

# Stakeholders Ecosystem Map

For identifying and mapping stakeholders

## What is needed?

**Time:** 40 mn - 1 hour

**Material support:** Blank stakeholders ecosystem map (see overleaf) + post-its & pens

- › This exercise can be done as a first step while mapping your potential stakeholders or combined with other tools like the Stakeholders Analysis Table & the Power-Interest Matrix.
- › This exercise can be repeated during the project's lifetime as the position of stakeholders on the map may evolve over time.
- › *This map can be used in a workshop format, as a role play exercise or as a simple tool to be filled in by participants.*

When starting a project, it is important to identify the stakeholders who have an interest in the policy challenge.

Each city, depending on the country, the policy and cultural context, is bound to have a different mix of local stakeholders.

## What for?

- › To identify and prioritise stakeholders while setting-up a stakeholders group
- › To adapt the approach to take when engaging with each of the stakeholders.

## How to use it?

### Step 1 Define Relevant sectors

Place the ecosystem map (it looks like a spider web with concentric circles) on the wall. In each segment, place a sector that is important to the plan such as education, enterprise, mobility, housing, etc. It could also be economy, environment or social policy.

### Step 2 Define stakeholders and their position on the map

Think of the key stakeholders, which sector they belong to, and how important they are. Within the group, discuss and agree on the position of each stakeholder. Place your stakeholders on the map, using post its.

- › In the **centre circle** are your **most important** stakeholders (primary)
- › On the **outer circles** are stakeholders that could be important but don't need to be permanent members of the multi-stakeholder group (**secondary**).

To go further in the mapping of stakeholders, use the *Stakeholders' Power/Interest Matrix* as well as the *Stakeholders Analysis Table*



# Stakeholders Ecosystem Map

