CULTURAL HERITAGE 2.0

YOUR GUIDE TO

ECOSYSTEM MAPPING
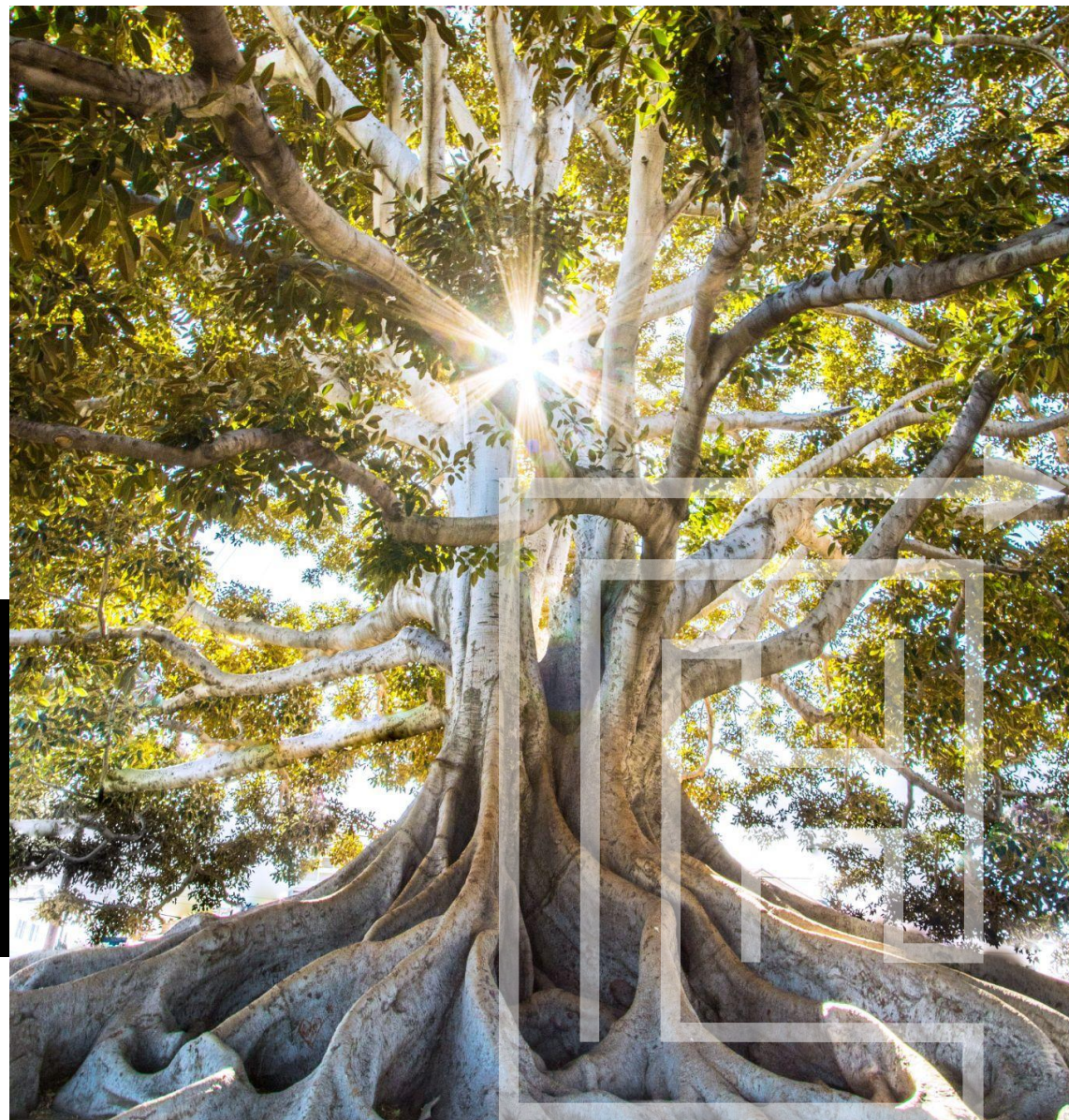
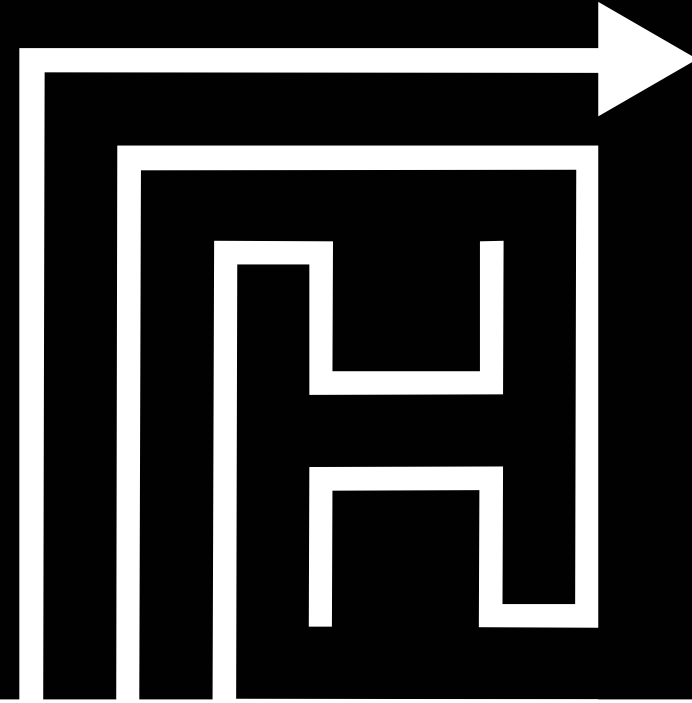# LACK OF RESOURCES COULD FORCE CHOs TO INCREASINGLY PAIR UP WITH STAKEHOLDERS IN THE FUTURE

