COMMUNITY MAP (Canvas)
Preparations and Instructions

○ Map based on stakeholder impact and interests

✓ Map based on stakeholders roles

○ Map based on city priority areas and project themes

○ Map certain stakeholders or target groups in detail

Overview
- **Developer:** The Mitre Corporation
- Link to original template

Purpose
The community map enables users to map their urban stakeholders and prioritize them based on their power to be an ally, audience or influencer. The mapping is topic based and requires a focus area, initiative or action to be defined before starting the process. This method of mapping urges users to reflect on the impact of the action, which in turn defines who would be an ally, a target audience member or an influencer.

Advantages and shortcomings
- Advantage: Quick discussion to identify first set of stakeholders by degree of impact.
- Advantage: Easy categorization into 3 types of stakeholders
- Shortcoming: Further detailing needed to distinguish stakeholders by scale of operation

Recommendations on when to apply in the Climate Transition Map
- ✓ Understanding the System
- ✓ Take Action

The Community Map is a good starting point for identifying stakeholders on broad categories of expected roles. It creates a shared understanding of the system and potential opportunities to engage in a strategic manner.

Other associated canvases
- Stakeholder Identification Canvas

Instructions
- **Duration:** 45+ minutes
- **Materials:**
  - Blank Canvas – printed or online (see note)
  - Post-its and pens
- **Group size:** 8+ people

Note: This tool can be used during virtual meetings to organize an online collaborative exercise. The canvas can be uploaded in an online collaborative whiteboard platform (such as Miro, Mural...) or in a Google sheet and participants can then fill in the map thanks to virtual sticky notes.

Process
Step 1: Identify all the potential allies, audiences, and influencers for the topic. These may be individuals, organizations, or groups.

Step 2: Write their names in the circles below – some may fit into more than one category.

Step 3: Identify which individuals are the primary contact for any individuals or groups identified on the map, if applicable.

Step 4: Identify which individuals on the map are most important. Determine how best to connect and build relationships with them.

Step 5: Talk to these people to help refine your ideas, or figure out how to fold them into your research process later to validate your work.

Step 6: Participants and audience members should discuss what went well, challenges, issues, and opportunities.

COMMUNITY MAP: Build a shared understanding of the environment

Identify all the potential allies, audiences, and influencers for the topic. *These may be individuals, organizations, or groups.*

Allies

Those who work together with you to accomplish the same goal. A trusted source.

Audiences

The intended group who are the direct targets for this topic.

Influencers

Those who have the power to affect audience decisions.