STRATEGIC MAPPING
Land Restoration Projects in the MENA Region

Menaqua Land Restoration

Project Overview

Menaqua, a forward-thinking startup focused on reforestation and climate adaptation initiated a comprehensive mapping project to catalog all prominent land restoration projects in the MENA region.

The strategic mapping exercise was designed to catalog land restoration projects noting their scope, scale, and impact. It would identify key stakeholders such as financiers, implementers, and expert contributors and organize the collected data into accessible formats like Excel for streamlined analysis and decision-making- ensuring all research activities were synchronized with Menaqua's strategic timelines and business objectives.

Tools and Techniques

We utilized a mixed methods approach consisting of:
- Desktop Research: To gather initial data and insights on existing projects and their stakeholders.
- Proactive Outreach: To fill information gaps and verify data.
- Excel-Based Analysis: Utilizing advanced Excel functionalities to rate and prioritize information based on strategic relevance to Menaqua.
- Patent Review: Conducting a thorough review of patents related to relevant land restoration technologies

Project Outcomes

- A comprehensive database of over 30 land restoration projects, complete with a detailed analysis of funding, partnerships, and technological innovations.
- Insights into potential funding routes and strategic partners, which were instrumental in planning future engagement strategies.
- Development of a Menaqua CRM system to track and manage new connections and leads.

Impactful results

The mapping exercise had a profound impact on Menaqua's operations:
- Providing a foundational dataset that informed the next phase of strategic planning.
- Enhancing stakeholder engagement, particularly in securing green energy funding and aligning with investors focused on carbon reduction targets.
- Enabling strategic partnerships that expanded Menaqua's influence and operational capabilities in the region.