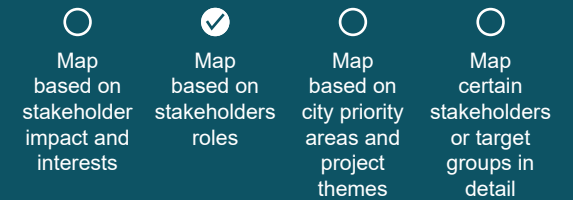




# TARGET GROUP (Canvas)

## Preparations and Instructions



### Overview

- **Developer:** Nesta
- [Link](#) to original template

### Purpose

How to gain better insight into the groups of people you want to cater to, and the kind of needs they have, is a fundamental question for every project or organization. This tool is a quick and easy way to work out an overview and develop an understanding of the different people your work might reach, and the resources you need to do so.

Target Group is probably best used when you are trying to work out some initial ideas about who you want to cater to, and why. It is also a nice and effective way to share this information with others.

### Advantages and shortcomings

- **Advantages:** Helps identify focus groups in a structured methodology
- **Shortcoming:** Given the strategic nature of the inputs/outputs, this needs consultations with seniors, peers and ideally needs to be revised after a first pass.

### Recommendations on when to apply in the Climate Transition Map

- ✓ Building a strong mandate
- ✓ Understanding the System
- ✓ Co-design a portfolio

Based on the stage of the Climate Transition Map, this canvas can be applied to identify stakeholders who have an interest in the overall goal, analyse their needs and contributions in design and implementation of actions.

### Other associated canvases

- [Quickstart Stakeholder Engagement: Analysis](#)

### Instructions

- **Duration:** Multiple day workshop setting
- **Materials:**
  - Blank Canvas – printed or online (see note)
  - Post-its and pens
- **Group size:** 3-5 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 :** Fill out the worksheet by considering the needs of the people or organizations you are catering to. Continue with adding notes to describe the potential groups that may be interested in your work, or who may benefit from it. Also try to think about other people or organizations who might also benefit from, or have interests/ needs that can be connected to your work.

**Step 2:** You can fill out different worksheets for different groups. By using this worksheet you can build a picture of the potential groups of beneficiaries. Do try to also fill out the more exact fields at the bottom. This will help you to get a more concrete sense of the figures involved.

**Step 3:** It is useful to add names or brief descriptors for each of the beneficiary groups. If you don't have a name already, think of one that represents the group in a useful way for your organization. Naming these groups makes it more easy to discuss with your team or other stakeholders. You can do this informally, for instance with friends or colleagues. You can also do it more formally, as part of a meeting with partners or investors. Ideally you could also talk to your customers and other beneficiaries who are in contact with your work, so you can check your assumptions.

I want to know the people I'm working with  
by better defining who I am trying to reach

**TARGET GROUP**

What do you call this group?

Can you draw them? (or stick a picture here that represents them)

What are their needs?

What are you offering them?

How many are there?

How many of those will you reach?

How frequently will you interact?

What do you get in return?

How can your relationship grow?