



# NZC CIVIC ENVIRONMENT MAPPING TOOL (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:** NetZeroCities
- [Link](#) to template

### Purpose

A synthesized 'NZC Civic Environment Mapping Tool' has been developed as a next step in order to:

- integrate key insights from the analysis various stakeholder mapping canvases
- integrate elements from the NZC priority areas and levers of change that the cities will have defined as key entry points to their CCC process
- provide Mission cities with a simple canvas to start their mapping process

It captures diverse stakeholder types, resources and degree of influence, all situated within a framework of urgency to engage them in the transition process. This tool will be rolled out to all Mission Cities and will serve as a base map to track each cities' environment as well as compare results with other cities, if necessary. The simplicity of this tool allows for cities to periodically update and iterate their mapped stakeholder environments.

### Advantages and shortcomings

- Advantage: Simple canvas that can be used to capture stakeholder roles and relationships across 4 priority areas
- Advantage: Allows comparison and cross-connection between maps of 4 priority areas
- Shortcomings: Will need further detailing of each quadrant using other methods.

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

- Building a strong mandate
- Understanding the System

The NZC Civic Environment Mapping Tool can be used to understand the various stakeholders engaged across 4 key priority areas and help build the mandate per lever of change. Additionally, using the steps to map their influences and resources, a more nuanced understanding of the system is established.

### Instructions

- **Duration:** 120+ minutes
- **Materials:**
  - Blank Canvas – printed or online (see note)
  - Post-its and pens
- **Group size:** 5-10 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: Select 4 priority areas or levers of change for this mapping exercise. Use the NetZeroCities levers of change as a reference. These could be the 4 priority areas/ entry points defined for the city's CCC approach.

Step 2: Identify all types of stakeholders for each priority based on stakeholder types. Write this type next to the name of the stakeholder. Refer to the guidebook for more details on what each stakeholder group consists of. If you remember new stakeholders in the process, you can go back and add them in as necessary.

Step 3: Map the resources that different types of stakeholders bring. Reflect on the resources and their importance. Move stakeholders around after reflection on the important of resources that they bring. Use coloured dots for this step. Resources types are Financial, Knowledge, Technological, Human, Networking and Creation of spaces for meetings & encounters. If you start to see connections, start grouping the stakeholders in clusters. You can draw lines in between to connect them as well.

Step 4: Rank the stakeholders based on the power and influence they have. Use numbers for this step. 1-High Influence; 2-Medium Influence; 3-Low Influence. If you start to see connections, start grouping the stakeholders in clusters. You can draw lines in between to connect them as well.

Step 5: Guided discussion ( by moderator)

