Idea Mapping Tool

From Societal Questions to Action
This model helps structure ideas and insights from workshops — showing how they connect along a line from broad societal questions to concrete actions and decisions. After a workshop, post-it notes can be placed along the axis to clarify which level each idea belongs to, and where further effort or knowledge is needed.

Sometimes a post-it can mean different things. For instance, "Everyone should have access to music" could express a societal goal ("How do we ensure equal access to art and music?") or a specific action (arranging a free neighborhood concert or a youth music program). Similarly, "More sustainability in the music industry" might refer to a broad ambition or to a specific step, such as reusing stage materials.
 In that way, the model helps clarify meaning and intention behind the inputs.

1. Big Questions

Societal level.

Ideas addressing fundamental challenges, values, or trends in society — pointing to why change is needed.
Examples *: Climate, democracy, inclusion, technological change, culture's role in society.*
Typical actors: *Think tanks, research institutions, civil society, media.*

Inputs

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2. Strategy & Vision

Direction and intent

Proposals that define visions, priorities, or long-term goals — what we want to achieve as a sector or society.
Examples: *Public policies, national strategies, sector programs, governance frameworks.*
Typical actors: *Public administration, policymakers, industry organizations.*

Inputs

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3. Knowledge Base

Insight and analysis.

Inputs grounded in data, research, evaluation, or professional experience.
Examples: *Studies, reports, mapping, exchange of best practice.*
Typical actors: *Expert communities, researchers, knowledge centers.*

Inputs

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4. Plans & Roadmaps

Inputs

From ideas to plans.

Suggestions that organize and structure efforts toward shared goals.

Examples: *Action plans, project frameworks, program design, organizational plans.*

Typical actors: *Management, organizations, project boards.*

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5. Measures & Solutions

Inputs

Concrete actions and prototypes.

Ideas describing what can be done — from pilot projects to campaigns and service design.

Examples: *Pilots, technical solutions, campaigns, best-practice projects.*

Typical actors: *Designers, engineers, development teams, partners.*

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6. Decisions & Action

Inputs

Implementation and follow-through.

Proposals involving actual decisions or execution in specific cases.

Examples: *Allocations, resolutions, operational measures, activism, local initiatives.*

Typical actors: *Public agencies, organizations, activists, individuals.*

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