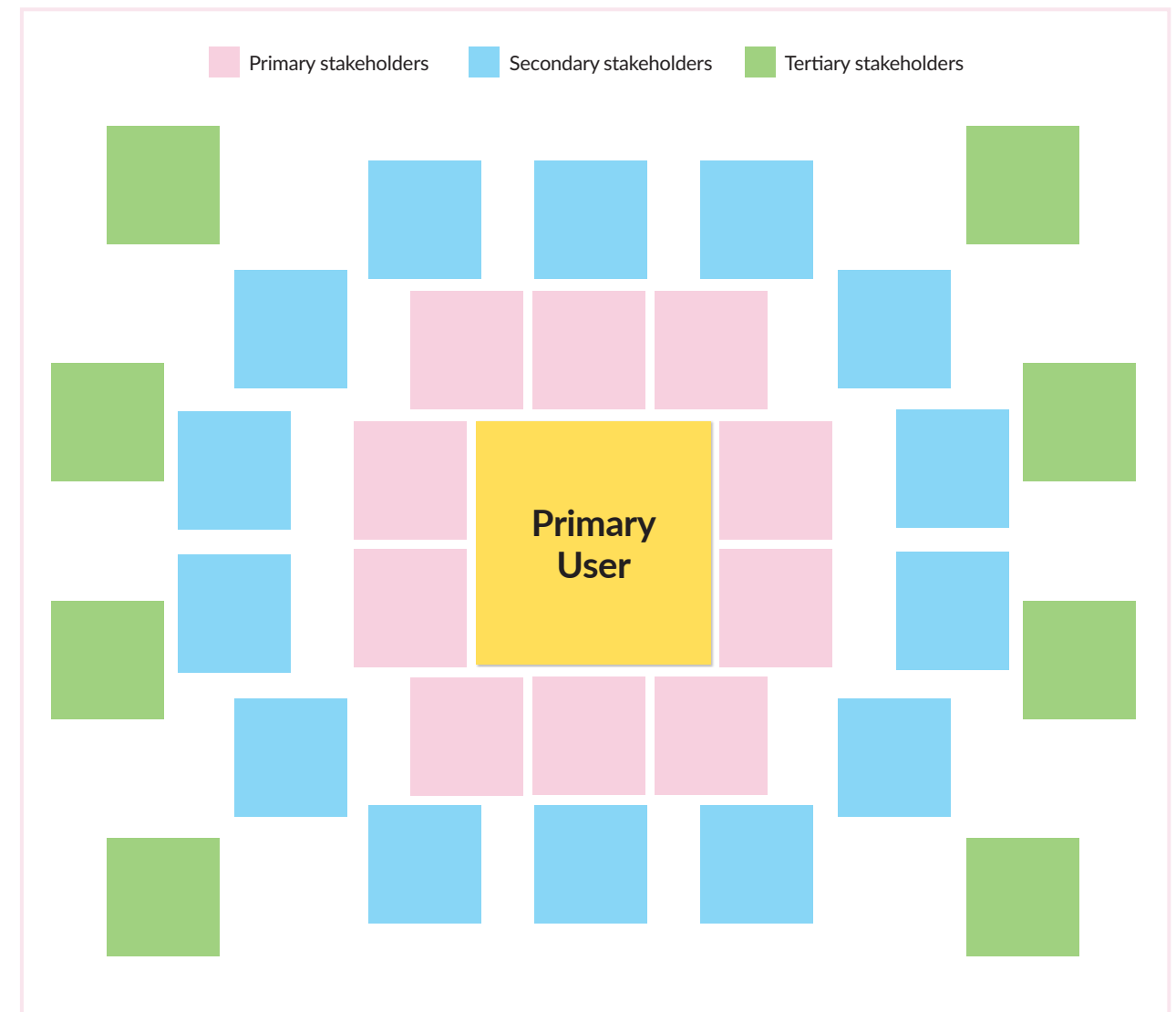
#### How-to

- 1 Define the boundaries and focus of your ecosystem map by deciding what key components and stakeholders to include.
- 2 Gather information on the elements within the ecosystem. This may involve conducting interviews and research as well as collecting data to understand the relationships and dependencies within the ecosystem.
- 3 Start by placing the main user or service entity in the centre of the ecosystem map. Next, map out the ecosystem's components, progressing outward with decreasing levels of influence or impact. Visualise their connections and interdependencies.
- 4 Generate insights by identifying high-dependency relationships, synergistic opportunities or gaps within the ecosystem.
- 5 Remember that ecosystems are not static – they evolve continually due to factors such as changes in technology, regulations and social dynamics. Update the map over time to ensure that it remains relevant and useful.



### Ecosystem Map

1. Place the primary user at the centre of the ecosystem map.
2. Identify the primary stakeholders based on their levels of influence and impact. The more significant they are, the closer they are to the centre.
3. Draw connecting arrows between stakeholders to illustrate the connections, interdependencies and dynamics between stakeholders outside of their own individual interests.
4. Cluster or circle stakeholders with similarities.





## Stakeholder Map

Understand the influence and impact of each stakeholder group on your project, to help you prioritise and differentiate your engagement strategies.

### How-to

- 1 Identify the stakeholder groups and place them in a 2-by-2 matrix, categorising them based on their levels of influence and impact.
- 2 Discuss how you might prioritise and engage each group accordingly.
- 3 Keep updating your map and adapting your engagement strategies to effectively manage your stakeholders, as stakeholder dynamics evolve over time.



### Tips

Groups in each quadrant of the stakeholder map are best managed differently:

- High-influence, high-impact stakeholders in the top right quadrant should be actively involved in planning, development and decision-making. Aim to build strong relationships with this group by communicating regularly.
- High-influence, low-impact stakeholders in the top left quadrant should be kept in the know without overwhelming them with information. Consult them in their areas of interest to foster enthusiastic interest for future active involvement.
- Low-influence, high-impact stakeholders in the bottom right quadrant should be kept engaged and updated as necessary, maintaining open lines of communication. Build on their interest to encourage them to champion your project and be actively involved in designing solutions.
- Low-influence, low-impact stakeholders in the bottom left quadrant should be kept in mind and provided with information, maintaining a basic level of awareness and responsiveness for unexpected changes. Aim to build interest and enthusiasm for potential active involvement.



## Stakeholder Map

1. Discuss and place stakeholders in the most appropriate quadrant, according to their levels of influence and impact.
  - *Influence* denotes the ability to shape or sway decisions, opinions or actions within your project. A stakeholder with a high level of influence can mobilise resources, change perceptions, affect the behaviour of others involved, or persuade or guide decisions or outcomes that align with your objectives.
  - *Impact* denotes the degree to which a stakeholder's actions, decisions or involvement can affect your project. This can include both positive impact (providing valuable support, resources or expertise) and negative impact (posing challenges or obstacles).
2. Having placed stakeholders in their appropriate categories, discuss how you might prioritise and engage them.

