

Stakeholders Analysis Table

For identifying the interests and motivations of stakeholders

What is needed?

Time: 40 mn - 1 hour

Material support: Blank stakeholders analysis table (see overleaf) + pens

This tool can be used in a workshop format or simply filled in by participants.

- › The first “stakeholders” column lists all the categories of stakeholders that may have an interest (or “stake”) in the project.

This includes:

- beneficiaries of the policy;
 - people potentially impacted (“winners” and “losers”);
 - intermediaries;
 - those involved in or excluded from the decision-making process.
- › The following three columns describe the stakeholders’ possible involvement and role.

A stakeholders’ analysis is a simple process that ensures that the rights stakeholders are involved when composing or adapting a multi-stakeholders group.

The stakeholders’ analysis table can be used to identify the interests and motivations of stakeholders identified, as well as possible actions to address these various interests.

What for?

- › To analyse the interest and motivation of stakeholders while setting-up a multi-stakeholder group.
- › To conduct further analysis as the project evolves, to bring in any missing stakeholders and check on the relevance of the membership.

How to use it?

Step 1 Divide stakeholders in two groups

Primary stakeholders: those affected directly by the project, either positively or negatively.

Secondary stakeholders: those with an intermediary role, including delivery agencies, policy makers, or supporting agencies such as social workers.

Step 2 Fill in the tree other columns

- **The first column** summarises the current situation and how each stakeholder is affected by the problem to be addressed.
- **The second column** should note their potential role and desire to bring about change.
- **The third column** should focus on how the project can meet their demands.

Step 3 Reflect on stakeholders’ interests

Once the table is completed, reflect on what can be done in order to best meet or counteract stakeholders’ interests. In particular, think about what can be done to **maximise the engagement** of those who are likely to support the project, and to **minimise/understand the resistance** of those who may be more likely to block it. In addition, it is important to assess and, if necessary, develop or adapt the capacity of different stakeholders to fully engage in the process.

Before filling this table, it can be helpful to **map your stakeholders’ ecosystem** to identify your primary and secondary stakeholders and to combine this exercise with the **stakeholders’ Power/Interest matrix**.



Stakeholders Analysis Table

Stakeholder interest analysis (For understanding the various interested parties)			
Issue:			
Stakeholders	What interests? How affected by the issue?	Capacity? Motivation?	Possible actions to address stakeholder interests
Primary stakeholders			
Secondary stakeholders			