



01_ Identify your stakeholders

#TargetGroup #Impacted

Assign a colour to every participant



Supply of post-its, copy or add new ones (N) whenever required



Instructions

Aim:

Creating an overview of all **relevant stakeholders** that could be involved in an air quality sensor network or other urban air quality solutions you are working on. This will help in designing your solutions and implementation plan later on.

Method:

Hybrid brainstorming: individual brainstorm followed by group brainstorm building on the individual ideas of other participants

Ideation Triggers :

- The actual solution has not yet been defined, start thinking from the overarching concept of an air quality network including, tools, reports, webportals, but also distribution, maintenance etc.
- To positively build on each others ideas, use statements like "Yes, and ...", "Yes, or also...", "Yes, that makes me think of ..."
- e.g. "police officer" -> "Yes, that reminds me of the neighbourhood watch or even a crossing guard ..."

Target group

Beneficiary

Impacted

= **primary user**

= requires at least part of the concept of an air quality sensor network (or related tools) to accomplish his/her goal(s)

Sometimes it helps to state who is definitely **not** your primary user.

Beneficiary

= **benefits** from target group gaining access to the air quality sensor network (or related tools)

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Impacted

= is **confronted with results** of the air quality sensor network and has to act on that

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