

Activity 3.25 Community asset mapping (Social Enterprise)

Module: 2. Module 3: Local and Global Communities

Duration: 120 Minutes

Social Development Themes: Social Enterprise

Summary

Participants create a shared visual map of their local community, including positives and areas of concern, with broader community engagement if possible. The aim is to help them think more deeply about the community and their connection with it. The three different areas they will explore are the relationships and potential relationships between:

Social issues in the community and their social enterprise

- The assets (used and unused) of the community
- Potential markets or customers in the community

Learning Outcomes:

Understand the concept of community and connections between local and global community

Ability to identify social development issues to address in the community

Social Enterprise community assets, opportunities and stakeholders

Approach:

ART 1:

1. Share with the group: the task is to make a giant map of their locality on the large sheet of paper. If the group have come from a number of localities, split them into smaller groups based on where they come from. It is important that this exercise is a mapping out of a location that is familiar to them.

2. Show an example to the group from your own community. Ask each group to draw in pencil (with the help of the rest of the group) a very rough map of the geography: roads, towns, hills, borders: whatever is right for the scale of the area you are working in. Stress again that it doesn't have to be accurate or detailed.

3. Give out the icons and explain that people can use to represent different features of the community as we develop the map.

4. Ask everyone to use the coloured pens to trace out the geography and then add landmarks which they feel are important. If possible, use different colours for different types of organisation (e.g. green for factories and shops, red for housing, blue for government buildings etc.).

5. Ask the group to identify some of the 'assets' (resources) locally: What services and facilities does the community have? What skills does the community have?

6. Now ask the participants to write down on post-it notes some of the emotions or feelings they have for different parts of the area, as well as for the different buildings and facilities they have placed on the map. These can be positive or negative. They should place these post-it notes on the map.

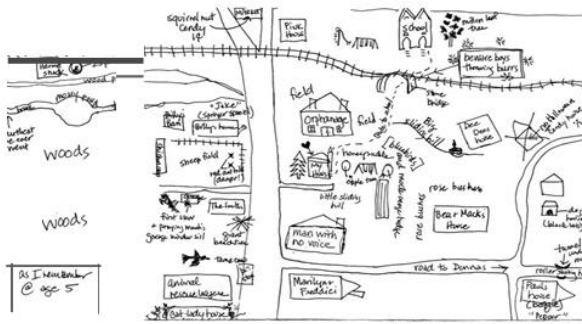
7. Ask the group to identify some of the places that they feel unsafe and any no-go areas in their community

8. Identify issues or concerns in the community and mark them on the map.

9. Identify where there are gaps in knowledge or understanding.

Further materials

Diagram 29: Example of a map of a geographical community



<http://pedestrancity.ca/2009/12/08/why-map/>

| Individual Assets | Institutional Assets | Organisational Assets |
|------------------------|---------------------------|--------------------------|
| Individuals and their: | Churches | Community Centers |
| Skills | Colleges and Universities | Radio/TV stations |
| Talents | Elderly Care Facilities | Small businesses |
| Experiences | Fire Department | Large businesses |
| | Hospitals and clinics | Home-based enterprises |
| Consider: | Mental health facilities | Religious organizations |
| Professional | Libraries | Non-profit organizations |
| Personal | Police Department | Clubs |
| Resources | Schools | Citizen groups |
| Leadership | Utilities | Business associations |

| Governmental (State and Federal) Assets | Physical and Land Assets | Cultural Assets |
|---|--------------------------|-------------------------|
| City Government | Agriculture | Historic/Arts groups |
| State Capital | Energy resources | Ethnic/Racial diversity |
| Bureau of land management | Forest | Heritage |
| Economic Development Dept. | Industrial areas | Crafts, skills |
| Forest Service | Lakes, ponds, streams | Cultural traditions |
| Military facilities | Mining | |
| School Service Center | Natural | |
| Small Business Administration | resources/landmarks | |
| State Education Agency | Parks/recreation areas | |
| | Vacant land | |
| | Waste resource | |