

A scenic view of a lake surrounded by dense green trees under a clear blue sky. The water is calm and reflects the surrounding greenery. The text "Asset Mapping Exercise" is overlaid in the center of the image.

# Asset Mapping Exercise

# What is Asset Mapping

- Asset Mapping is a tool that relies on a core belief of asset-based community development; namely, that good things exist in communities and that those things can be highlighted and encouraged — these are assets suited to advancing those communities.
- It is recognized that every community has its own unique set of assets that it can take advantage of to provide a strategic or operational advantage toward achieving economic and workforce development goals.



# What is Asset Mapping

- By identifying the available asset base, communities will be in a better position to capitalize on inherent strengths and identify potential challenges that may require targeted efforts to overcome.
- Asset Mapping should be one of the first steps of a project which will help in decision making, may steer a direction and potentially utilize and make best use of existing infrastructure available.



# Potential area's of focus

- **1. Physical Assets**

Physical assets in the community include land, buildings, transportation, and facilities that can contribute to community strengthening.

- **2. Economic Assets**

Economic assets include what residents produce and consume in the community, in both formal and informal ways, through local businesses, or bartering and trading relationships, that can contribute.

- **3. Stories**

Stories carry the memory of a community and can describe the potential of a community based on previous times as remembered by those who live there.

- **4. Local Residents**

Local residents are those who live in the community. Residents' skills, experiences, capacities, passions, and willingness can contribute to community strengthening.

- **5. Local Associations**

These include associations in the community primarily run by volunteers, such as athletic clubs, faith-based groups, and others that can contribute.

- **6. Local Institutions**

Local institutions are public spaces in the community such as schools, libraries, parks, and government entities, such as nonprofits.

# How Asset Mapping is used- As it Pertains to Aquaculture

- Asset maps are required to quantify and qualify the assets available within the region of a particular community that can be leveraged for sustainable development of the local and regional economy through aquaculture.
- This exercise is intended to develop an asset map that will provide guidance to the communities leaders in the aquaculture development decision-making process.
- The data and information compiled through the asset mapping exercise typically gets used for feasibility assessments for sustainable aquaculture development.



# How does it work?

- Can be a simple exercise to determine a communities resources and infrastructure.
- Does not need to be overly strenuous or time consuming.
- The exercise can include not only infrastructure but also skilled staff and members that could be well suited for the aquaculture industry.
- Does not necessarily have to include just assets owned by a community but could also include key attributes in the area that you may have access to.





# Examples of key things to look for

- Access to water
  - Lake, River, Well, Ground water levels, Municipal water?
- Sampling Water Quality
  - Some of this can be done later, but if you have knowledge or ability to sample key attributes of the water source it may prove to be very helpful for decision making.
- Land
  - Parcel of land close to water? How much remediation is required? Is it treed and is there benefit to the lumber?
- Logistics/Roads
  - Access to main roads, hwys, ease of maintenance (if applicable), distance to market.
- Weather
  - How much weather does this particular area receive? What affect may it have on your operation and proposed location?
- Gravity
  - For Land based systems is there any way to capitalize on using gravity to feed the water into your system (can dramatically reduce pumping costs).





# Examples of key things to look for...Continued

- Boats, barges, Trucks
  - Any opportunity to repurpose the use of boats, barges, trucks, flatbeds, forklifts?
- Existing Buildings
  - Existing unoccupied buildings or facilities...
- Electricity
  - Do you have electricity on site? Do you have to bring it in? If so how far and approx. cost?
  - Single phase or three phase?
  - Generator, off-grid.
  - How often do you experience brown or black outs?
- Natural Gas or propane
  - Does a site already have access to NG or propane or would it need to be brought in?
- Local Business
  - Community or member owned business may be a massive asset (environmental consulting, construction, heavy machinery, fuel providers (diesel, propane, natural gas, etc))
- People
  - Current staff or members of the community that may be well suited for the industry, have experience and knowledge.



# Additional Questions to ask

- What type of project would best suit our community or region?
  - Open net pen, land-based facility, pond culture, aquaponics?
- What are our objectives?
  - Culturing for the commercial market? Food security? Supply on-growers? Baitfish, niche markets?
- What are the main drivers?
  - Economics? Skill Development? Employment? Gap in the market and available opportunities? Future?

# Benefits of the basic exercise

- In most cases capitalizing of existing infrastructure and resources could make a huge cost benefit to any type of project, that's why this exercise can be important at the beginning!
  - Retro fit of an appropriate, existing building could save thousands of dollars.
  - Being able to gravity feed a facility for a land-based facility could add further profit or allow for more flexibility within the design stage and operation.
  - A site that already has access to electricity could be a huge advantage.

Remember that nothing is impossible regardless of your results from this exercise. An objective or desire should still clearly be investigated by a professional to confirm findings to prove feasible or not!!

# Next Steps

- By going through the listed points as examples it will assist in making decisions about the location, size and type of operation that would best suit your community.
- By knowing what you have available and aligning them with your wants and needs it will allow you to make more informed decisions and provide clear direction which typically would be a feasibility study and business plan.
- Will add further justification to the community to continue down the path of aquaculture with a higher level of confidence.