

## **STEPS TO ECOSYSTEM MAPPING**

### **IDENTIFYING THE PLAYERS IN YOUR ECOSYSTEM**

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**RESOURCE PROVIDERS:** all the people contributing time, money, knowledge, information

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**KEY ALLIES & COMPLEMENTARY MOVEMENTS:** primary partners, allied organizations, complementary movements

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**KEY STAKEHOLDERS:** clients, beneficiaries, customers (those who stand to gain the most from solving the problem)

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**OPPONENTS & PROBLEM MAKERS:** those actively working against you and/or creating the problem or making it worse

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**INFLUENTIAL BYSTANDERS:** those with power and influence who aren't currently activated to your cause but who might be and/or those who might be affected by your issue tangentially

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