The Stakeholder Engagement Board

A game to identify stakeholders, understand what moves them and how to mobilise them

What is needed?

Time: from **2 hours up to a day**, if used in combination with the Stakeholder Identity Card and the Testing Action Implementation Canvas

Participants: A group of around 10 people + 1 facilitator

Material support: Blank print out of the Stakeholder Engagement Board (ideally A0 format), post-its and pens

What for?

- **To build a comprehensive stakeholder ecosystem**, identifying stakeholders that might have been missed previously
- **To reflect on stakeholders motivations** and possible engagement pathways.



The Stakeholder Engagement Board is a game structured around a circular board inspired by the Quintuple Helix model, containing five domains: public sector, academia, private sector, civil society, and environment.

Three layers structure the progression:

- **Outer ring** – Stakeholder mapping: *Who is involved? Who is missing?*
- **Middle ring** – Motivation and engagement: *What moves them to engage?*
- **Centre** – Action: *What can we do together?*

This exercise can be done as a first step while mapping your stakeholders and may be paired with or be an alternative to other stakeholder mapping tools, such as the Stakeholders Ecosystem Map or the Power/Interest Matrix.

Go further and deepen the understanding of stakeholder's motivations and engagement opportunities by combining this board with two other tools: the Stakeholder Identity Card and the Testing Action Implementation Canvas.

How to use it?

Step 1

Ask participants to map key stakeholders across all five domains of the board, by placing them on the relevant field in the outer ring. Push beyond the usual suspects!

Step 2

Have each participant select one of the mapped stakeholder to roleplay for the rest of the session.

Facilitiation tip: To go further in developing a stakeholder's specific role, strenghts, constraints and motivations you can use the Stakeholder Identity Card.

Step 3

Ask participants to define each stakeholder's interest, purpose and motivations: *What moves them to engage?*

Move stakeholders with clearly identified interests into the « Engagement zone ». Keep any stakeholder whose motivations remain unclear on the outer ring.

Step 4

Participants agree to a concrete Testing Action that can be developed for the project.

Stakeholders advance to the « Action zone » only after a concrete role has been identified for them (*What can we do together?*) *(see Testing Action Implementation Canvas).*

- After each round, have participants share and reflect on their moves and findings.

Go further by pairing the tool with other exercises from the Toolbox helping you engage stakeholders: https://urbact.eu/toolbox-home/engaging-stakeholders

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