

# CHECKLIST FOR A QUICK & DIRTY LOCAL ANALYSIS

**You can do this analysis on your own but also with your team or even with a selection of colleagues from different internal departments who you feel need to be involved in your project at one point.**

1. Print a large map of the area and get pens and stickie papers in different colours.
2. Write down all the different goals, transitions and challenges you need to address in the area and put them on the map. You can use the following list as a checklist of themes:
  - > Spatial (buildings, functional mix, public space, green, infrastructure, mobility systems, etc)
  - > Planet (energy, waste, water, food, air quality, climate resilience, biodiversity, circularity, etc)
  - > Social (inclusion, diversity, cohesion, safety, community, health, etc)
  - > Economic (employment, equal opportunities, talent, entrepreneurship, creativity, innovation, etc)
3. Then add goals, transitions and challenges that you think other local stakeholders need to address in the area and add them to the map.
4. Add to every item whether they are mainly concerning the short, middle or long term.
5. Also add arrows between items that strongly influence each other.
6. Add an extra stickie in a different colour to each item and write down available relevant data about this item. Highlight data that you urgently need but is still lacking. These can inform some actions to take on the short term.  
Beware of prioritizing the collection of all thinkable data about all items. Only highlight the ones that you really need to get the process going (for example for transforming vacant office buildings you need a map or list of vacancy per building and an overview of who the owners are).
6. Add an extra stickie in a different colour to each item and write down the different stakeholders for whom this is important, including yourself. Also distinguish different internal departments where necessary.
7. Add an extra stickie in a different colour to every item and write down what the interests are for every stakeholder, including yourself, in other words what their pains and gains are regarding this item. What's in it for everybody?
8. Highlight interesting overlaps or conflicts in interest that you spot, this is important to keep in mind when organising meetings with different stakeholders. There may be sensitivities there or opportunities for collective action.
9. Highlight zones or locations on the map where a lot of items and interests come together. These may be interesting hotspots to kick-start collective action.  
  
<< Take a good photograph of the map as this is the first overview of what you want to achieve.>>
10. Now add stickies in yet another colour and map the current projects, programmes and initiatives in the area. Both your own and other's. Also check which programs are run by other departments in your organisation. Draw arrows between these initiatives and the items you need to address, especially the ones on the short term. These can inform your first actions to take.  
  
<< Take a good photograph of the map as this is the first overview of where you can start.>>

**NB1: After completing this checklist, you have your first sketch of the local analysis. Of course, you cannot make this analysis alone and run the risk of building on false assumptions. Make sure you physically go to the area at least a few times, at different points during the day and week, and really immerse yourself in it. How does it feel, both during the day and in the evening? Try to talk to as many people as possible to learn how they feel about the area. You may learn new things that inform updates for your analysis. In general, your analysis is dynamic rather than static. The more stakeholders you will meet over time, the more new things you will learn about the area and about how it is perceived and experienced.**

**NB2: In the next chapter you can prioritise your findings by translating the content of your map to your 'project outline canvas' that you can find in the downloads in the next chapter. From there it will be easier to get an overview and make the shift to setting up your strategy and getting into action.**