



SYSTEM 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:** Social Innovation Committee
- Alternative resource: In the Innovation Toolkit, there is a description of the [System Map](#) which is complementary to this canvas.

Purpose

The system map is a visual representation of the system behind the innovation, whether it be a service or a product. It helps take on a systemic view of the solution and see connections between the different actors that might otherwise not have been perceived. It also maps out the flow of materials, energy, information and money throughout the system. This helps understand where possible opportunities might lie to increase value, efficiency and/or efficacy.

Advantages

- The system map is a complex process but when broken down is quite simple if you follow the steps described in the “process” part below.

Recommendations on when to apply in the Climate Transition Map

- ✓ Understanding the System
- ✓ Co-design a portfolio

The System Map can mainly be used in understanding the system but also to co-create an inclusive and multi-stakeholder portfolio. Visualization helps understand the connections between the different actors and it can help make the identified solutions/activities work.

Other associated canvases

- As a preliminary step, before using the System map, it is useful to use the [Stakeholder ecosystem map](#) tool that aims at identifying and mapping stakeholders based on the sector they belong to and on their level of importance.

Instructions

- **Duration:** 60+ minutes
- **Materials:**
 - Blank Canvas – printed or online (see note)
 - Post-its and pens
- **Group size:** 3-10 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: Write down the challenge statement for the service, product or complex problem in the center of a worksheet. Try to be concise, but not too narrow in the description.

Step 2: Using post-it notes, jot down the main actors/stakeholders (e.g. users, clients, front-end staff, etc.) of the system and put them in the center of the template. Do the same for secondary stakeholders (e.g. suppliers, partners, etc.) and place them in the outer ring.

Step 3: Choose and assign icons for each stakeholder. These can be found online in free databases or sketch them or use digital sketching technology. In doing so, try to include three elements for each actor: a structure to represent the actor (e.g. local shop, town hall, association, industrial company, etc.) which should be standard for all actors (i.e. if you have more than one town hall involved, the structure icon for town hall remains the same while the output and title will/could change); a defining characteristic of the actor's output (e.g. transporting goods, producing goods, delivering services, etc.) and a title (e.g. logistic provider, local shop, etc.). Main stakeholders should be big and secondary ones smaller.

Step 4: Now, create arrow types for the different material, energy, information and money flows throughout the system.

Step 5: Now complete the system map! Arrange the actors in their circles and describe what activities, processes and exchanges are occurring to make the solution work.

SYSTEM MAP

References: Service Design Tools.



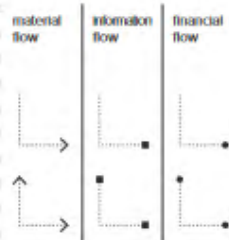
SOCIAL
INNOVATION
COMMUNITY

Secondary Stakeholders

Up-Stream

Main Stakeholders

Down-Stream



Secondary Stakeholders