

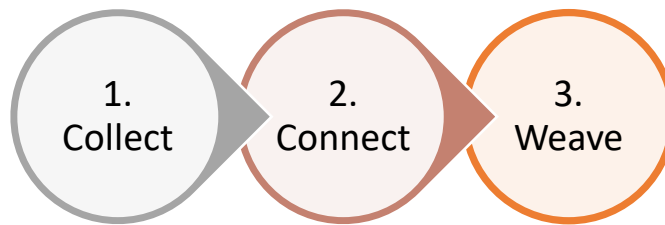
Module 5:

# Asset mapping guide

Asset collecting, connecting and weaving is the process that is known as asset mapping. It starts with identifying assets that are available from within the community. And then, more importantly, it's a process for connecting and engaging the community to unlock the talents of people to help solve problems and build a better community.

Asset maps are not just another list of resources. The most important part is to weave and connect the resources. By doing this, you will activate people and their local communities in a way that honours their wisdom and experience. Asset mapping has the potential to support the development of plans that help to balance power, engage those who have been historically excluded from full participation in society, and create a new way for people, groups and organizations to work together.

There are three Steps to Asset Mapping:



This process will help you to activate your list of assets so that the people in the neighbourhood can work together to create change and make the community healthier.

## Step 1: Collect

Document your community assets in one place. It might look like a list or a spreadsheet.

### Sample list of assets

What are some of the gifts you are willing to share?	What skills are you willing to contribute?	What are you passionate about?	What could you teach?	What do you want to learn?
<p>Music, crafts and arts</p> <ul style="list-style-type: none"> <li>• Singing (8)</li> <li>• Rap</li> <li>• Taking pictures</li> <li>• Arts (3)</li> <li>• Artist</li> <li>• Crafts (4)</li> <li>• Drawing (3)</li> <li>• Dance</li> <li>• Crochet</li> <li>• Sewing</li> </ul> <p>Sports</p> <ul style="list-style-type: none"> <li>• Athletics (4)</li> <li>• Basketball (4)</li> <li>• Baseball (3)</li> <li>• Football</li> <li>• Soccer</li> </ul>	<p>Music, crafts and arts</p> <ul style="list-style-type: none"> <li>• Painting (9)</li> <li>• Drawing (4)</li> <li>• Crochet (5)</li> <li>• Rapping</li> <li>• Sing (2)</li> <li>• Play instruments</li> <li>• Woodworking (3)</li> <li>• Arts and crafts (2)</li> <li>• Beading</li> <li>• Dancing</li> <li>•</li> </ul> <p>Sports</p> <ul style="list-style-type: none"> <li>• Teach volleyball</li> <li>• basketball</li> <li>• Biking</li> <li>• Soccer coach</li> </ul>	<p>Music, crafts and arts</p> <ul style="list-style-type: none"> <li>• Drawing/painting</li> <li>• Music (5)</li> <li>• Singing (5)</li> <li>• Photography (6)</li> <li>• Art (6)</li> <li>• Acting</li> <li>• Photography (5)</li> <li>• Craft show</li> <li>• Woodworking</li> <li>• Dancing</li> <li>• Crocheting</li> <li>• Cross stitching</li> <li>• Guitar playing</li> <li>• Rap</li> </ul> <p>Sports</p> <ul style="list-style-type: none"> <li>• Basketball (3)</li> <li>• Soccer (1)</li> </ul>	<p>Music, crafts and arts</p> <ul style="list-style-type: none"> <li>• Acting</li> <li>• Rap</li> <li>• Drawing (3)</li> <li>• Painting</li> <li>• Recorder</li> <li>• Sewing</li> <li>• Quilting</li> <li>• Crochet (3)</li> <li>• Singing (2)</li> <li>• Crafts</li> <li>• Dream catchers, jewelry, DIY projects</li> <li>• Beadwork</li> <li>• Art (2)</li> <li>• Play an instrument</li> <li>• Guitar playing</li> <li>• Photography</li> </ul>	<p>Music, crafts and arts</p> <ul style="list-style-type: none"> <li>• Line dancing</li> <li>• Bead work</li> <li>• Painting (3)</li> <li>• Draw</li> <li>• Sewing/quilting (4)</li> <li>• How to play an instrument</li> <li>• Arts and crafts</li> <li>• Rap</li> <li>• Shoe art</li> </ul> <p>Sports</p> <ul style="list-style-type: none"> <li>• Soccer skills</li> <li>• Basketball</li> </ul> <p>Home</p> <ul style="list-style-type: none"> <li>• How to build a house/how to build / treehouse</li> </ul>

## Step 2: Connect

Looking at your list of assets, how can you connect them together? Example: The chart below is a neighbourhood list of assets. Neighbours could plan a craft show using the gifts from those who have the skills to teach those who want to learn.

