SUSTAINABILITY LEADERSHIP PROGRAMME

Mapping Out Our Data Needs

Through this activity, focus with your team on the types of data that exist within your destination and that you can employ to develop sustainably.

2-5 People

3-4 Hours

1 - Intent

30 Minutes

Determine how you would or wouldn't use data in order to solve sustainability issues within the desination.

How can we align round data?

What could we use data for?

Our Big Ideas

2 - Data Wall

20 Minutes

Identify the data you have and what data you need to get. How can we use data to tackle the biggest issues our destination faces?

	PUBLIC DATA	PRIVATE DATA	USER DATA
HAVE			
WANT			
BONUS			

3 - Understanding

1 Hour

Deconstruct your data sources into the components you need to teach stakeholders how sustainability can be achieved and implemented in their strategies.

Data Source 1

Data Source 2

Data Source 3

Data Source 4

Data Source 5

4 - Data Toolkit

20 Minutes

Take stock of how you are exploiting the identified data within the destination. Classify the previous data sources depending on the use they are given and their importance to drive change in the destination.

Use rarely
-
Less importance

Use frequently
-
Secondary importance

Use daily
-
Primary importance

5 - Reasoning

30 Minutes

After analysing your data sources, it is now time to revisit your "big ideas" and transform them into actionable goals and reasoning statements.

Achievable Goal 1

Business/ Stakeholder group can Intent by Big Idea based on Type/Source of Data

Achievable Goal 2

Business/ Stakeholder group can Intent by Big Idea based on Type/Source of Data

Achievable Goal 3

Business/ Stakeholder group can Intent by Big Idea based on Type/Source of Data

6 - Knowledge

45 Minutes

Brainstorm the impact your data strategy will have on the destination's development and on possible collaborations with data experts.

Direct & Direct Impacts of our Data Strategy

What will be the direct impacts of data in the destination?
What will be the indirect impacts of data in the destination?

Data Expertise Brainstorming

Who could help us have more expertise and understanding around data?
Do these relationships need to be established or do they exist?