For CHOs of the future it will be increasingly important to identify as part of a larger ecosystem as well as to understand their unique role in said ecosystem. The purpose of this tool is to help you get an overview of the actors and potential partners related to your organisation.

WORKING TOWARDS COMMON GOALS

Unlike traditional stakeholder mapping this tool aims at looking at the motivations, resources and capabilities, that will become valuable for the overall ecosystem.

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01

MAP YOUR ACTORS

MAP OUT YOUR ACTORS

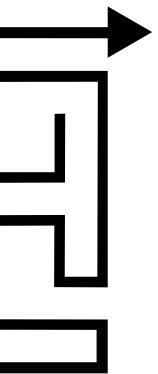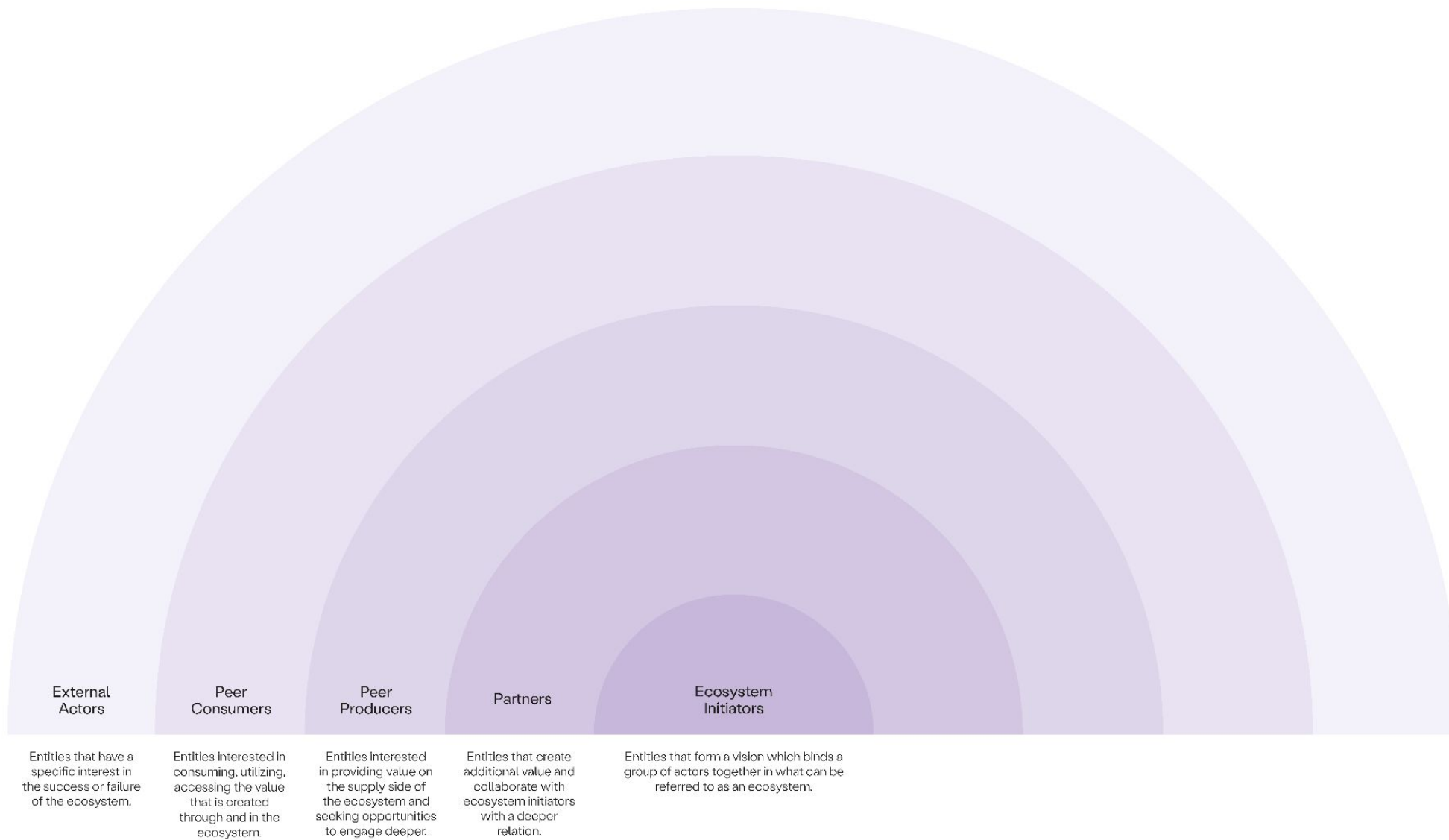Create an overview of all the actors that make up your ecosystem.
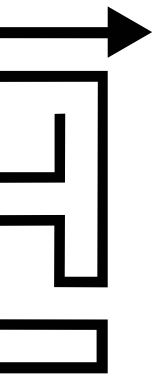This includes:
- your partners
- your collaborators
- contractors
- your end-users
- external stakeholders

