



Social Enterprise & Entrepreneurship
ONE Social Enterprise Partnership -
Northern Region

ASSET MAPPING

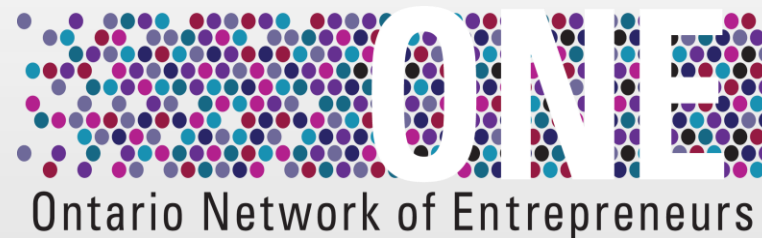
A GUIDE FOR BUSINESS DEVELOPERS
AND SOCIAL ENTREPRENEURS

SEE – Northern Region Partnership

- **NORDIK Institute** (lead) - affiliated with the **Community Economic and Social Development (CESD)** program at Algoma University
- **Timmins Small Business Enterprise Centre (Timmins EDC)**
- **North West Innovation Center**
- **YouLaunch** (a division of Sault Ste. Marie Innovation Centre)
- **PARO Centre for Women's Enterprise**



- Service area stretches from Parry Sound to the Manitoba border and all areas in between
- Goal is to support further development of social enterprises and social entrepreneurs by working directly with service providers across the region
- Funded, in part, by the **Ontario Ministry of Economic Development and Growth** (until March 31, 2019)



What is a Social Enterprise?

Social enterprises have a mission to address social, environmental, economic or cultural challenges by reinvesting profits above operational expenses back into their mission, and using a triple bottom line (**people, planet, profit**) to measure their success.

Social enterprises take many forms including non-profits, co-operatives and sole proprietorships to name a few.

- SEE

What are assets?

- Assets are **strengths or advantages** the community has that they want to keep to sustain and build for their future.
- These can include: **natural, financial, social, cultural, built, public, or intangible**

Asset (or Strengths) Mapping

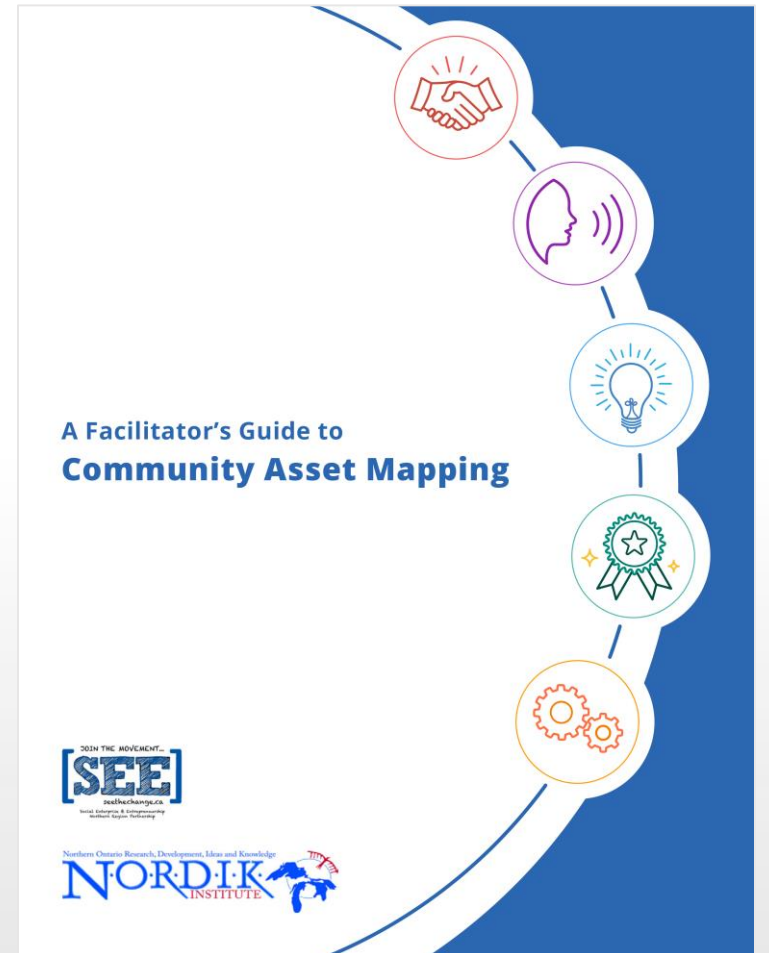
- A key foundation for working with communities in strategic planning and development of social and economic initiatives
 - McKnight, John and Kretzmann, John (1996).
Mapping Community Capacity

How can Community Asset Mapping help your community?



