

## The Social Change Grid™

SMK's Social Change Grid™ allows us to visualise the different ways that social change can happen. This helps us to structure our campaign plans, spot opportunities, identify gaps and build connections.

The Social Change Grid is split into four sections or quadrants. Each one represents a different space where power is held and campaigning activity can take place.

This **top left** quadrant deals with community power. It's where individuals come together as a community of interest, either in a particular place or on-line.

This **top right** quadrant is where public debate happens and opinions are formed. It is the place of culture and social norms, of mass actions and the media.

This **bottom left** quadrant deals with people's experience and self-development. It considers how someone's first-hand experience can inform social change activism and how a person can build their knowledge, skills and confidence.

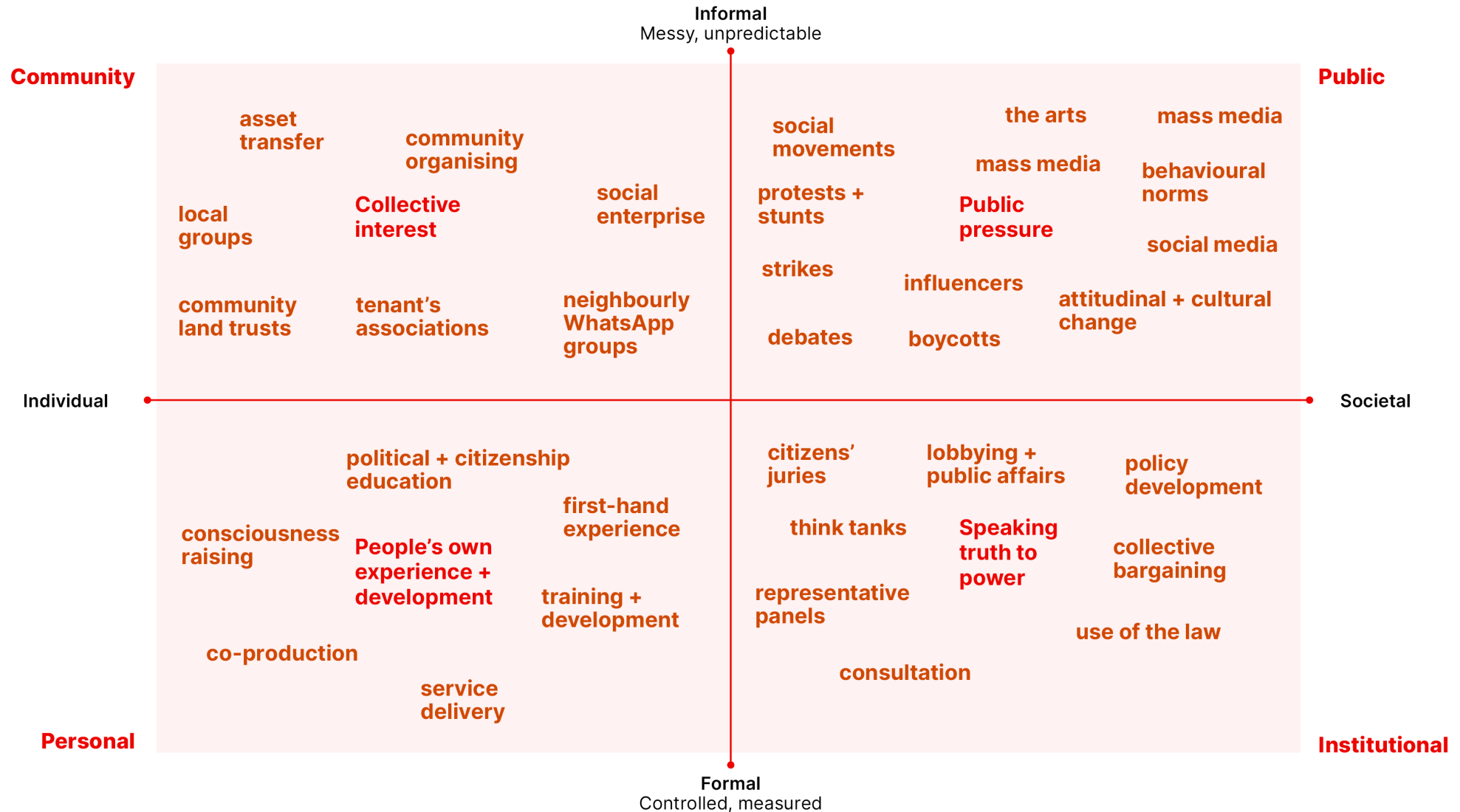
The **bottom right** quadrant houses those who hold formal powers – like the ability to enforce the law or regulate a sector. Or who have significant resource and influence and so can command change.

The location of activities within quadrants is important. The closer an activity is to the bottom of the grid, the more formal and predictable it is. And the closer to the right an activity is, the greater the number of people involved.

To be impactful, your social change approach will need to include some activity from each of the four quadrants. And if you are not best placed to deliver an activity, consider who else you could partner with.

The Social Change Grid shows just some of the ways in which civil society works to drive social change. A blank version of the Grid can be used to map the ways in which an organisation works to drive change; to plan a specific campaign; or to map other actors in a field or broader trends. For a full explanation see The Social Power report at [www.smk.org.uk/social-power-report](http://www.smk.org.uk/social-power-report)

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