Write down as many as you can think of.

Discuss them one by one and place them on the canvas according to categories to which they belong. Some might belong in more than one category, then place them on the line between those two categories.

See canvas on next slide.

External
Actors

Entities that have a
specific interest in
the success or failure
of the ecosystem.

Peer
Consumers

Entities interested in
consuming, utilizing,
accessing the value
that is created
through and in the
ecosystem.

Peer
Producers

Entities interested
in providing value on
the supply side of
the ecosystem and
seeking opportunities
to engage deeper.

Partners

Entities that create
additional value and
collaborate with
ecosystem initiators
with a deeper
relation.

Ecosystem
Initiators

Entities that form a vision which binds a
group of actors together in what can be
referred to as an ecosystem.

Danish Design Center

CATEGORIES OF THE CANVAS
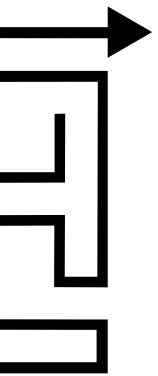
1. Ecosystem initiators
Entities that form a vision which binds a group of actors together in what can be referred to as an ecosystem.

3. Peer producers
Entities interested in providing value on the supply side of the ecosystem and seeking opportunities to engage deeper.

2. Partners
Entities that create additional value and collaborate with ecosystem initiators with a deeper relation.

CATEGORIES OF THE CANVAS

4. Peer consumers

Entities interested in consuming, utilizing, accessing the value that is created through and in the ecosystem.

5. External actors

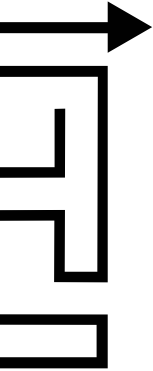Entities that have a specific interest in the success or failure of the ecosystem.

02

CLUSTER YOUR ACTORS

CLUSTER YOUR ACTORS

You will probably realize that you have many individual actors who share the same motivation for being part of your ecosystem or they poses some of the same capabilities or resources relevant to your ecosystem.

Identify the 5 most important actor clusters on your ecosystem map and note the following for each:

Actor cluster description
Try to avoid broad categories such as 'private sector' or 'civil society'. Narrow it down to be more specific.

Motivations and gains
What do they want or stand to gain?

Capabilities and resources
What can they do?

IMPROVE YOUR ECOSYSTEM

Use your insights to better understand the ecosystem your organisation is part of and explore new potentials within a collaborative approach that benefits the whole ecosystem.

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Source: Danish Design Center

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