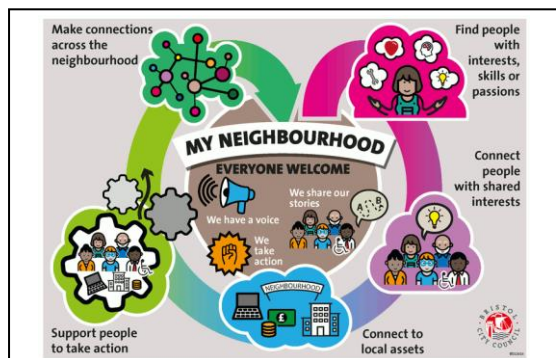


Asset Based Community Mapping

Unleashing the positive capacities of a Community



Community asset mapping is a strength-based approach to community development.

The process of asset mapping can include identifying the institutions, individuals, and citizen associations existing within communities that serve as positive resources. Approaching individuals and communities from an asset-based mentality empowers them to recognize their own strengths and capacities.



Target/Purpose

Target: Co-designing a community and its space, community-building

Purpose: to document a community's existing resources and incorporate those strengths/assets into community development



Requirements

Asset-based Community Map template



Output

Provides information about the strengths and resources of a community and can help uncover solutions. Promotes community involvement, ownership, and empowerment.



Time

60-120 minutes

Step 1

Identify the community stakeholders to be involved, ensuring key people who have a stake are involved.

Step 2

Define Boundaries: are you mapping a physical space such as a street or building? Or are you creating a map of specific themes of interest, such as a specific activity or sport?

Step 3

Define the purpose: What is the end goal that this mapping exercise is trying to achieve? How will the skills and expertise of the stakeholders help to achieve this goal?

Step 4

Agree on what assets to include in the mapping exercise. You should factor in People, Organisations, the natural and built environment, salient features of the local economy, underlying cultural and spiritual practices, information and communication tools and resources, political capital and the systems which make up the community as a whole.

Step 5

Identify Methods: these may include interviews, phone calls, online surveys, group interviews and events, based on the best way to obtain information on the community assets which you have agreed to include.

Step 6

Brainstorm together and organise assets on a map, after agreeing on a way to organize the information obtained – you may use visual tools to help you.

Step 7

Reflect together on the map and see what is shows you: what resources are stretched? Which are underused? What relationships exist between the assets (or not)?

Step 8

Make a plan on how to leverage on opportunities you saw.

Resources:

- Intro to Asset mapping and the Capacity Inventory: <https://resources.depaul.edu/abcd-institute/resources/Documents/IntroAssetMapping.pdf>
- Full toolkit on Asset Based Community Development: <https://resources.depaul.edu/abcd-institute/resources/Pages/tool-kit.aspx>
- Video on community asset-mapping: <https://www.youtube.com/watch?v=mJ7pSoJ25Hc>
- Community asset-mapping workbook and sample maps: <https://naaee.org/sites/default/files/assetmappingworkbook2013.pdf>

Successful cases:

- ABC mapping applied in neighbourhoods: <https://web.archive.org/web/20161011224806/http://www.abcdinstitute.org/docs/MappingCapacity.pdf>
- Asset-mapping for resident engagement: <http://info.clearimpact.com/hubfs/documents/Asset-Mapping-Toolkit.pdf?hsCtaTracking=7d25e3e6-32fb-45b4-bf50-9ceb54ee5f29%7C270bfc44-4b73-4560-b48f-65fbd9437eac>