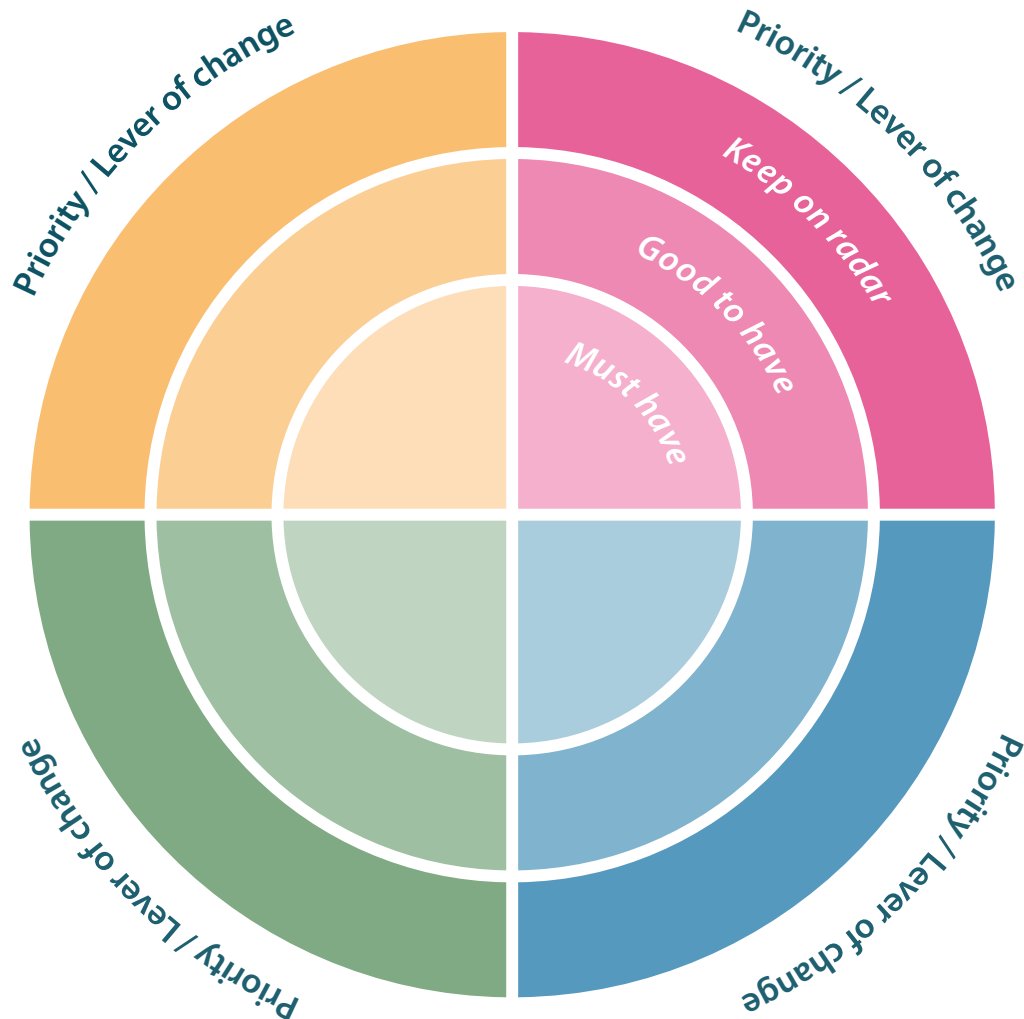
- Identify the clusters and connections that have been created
- Have these stakeholders been engaged already? What is the best way to approach them?
- Who can facilitate the communication? Are these stakeholders mapped as well?
- What are the next steps to engage the identified stakeholders?

## CIVIC ENGAGEMENT MAPPING CANVASES

[View on NetZeroCities Knowledge Repository](#)



## NZC Civic Engagement Mapping Tool



### Step 1: Select 4 priority areas or levers of change for this mapping exercise

Use the NetZeroCities levers of change as a reference. These could be the 4 priority areas/entry points defined for the city's CCC approach.

### Step 2: Identify all types of stakeholders for each priority based on stakeholder types

Write this type next to the name of the stakeholder. Refer to the guidebook for more details on what each stakeholder group consists of. If you remember new stakeholders in the process, you can go back and add them in as necessary.

Leaders	Supporters	Drivers	Beneficiaries	Allies	Competitors	Blockers	Deniers	Avoid all together
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### Step 3: Map the resources that different types of stakeholders bring (use coloured dots for this step)

Reflect on the resources and their importance. Move stakeholders around after reflection on the important of resources that they bring. If you start to see connections, start grouping the stakeholders in clusters. You can draw lines in between to connect them as well.

Financial Resources	Knowledge Resources	Technological Resources	Human Resources	Networking Resources	Creating spaces for meetings & encounters
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### Step 4: Rank stakeholder powers & influence (use numbers for this step)

If you start to see connections, start grouping the stakeholders in clusters. You can draw lines in between to connect them as well.

1. High influence	2. Medium influence	3. Low influence
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### Step 5: Guided Discussion

- Identify the clusters, connections and groups that were created.
- Have these stakeholders been engaged already? What is the best way to approach them?
- Who can facilitate the communication? Are these stakeholders mapped as well?
- What are the next steps to engage the identified stakeholders?

### Key considerations

- Are you mapping all relevant scales? What about different level of governance?
- Are you mapping vulnerable groups? Are those who don't have an influence or power mapped as well? Are you mapping also those who are affected by the city's climate plans?
- Are you mapping stakeholders that are yet to be engaged?