



**ClieNFarms**  
Climate Neutral Farms

## ClieNFarms Scaling Toolbox

# The Enlarged Empathy Map

### Stakeholder Engagement

The Enlarged empathy map is a visual tool that allows you to build a stakeholder profile by quickly browsing the sources of information you have close at hand. The empathy map is intended for you to put yourself into a stakeholder's shoes and thereby see the challenge from a different perspective.

It is based on the Empathy Map developed by Scott Matthews of XPLANE, and the variation Enhanced Empathy Map is a tool from the from The Visual Toolbox for Systems Innovation. The tool will help you generate a categorized list of the main stakeholders for your challenge.

### Purpose

This tool will help you to get a clear and pretty accurate profile of a stakeholder. By doing that you will be in a better condition to decide whether to invite them to participate or not.

## Expected outcomes of applying the tool

Using this tool will result in a visual depiction of each of your stakeholder profiles individually: their main needs, drivers, and expectations, as well as their behaviour and sources of information. Please note that the tool should be used to analyse each stakeholder individually.

## Preparation

To use this tool efficiently, you will need to have access to sources of information about the stakeholder. It can be the internet, newspapers, journals, documentaries, etc. In a training session it is crucial to provide participants with the material needed.

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

The steps of the tool are explained in the Visual Toolbox for Systems Innovation  
Pages 29-33.

## Suggested follow-up steps

You may want to find out more about stakeholders' relations, the balance of forces, potential allies, etc. To do so, move on to the stakeholder map or to the stakeholder universe.

## Links and references

[Visual Toolbox for System Innovation - Observatory of Public Sector Innovation \(oecd-opsi.org\)](https://www.oecd-opsi.org/visual-toolbox-for-system-innovation-observatory-of-public-sector-innovation/)