

Innovation Partnership: Procurement by Co-Design Toolkit

Ecosystem Map Exercise

## Materials

Whiteboard or chart paper, markers, sticky notes

## Goals

* Begin to unpack the who/what/where/how/why of the challenge that they are addressing through IPPCD
* Gain an understanding of the "bigger picture", so that you have a better understanding of all the connections between stakeholder and organizations as well as activities that happen.

## Instructions

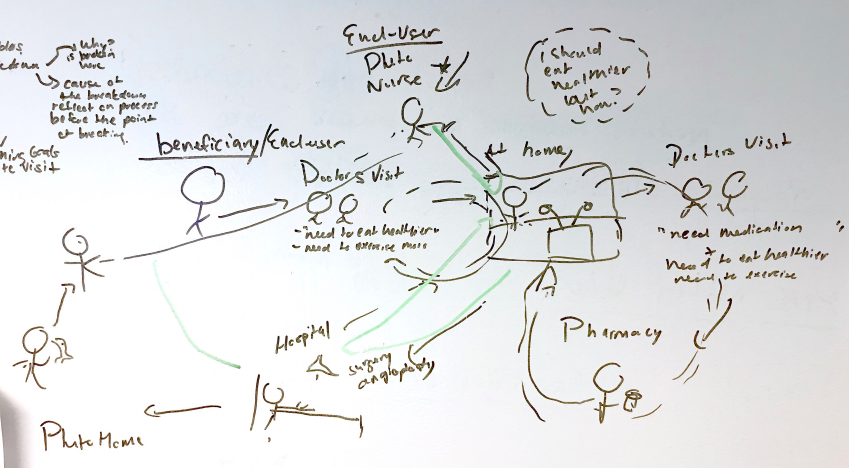
1. Working as a team, create an ecosystem quadrant like the one below on a large sheet of paper or whiteboard.
2. For completing the quadrant, each team member takes a couple of minutes to fill a quadrant with 3 - 5 items using the sticky notes. Everyone shares back to the team and the rest of the team adds any other items they can think of for each quadrant.

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| **Ecosystem Quadrant** | |
| **People & Networks**  Who might this challenge and project affect?  Who might we talk to? | **News, Tech, Trends**  What trends might we take advantage of to solve this challenge? |
| **Activities & Touchpoints**  What kinds of activities and processes might be relationed to this challenge and project? | **Places & Spaces**  What are some important places we need to consider? |

1. Review your challenge canvas and ecosystem quadrant
2. Create a drawing that shows the overall system view of the challenge

* Pick a starting point and a stakeholder - where does their problem begin?
* Show how one thing has led to another - what happens to that stakeholder and where?
* Pick another stakeholder - how do they fit into the picture?

When you are done, your Ecosystem Map might look like this:



1. Now looking at your Ecosystem Map, is there any process or any stakeholder you are missing?