



Building Movement Project

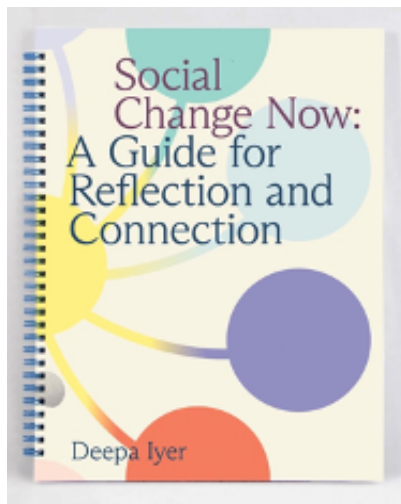
Activating Nonprofits | Fueling Change



SOLIDARITY IS

THE SOCIAL CHANGE ECOSYSTEM MAP (July 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 guidelines for use of this framework, please see the permissible and non-permissible uses on pages 3-4 of this handout.



THE SOCIAL CHANGE ECOSYSTEM MAP (2024)

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>



THE SOCIAL CHANGE ECOSYSTEM MAP (July 2024)

Guidelines for Use

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

✓ Using for Personal Development:

You can use the framework for your own individual use to guide your leadership, social change and solidarity practices. Please use *Social Change Now: A Guide for Reflection and Connection* as an anchor and resource.

✓ Using within your Organization / Group / Coaching Clients / Classroom:

You can use the framework *internally* within your organization, workplace, faith group, board, or campus/school to guide meetings, retreats, orientations, check-ins, evaluations, workshops, classes, self-discovery/group discovery sessions, leadership mapping, and more.

To prepare to use internally, please familiarize yourself with the framework and receive training on utilizing it (more information on training at socialchangemap.com). Additionally, **the map images you use must be the exact ones that appear in the guide** (PDF or hard copy) or on affiliated websites (deepaiyer.com; socialchangemap.com), **complete with copyright information**.

✓ Sharing on Social Media:

You can share, post, and repost the map image, with **full attribution**, on social media platforms, within emails, newsletters, internal communications, and as part of a list of resources in books or research papers. If posting on social media or on another resource, the map images you use must be the exact ones that appear in this guide (PDF or hard copy) or on affiliated websites (deepaiyer.com; socialchangemap.com), complete with copyright information. **Any post that accompanies the visual image should cite Deepa Iyer**, and when possible, tag appropriate handles (@deepaviyer on Instagram; @dviyer on X).

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NON-PERMISSIBLE USES

✗ No adaptations or remixes.

None of the material in the framework (including the visual map, images, and words) can be altered. This includes but is not limited to: changing the colors, the text, or the roles; adding artwork or new elements such as logos or handles; or visually reorganizing the roles.

✗ No commercial use is permitted.

The framework (including the visual map) or any derivations of its content can never be used to accrue money for yourself or your organization, (including, but not limited to, charging people or asking for donations for a training; or making and selling products based on or including the map or framework).

✗ No public-facing workshop specifically on the framework is permitted, if paid.

If unpaid, please contact Deepa to discuss (deepa@deepaiyer.com) with at least a month's notice.

Examples

- Can I do a workshop on the framework internally with my team or network? **✓ YES**
- I offer leadership coaching for clients. Can I use the map with my clients? **✓ YES**
- I am an educator. Can I do a workshop on the map with my students? **✓ YES**
- I want to translate the map into a different language. **✓ YES - please send a draft to Deepa before proceeding.**
- I am speaking at a conference. Can I use the map visual in my presentation? **✓ YES with proper attribution.**
- I want to include the map as a resource as part of a public-facing workshop. **✓ YES with proper attribution.**
- I want to do a *paid* public-facing workshop on the map. **✗ NO. Please contact Deepa to learn about public workshop offerings.**
- I want to do an *unpaid* public-facing workshop on the map. **It depends. Please contact Deepa to discuss at least a month in advance of the event.**
- I'm writing a book and I want to include the visual in my book. **✗ NO - but you can cite Deepa's book, *Social Change Now*.**



Social Change Map



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?