



ClieNFarms
Climate Neutral Farms

ClieNFarms Scaling Toolbox

The Context Map

Systems Analysis

The Context Map is a visual tool for system analysis, based on the well-known technique PEST1 (Aguilar, 1967). It has been adapted to the system innovation context by increasing and modifying the factors included in PEST and focusing on trends as potential drivers for change, in addition to the factors characterising the system.

This tool provides a great place to start. Unlike the Flourishing Multi-Level Canvas, you do not to be a confident systems thinker - it is a simple tool to use. This tool will give you a quick idea about the system your challenge is centred in and how the system works. It will help you spot threats and opportunities and helps you avoid being trapped by your own unconscious assumptions. We highly recommend building a context map at the start of your project.

The Context Map is a tool from the from [The Visual Toolbox for Systems Innovation](#).

Purpose

The Tool can be used at the beginning of the project when you need to get a quick idea about the system around the challenge and how it works. It should be done before making key decisions about the project, to spot threats and opportunities that might dramatically change your initial plans. One of the most important advantages of the Context Map is its simplicity. In contrast to the Flourishing multi-level, you do not need an in-depth understanding of system innovation transitions. The Context map helps you to understand how the system around your challenge works and consequently to spot opportunities or significant threats for your project. It gives you an idea about the current state and the direction of change within your project environment. It helps you to avoid being trapped by your unconscious assumptions when you enter a new country, region, or market.

Overall, the Context Map broadens your scope and increases your awareness of the all-embracing context, which puts you in a better position to make better decisions, adopt a strategy or navigate through the system.

Expected outcomes of applying the tool

The tool will result in a quick, visually appealing, and comprehensive picture of the factors influencing and creating the system in which your project is embedded.

Preparation: What needs to be in place for the tool to work properly (ingredients list)

You will need a clear idea of the socioeconomic framework that your project sits within, as well as the environmental context

Step-by-step guide to using the tool (Recipe)

Please find step by step guide in [The Visual Toolbox for Systems Innovation](#) on pages 85 - 95

Suggested follow up steps

Equipped with the overall picture of the system, you may want to go for a deeper and more comprehensive understanding of that system by carrying out a proper Multi-Level Perspective analysis. If so, then go with the Flourishing Multi-Level Canvas tool. If not, you can start planning future steps by envisioning what the system may look like in 10- or 20-years' time. Then you can see how to fit your innovation within the vision.

Links and references

[The Visual Toolbox for Systems Innovation](#) on pages 85-95