



e-Learning course  
**Social Mapping**

## WHAT IS SOCIAL MAPPING AND EVIDENCE-BASED POLICY-MAKING?

The Leave No One Left Behind (LNOB) approach is the key, transformative promise of the United Nations 2030 Agenda that aims to ensure that no one is left behind in achieving sustainable development. This approach requires local governments to pay special attention to the needs of the most disadvantaged and marginalized groups and develop targeted interventions to address their specific needs and challenges. The economies of the Southeast European (SEE) region have committed to the implementation of the Sustainable Development Goals (SDG) of the United Nations, while local governments have committed to the achievement of the 2030 Agenda, from the definition of goals and objectives, to the definition of implementation tools and the use of indicators to measure and monitor progress at the local level. The 2030 Agenda also placed territories and their peoples' priorities, needs and resources at the center of sustainable development. Achieving the SDGs depends, more than ever, on the ability of local and regional governments to promote integrated, inclusive and sustainable territorial development.

The development goals can only be achieved if local policy makers and interest groups

participate fully in setting, implementing and monitoring the agenda. Participation requires that public policies are not imposed from above, but shared throughout the policy chain. All relevant actors must be included in the decision-making process, through consultative and participatory mechanisms.

LNOB Social Mapping is a method used by social workers and local government professionals to collect data on the needs of different LNOB target groups (disadvantaged groups) and to identify the availability and accessibility of socio-economic resources in the community (for example, schools, social services, public spaces, roads, etc.). By comparing the knowledge gained from these two perspectives, local government professionals would be able to identify gaps and propose appropriate solutions. The approach represents an efficient way for authorities to have access to detailed and consistent data on specific groups of citizens who may be at risk or disadvantaged in society. The output from the LNOB Social mapping addresses the LNOB principle of the 2030 Agenda and its integration into decision-making and planning processes at the local level. In addition, the social map is the relevant resource that should be used when developing or improving local policies and services in the field of social protection.

## HOW WILL THIS ONLINE COURSE HELP YOU?

The general objective of this course is to provide knowledge to local government professionals for the coordination of the process of planning, development and execution of the LNOB social mapping. The course also provides knowledge that will assist local government professionals in the process of aligning findings and recommendations from social mapping with local policy documents, followed by evidence-based decision-making.

In addition, the course provides local practitioners, experts and researchers with methodological steps, survey instruments, formats and guidelines for the realization of the LNOB social mapping and the preparation of reports.

## COURSE OBJECTIVES

At the end of the course, you will be able to understand the process of evidence-based policy making using data obtained from the LNOB social map.

The specific objectives of the course will provide you with the necessary knowledge to:

- Better understand the concepts of diversity, social inclusion and gender equality and get to know the 2030 Agenda and the SDGs;
- Understand why the LNOB principle and the social map are crucial in planning and achieving comprehensive local policies;
- Describe the concept of the social mapping, its importance in the engagement of disadvantaged groups in local decisions and policy-making;
- Distinguish and explain the various tools and techniques of social mapping, LNOB target group identification, research sampling and stakeholder identification;
- Contribute to the development of a concept and action plan for social mapping (together with local CSOs or consulting companies engaged in carrying out social mapping);
- Understand the structure of social mapping reports, as well as the interpretation and visualization of data collected from the social map;
- Translate the findings of the social mapping into evidence-based local policy recommendations in line with the SDGs.



## TARGET GROUPS

The course is designed for professionals from local government administrations responsible for social protection issues and local decision makers.

The course is also designed for experts working with social research and analysis (civil society organizations, consulting companies and experts) who can provide support to local government professionals in conducting social mapping and LNOB policymaking.

## COURSE STRUCTURE

This course consists of four modules:

- Module 1: Introduction to Key Concepts: Diversity Management, Gender Equality, Social Inclusion, Inclusive Policies, Agenda 2030 and SDGs, Leaving No One Behind (LNOB) and the Social Mapping
- Module 2: LNOB Social Mapping Methodology
- Module 3: Developing Social Mapping Reports and
- Module 4: Evidence-based decision making

## STUDY METHOD

This course is facilitated and provides online learning methodology and tools including readings, examples of good practice, research tool formats, videos, guided discussions and assignments. These interactive tools will enable you to share your views, discuss with the facilitator and other participants and receive feedback. The forum, online discussions and exchange of ideas and thoughts will encourage you to create a permanent network of professionals working in local authority for social protection.

The study method includes the support of an experienced facilitator during the duration of the course by providing feedback in the context of joint assignments and discussions.

## KNOWLEDGE ASSESSMENT AND CERTIFICATE OF COURSE COMPLETION

To receive a course completion certificate, you must complete all the readings, actively contribute to the discussion forum and online meetings, answer specific assignments and complete quizzes. Each of these tasks is evaluated with a maximum of 100 points, while the threshold for successful completion of the course is 70 points.

## LANGUAGE

This course is available in the English language.

## COURSE DELIVERY DATES

The course will be delivered in November 2023. For the exact dates of the start of the e-course you will be accordingly informed. To express interest in the course, please contact us at Zana Shehi [shehi@nalias.eu](mailto:shehi@nalias.eu)

## THIS COURSE IS PART OF NALAS e-Academy

NALAS e-Academy is an online platform which enables the distribution of regional relevant knowledge to every municipal employee in the South East European region, offering at the same time opportunities for an interesting, creative, step-by-step study. NALAS e-Academy provides excellent knowledge on important topics for local government professionals in the fields related to local government. Taking advantage of new technologies, the learning experience offered by the NALAS e-academy is economical, innovative and user-focused.

## COURSE MODERATOR

Mr. Kristijan Trajkovski has a master's degree in political science. He has many years of experience in collecting, data processing and analysis (using SPSS, Stata, Excel, etc.) and research coordination, including social mapping in several municipalities in the region. Kristijan possesses knowledge of the field of public policy, public relations, marketing and the implementation of research methodologies, using and developing quantitative and qualitative data collection tools.