# STAKEHOLDERS ECOSYSTEM MAP (Canvas)
## Preparations and Instructions

## Overview
- **Developer:** Urbact
- Link to original template

## Purpose
The Stakeholder ecosystem map tool aims at identifying and mapping stakeholders based on the sector they belong to and on their level of importance. It should be used at the beginning of the project and can be repeated several times during the project cycle to adapt the group if needed to observe changes that have occurred.

It is a visualization tool used to identify stakeholders you are trying to reach. It is a tool for mapping actors that surround the city and those that could potentially become a partner, user or supporter. These might include people, communities, funders, networks, among others. All of these groups can represent a resource to the city's innovation and goals.

## Advantages
- A way to discuss & agree together on the concept of "importance"
- It can be repeated by several groups to cross-check results

## Recommendations on when to apply in the Climate Transition Map
- ✅ Building a strong mandate

There are two main ways a city may want to use this canvas. It can be used before setting up the Transition Team (TT) to have an overview of the stakeholders at stake, their level of importance and decide what role they may have in designing the Transition Team. It can be used by the TT, or other municipal teams, as first intention, to have an overall perception of the stakeholder ecosystem.

## Other associated canvases
- Stakeholder Power Categories
- Stakeholders Analysis Table
- The People & Connections Map (canvas / method)

## Instructions
- **Duration:** 40-60 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: Define relevant sectors
Place the ecosystem map (it looks like a spider web with concentric circles) on the wall. In each segment, place a sector that is important to the plan such as education, enterprise, mobility, housing, etc. It could also be economy, environment or social policy. Choose sectors that are relevant to your situation.

### Step 2: Define stakeholders and their position on the map
Think of the key stakeholders, which sector they belong to, and how important they are. Within the group, discuss and agree on the position of each stakeholder. Place your stakeholders on the map, using post its.
- In the center circle are your most important stakeholders (primary)
- On the outer circles are stakeholders that could be important but don't need to be permanent members of the multi-stakeholder group (secondary)

This review will give you a relevant starting point to discuss which relationships or connections there are key, and which may need extra attention.

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