What skills are you willing to contribute?	What are you passionate about?	What could you teach?	What do you want to learn?
Music, crafts and arts <ul style="list-style-type: none"> <li>• Painting (9)</li> <li>• Drawing (4)</li> <li>• Crochet (5)</li> <li>• Rapping</li> <li>• Sing (2)</li> <li>• Play instruments</li> <li>• Woodworking (3)</li> <li>• Arts and crafts (2)</li> <li>• Beading</li> <li>• Dancing</li> </ul> Sports <ul style="list-style-type: none"> <li>• Teach volleyball</li> <li>• basketball</li> <li>• Biking</li> <li>• Soccer coach</li> </ul>	Music, crafts and arts <ul style="list-style-type: none"> <li>• Drawing/painting</li> <li>• Music (5)</li> <li>• Singing (5)</li> <li>• Photography (6)</li> <li>• Art (6)</li> <li>• Acting</li> <li>• Photography (5)</li> <li>• Craft show</li> <li>• Woodworking</li> <li>• Dancing</li> <li>• Crocheting</li> <li>• Cross stitching</li> <li>• Guitar playing</li> <li>• Rap</li> </ul> Sports <ul style="list-style-type: none"> <li>• Basketball (3)</li> <li>• Soccer (1)</li> </ul>	Music, crafts and arts <ul style="list-style-type: none"> <li>• Acting</li> <li>• Rap</li> <li>• Drawing (3)</li> <li>• Painting</li> <li>• Recorder</li> <li>• Sewing</li> <li>• Quilting</li> <li>• Crochet (3)</li> <li>• Singing (2)</li> <li>• Crafts</li> <li>• Dream catchers, jewelry, DIY projects</li> <li>• Beadwork</li> <li>• Art (2)</li> <li>• Play an instrument</li> <li>• Guitar playing</li> <li>• Photography</li> </ul>	Music, crafts and arts <ul style="list-style-type: none"> <li>• Line dancing</li> <li>• Bead work</li> <li>• Painting (3)</li> <li>• Draw</li> <li>• Sewing/quilting (4)</li> <li>• How to play an instrument</li> <li>• Arts and crafts</li> <li>• Rap</li> <li>• Shoe art</li> </ul> Sports <ul style="list-style-type: none"> <li>• Soccer skills</li> <li>• Basketball</li> </ul> Home <ul style="list-style-type: none"> <li>• How to build a house/how to build / treehouse</li> </ul>

Ways to connect assets:

1. **Identifying more connectors** – These are people who have connector interest (those who identify that they like being in groups, greeting, welcoming people). They are the community activators.
2. **Matching one to one** – Two people with the same interests sharing and learning together. Connect two gardeners together, or a gardener and someone who wants to learn to garden.
3. **Matching a person to a group of same interest** – If you find someone who is interested in supporting youth, you connect them with a youth club/group.
4. **Identifying people to do events/activities** – We imagine an event and put together people who have the skills to do it.
5. **Reinforcing activity** – Those who have diverse gifts that could reinforce each other. For example, connect a cookie baker and a businessperson to open a cookie shop.

## Step 3: Weave

How do these activities connect to the functions of your neighbourhood?

### Weaving example

Activity	Health	Care	Security	Children	Economy	Ecology	Food production
Connect walkers together	People get active	Builds relationships	Eyes on the street		Stop at local business for water	Picking up litter	
Cooking classes	Eating healthier			Kids attend the classes and learn/teach	Buy local foods		Big batch cooking and sharing with neighbours
Fix it café		Retired professionals using gifts and contributing				Reduce waste, and reuse and repurpose	Food preparation and exchange production
Craft show		Social connectedness		Teach children new skills	Bartering and selling local crafts		

Create a table with the following columns to weave your activities with the functions of your community. Feel free to customize the columns based on what is important to your community. For example, this could be key pillars of a community plan or the top priorities of a community.

Activity	Insert your pillar, priority or function.	Insert your pillar, priority or function.	Insert your pillar, priority or function.	Insert your pillar, priority or function.	Insert your pillar, priority or function.

Thinking about your organization/group's activities: Where are there duplications? What shifts could be made to better align or leverage resources?

Bucket your ideas using the prompts of – What should we stop doing? What should we shift to support? What should we think about doing?

Stop doing	Shift to support	Think about doing

**Here are some traps to avoid when doing asset mapping:**

- Asset mapping is not a photo or a google map.
- Mapping assets is not about platforms or lists... it's about what you do with the list that will lead to change.
- Asset mapping cannot be done the same in every community (when you have seen one community, you have only seen one community). It needs to fit with the community.
- An asset map is not a finished product but is constantly changing and finding new ways to connect assets.
- Asset mapping is about connecting not counting.
- Scale is important... the smaller the scale, the easier it is to build trust and relationships and to make connections.
- Asset mapping is about engaging with all the people so that they are more civically empowered.