Testing Action Implementation Canvas

Activating stakeholders through targeted testing actions

What is needed?

Time: 1-1,5 hours

Participants: A group of up to 10 people + 1 facilitator OR individually

Material support: Blank print out of the Canvas, pens

- This tool was developed for a workshop format, but is also suitable to be filled out alone, if you wish to understand a certain stakeholder's involvement by yourself.
- The exercise builds on prior mapping tools: it assumes stakeholders have been already identified (e.g. through the Stakeholders Ecosystem Map or the Stakeholder Engagement Board), and their potential roles in the project assessed (e.g. through the Stakeholder Identity Card, Stakeholders Analysis Table or Power-Interest Matrix).
- This tool could be used as a role play where participants position themselves as individual stakeholders.

Stakeholders need to have a clear purpose to realistically play a role in the delivery of a project. Specific strategies and actions can be designed to help ensure that stakeholders feel full ownership for their tasks.

The Testing Action Implementation Canvas tests the activation of stakeholders through a Testing Action, as a first step towards real engagement in a local project.

The exercise can affirm a stakeholder's specific positioning within a Testing Action.

What for?

- **To engage stakeholders** by involving them in the implementation of an action
- **To clarify the positioning** of specific stakeholders within a Testing Action
- **To identify missing stakeholders** that could be activated

How to use it?

- Ask participants to each take on the persona of a stakeholder in their project *(see Stakeholder Identity Card)*.

Step 1
Let the participants agree on a common Testing Action to work on as a group.

Step 2
Participants step into the role of their persona and completes the Canvas based on their perception of the situation:

Why should (this stakeholder) participate in the action, why not? How and when can they contribute?

Step 3
The participants share their stakeholder's viewpoints, identifying challenges and solutions for practically engaging with the same Testing Action.

- This process might also lead to a revised stakeholder mapping, if new ones have been identified as potential contributors.

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

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TESTING ACTION IMPLEMENTATION CANVAS

Action identified: .....

Would you like to contribute to this action? ☐ YES ☐ NO

WHY / WHY NOT?

- What factors would encourage or discourage your involvement?

HOW?

- How do you see your role in relation to this action?

WHAT?

- [if yes] What could you contribute or want to carry out?

  [if no] What would you need to see in place to support this action?

WHEN?

- At what point in the process would this action be most relevant to you?

WITH WHOM?

- Who else do you need to work on it and what for?

FOR WHOM?

- Who will benefit or be affected by this action?

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