A Facilitator's Guide to Community Asset Mapping

SEE has a Facilitator's Guide to move you along the process of beginning your own Asset Mapping.



1. Bring together a diverse group (or groups)

- Allow for 1.5- 2 hours



2. Introductions

- Introduce yourself and the asset mapping process
- Ask each person to introduce themselves.
An 'ice-breaker' can help.
- Review the agenda
- Examples of 'ice-breakers' and an agenda is included in the Facilitator's Guide to Community Asset Mapping

3. Participation in the Focus Group

Participation is voluntary, anyone may leave at any time, if you feel uncomfortable, you may withdraw your information from the group. **Facilitators will request the following:**



Participants are respectful of one another's views and opinions.



One person speaks at a time.



There are no 'right' or 'wrong' answers – this is about sharing personal experience. The individual sharing is the person who best knows their own experience.

4. Facilitate the Asset Mapping

- Gather materials
 - flip chart paper, post-it-notes, black fine-tipped markers, etc.
- Identify a Note-taker
- Hand out several post-it notes and markers to each participant in the group

- Each person should be asked to write down ALL the strengths/assets that they feel the community has, putting ONLY ONE asset/strength per post-it note. Allow 10- 15 minutes for this individual activity until everyone has completed writing.
- Advise them that this is an individual activity, and that they will have a chance to share their ideas with others later (reduce/eliminate speaking/sharing during this part of the activity).

Share assets/strengths

- ask participants to share their ideas, one at a time, by placing their post-it notes on a piece of flip-chart paper on the wall, and speak to each item as they do so.

Review Assets/Strengths

- Once all the post-it notes are placed on the flip-chart paper, ask the participants if they have any other assets/strengths to add that the exercise may have stimulated.

Analysis of strengths/assets (if there is time to do this)

- Do some of these assets/strengths support each other?
(These can be placed together in one section of the flip-chart paper, but only if everyone is agreeable).
- Are there any assets/strengths that are at risk?

Conclude Asset Mapping Focus Group

- Once all input has been obtained, thank them for their participation, and advise/remind them of next steps.

5. Closing Comments

At conclusion, take a few minutes to go around the circle of participants asking the question:

“Do you have any final comments/thoughts?”

(this sometimes provides extremely important information, so the recorder should ensure that these comments are noted).

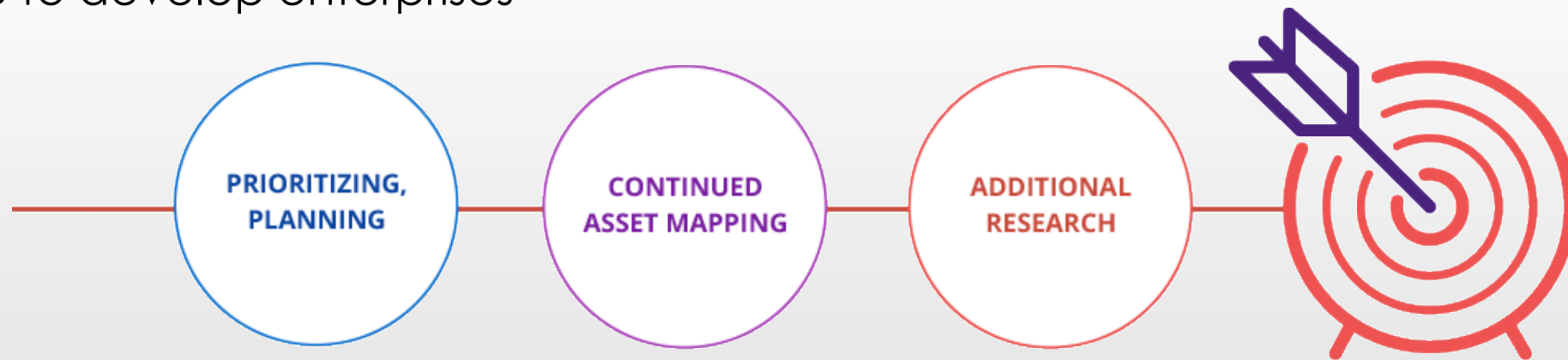
6. Assembling the Community Asset Map

- The Facilitator and Note-taker work together to assemble the final 'map'.
- It may include a physical map or be a representation of the groupings of strengths identified in the activities



7. Community Asset Mapping Report

- Include the visual 'map' in the written Community Asset Mapping Report
- In a second section of the report, identify where cluster of assets could support one another sufficiently to support further development.
- A concluding section of the report suggests next steps that the community might take to develop enterprises



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