THE SOCIAL CHANGE ECOSYSTEM MAP (2024)
An Introduction and Reflection Handout

In our lives and as part of organizations, workplaces, and movements, many of us play different roles in pursuit of equity, shared liberation, inclusion, and justice. And yet, we often get overwhelmed, lost, and burned out. Some of us are newcomers to ongoing social change efforts and don't know where to start. Still others are catalyzed into action in the midst of a crisis in our community.

The Social Change Ecosystem Map is a framework that can help individuals, networks, and organizations align with social change values, individual roles, and the broader ecosystem.

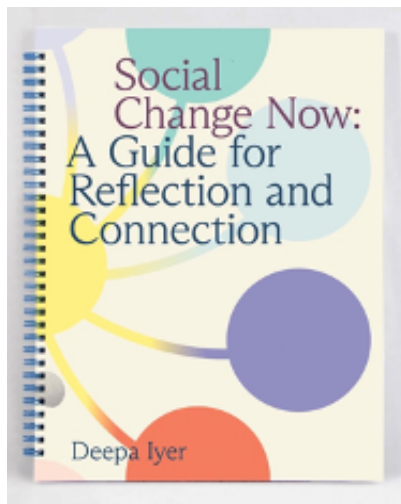The Social Change Ecosystem framework was created by Deepa Iyer, Senior Director of Strategic Initiatives at Building Movement Project. Deepa first developed the map in 2017, and in 2022, she released *Social Change Now: A Guide for Reflection and Connection*, a workbook which provides a deeper dive into the framework. You can find ways to purchase the workbook and to get involved at www.socialchangemap.com.

What you're reading now is an introduction to the framework. In the following pages, you'll find a preview of the *Social Change Now* guide. We envision this handout being used for personal reflection, as a discussion prompt at a staff meeting, or for a classroom conversation, for example, where time and resources may not allow for an in-depth exploration of the materials provided in *Social Change Now*. For permissible and non-permissible uses of the map, please see the parameters and guidelines on page 3 of this handout.

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Frequently Asked Questions

What is the social change ecosystem framework? Why is it important now?
The social change ecosystem framework is a tool to clarify values, identify roles, and support organizations, campaigns, and networks committed to solidarity, justice, and equity. It has two components: shared values embodied in the yellow circle in the middle; ten roles that people and organizations often show up in when they are participating in social change efforts. These are premised on an ecosystem concept, that we are more effective and more sustainable in our social change work when we build connections with others.

The framework has become a tool used by people and organizations, particularly during a time of unprecedented challenges, from the global pandemic to the 2020 uprisings to climate disasters, to find ways to engage in social change efforts more effectively, collaboratively, and sustainably.

Who can utilize the framework?
Individuals; nonprofit, educational, and philanthropic organizations; DEI taskforces; and movement coalitions and networks can all use the framework to sharpen their collaborations and advance social change.

As an individual, you could use the framework to provide insights on inquiries such as: what role(s) am I best suited to play in a particular moment; and how do I sustain my contributions for lasting impact. Organizational representatives could use the framework to provide insights on inquiries such as: do our core values align with our roles and actions; and how do we move from silos to solidarity?

How can I learn more about the framework?
- For a deeper dive into the framework, check out *Social Change Now: A Guide for Reflection and Connection*, a new workbook written by Deepa and published in November 2022.
- For a basic overview of the social change ecosystem framework, check out the resources at Building Movement Project
- For speaking engagements, workshops, and more, get in touch at https://www.socialchangemap.com/contact

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Parameters and Permissions

While Deepa intends for the framework and guide to have broad reach, she also wants to be clear about the boundaries for use. The framework is protected under copyright law. Below are the parameters for permissible and non-permissible uses.

PERMISSIBLE USES

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✓ You can include the framework in public-facing workshops only after completing a training course with Deepa Iyer (sign up to receive information at socialchangemap.com).

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Social Change Map

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Weavers: We see the through-lines of connectivity between people, places, organizations, ideas, and movements.

Experimenters: We innovate, pioneer, and invent. We take risks and course-correct as needed.

Frontline Responders: We address community crises by marshaling and organizing resources, networks, and messages.

Visionaries: We imagine and generate our boldest possibilities, hopes and dreams, and remind others of our direction.

Builders: We develop, organize, and implement ideas, practices, people, and resources in service of a collective vision.

Caregivers: We nurture and nourish the people around us by creating and sustaining a community of care, joy, and connection.

Healers: We recognize and tend to the generational and current traumas caused by oppressive systems, institutions, policies, and practices.

Disrupters: We take uncomfortable and risky actions to shake up the status quo, to raise awareness, and to build power.

Storytellers: We craft and share our community stories, cultures, experiences, histories, and possibilities through art, music, media, and movement.

Guides: We teach, counsel, and advise, using our gifts of well-earned discernment and wisdom.

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Reflection Questions

If you're approaching about the Social Change Ecosystem framework as an individual, consider the following reflection prompts:

- What are my core values and what do they mean?
- What role(s) am I best suited to play, given my skills, innate strengths, lived experiences, knowledge, and interests?
- Where am I stretched too thin because I am playing multiple roles in multiple contexts?
- How do I connect with an ecosystem, or organize a new one?
- Who is in my ecosystem, and how can I support them?
- What do I need from my ecosystem?

If you're approaching the Social Change Ecosystem as part of an organization, consider the following reflection prompts:

- What roles do our staff members play?
- Do our core values align with our roles and actions?
- Who is in our broader ecosystem?
- If we are part of a larger network of partners, what role do we play?
- How do we move from silos to solidarity?