

Asset Map Introduction

Objective:

- Identify the key allies and resources in your community that can help or support your group as you work to tackle local energy projects.

Roles and Supplies Needed:

- *Asset Map* worksheet, plus a version of the *Asset Map* drawn up on a flip-chart, blackboard, or whiteboard
- Note-taker to record ideas on the flip-chart, blackboard, or whiteboard, then copy notes from the big chart onto the *Asset Map* worksheet for your group's records

Suggested Duration: 20 minutes

Instructions:

Using the *Asset Map*, brainstorm a list of the physical, social, and environmental resources available in your community that could assist you in your work. The map should include individuals, organizations, businesses, and institutions, as well as environmental and community characteristics that you see as assets to energy work. Here are some examples:

Environmental resources / community characteristics: beaches, parks, a walk-able downtown, strong community support for all things local

Local Institutions: community colleges, hospitals, libraries, local government offices

Local organizations / associations: chamber of commerce, book club, hiking clubs, senior groups

Tips:

- Potential partners may not have anything to do with energy or the environment – think of partners who might serve as a resource in other ways such as spreading the word.
- Are there organizations or resources that jump out as *not existing* in your community? If any missing resources came to mind, list them on the back of the *Asset Map*.
- Think broadly. Maybe your town doesn't have a farmer's market, but implementing one would reduce the energy usage and costs associated with shopping at large supermarkets.

- Consider bringing a geographical map of your town to the meeting for people to look at during the brainstorming process. A visual image of the town may help you identify assets and resources that you hadn't thought of previously.
- Consider using the Asset Map to look at potential partners for a specific project your group is working on. You may come up with new potential assets that didn't make it onto your overall Asset Map