



CONTEXT MAP

Preparation & Instructions



Description

The Context Map is a framework used to help understand the context. The template can map out the trends and different perspectives. This brings out drivers outside the organisation and the forces that could shape the project now and in the future.

The context map is primarily for an internal understanding amongst the project teams and might not necessarily involve the stakeholders.

After the canvas is filled, the entire team then deliberates on the data gathered and builds on it, also identifying blind spots. Key drivers that need to be focussed upon can be chosen in the end, things that, positively or negatively, have the biggest potential to impact the project in the near future. This map can be left available so that team members may keep adding onto it for further synthesis.

How to conduct

Duration:
45-60 min

Material:
Pens, post-its

Participants per team:
2-5

Instructions:

1. The best way to use this Context Canvas is to break the team up into smaller sub-teams, and to assign each team a couple of sections of the canvas.
2. Each sub-team has a deep meaningful discussion about what is going on in the world regarding the assigned section(s).
3. Once all sub-teams are finished discussing and capturing drivers for their sections, they may add it to the common canvas



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Template

Based on the [BMI Context Canvas Map](#)
by [Businessmodelslinc](#)

<p>Demographic Trends</p> <p>What are the main characteristics of your municipality/region in terms of demographic, education and employment?</p>	<p>Economy & Environment</p> <p>What are the current economic trends in your region and country that are having an impact on the municipality?</p>	<p>Rules & Policies</p> <p>What are the current changes ongoing in the regional & national policy landscape and how are they going to influence your municipality?</p>	
<p>Technology Trends</p> <p>What are the main technological changes and developments ongoing that will impact you in the future?</p>	<p>Citizen Needs</p> <p>What are emerging citizen needs? How do you think these will develop in the near future?</p>	<p>Inspiring Examples</p> <p>What are other municipalities in your and other countries doing better than you at the moment?</p>	<p>Uncertainties</p> <p>What are the uncertainties that you see in your context/environment? Factors that might be really important, but you don't know how or when?</p>