



FACILITATION GUIDE: STAKEHOLDER MAPPING

MAP OUT STAKEHOLDERS WHO WILL BE ENGAGED IN THE PROJECT

Activity Type: Understand

Participant Audience: Residents, Organizational Partners

Objectives

Stakeholder mapping consists of evaluating the degree of interest and the influence of stakeholders relevant to the project. It can be used to determine what type of relationship should be developed with each stakeholder and at which point in the project to involve them. It can serve as a foundation for inviting in organizational partners or decision-makers, or deciding where to focus engagement efforts.

Using the Tool

Materials needed

1. Tape
2. Sticky notes
3. Markers

Facilitation Process

1. Tape a grid with two axes onto the wall or table.
2. Choose labels for your axes, based on what you want to map out.
 - In the example provided in the sample materials section below, there is one axis for the level of influence the stakeholder has over the planning process, and one axis for the level of impactedness (e.g., how much planning outcomes will impact that stakeholder).
3. With a small core group of residents and key partners, start by brainstorming a list of all stakeholders that may be interested in, or impacted by, the project. Write them on sticky notes.
4. Reflect on each of the stakeholders, and discuss much power they currently hold within planning processes, how much they will be impacted by neighbourhood outcomes. Begin to collaboratively place each stakeholder on the grid, based on their level of influence and impactedness.
5. Once you've mapped your stakeholders, you can discuss the intended impact of your project on these stakeholders. Use a piece of tape to draw an arrow from the stakeholder's starting point on the grid, to the desired or anticipated end point (refer to the sample stakeholder grid in the materials section, below, if you are uncertain about this step).



Tip: Since some information may be confidential, so be sensitive in where and how you distribute this document. Often, it should be kept internal.



Tip: The position of stakeholders may change over time: the map can be revised for each phase.



Sample Materials

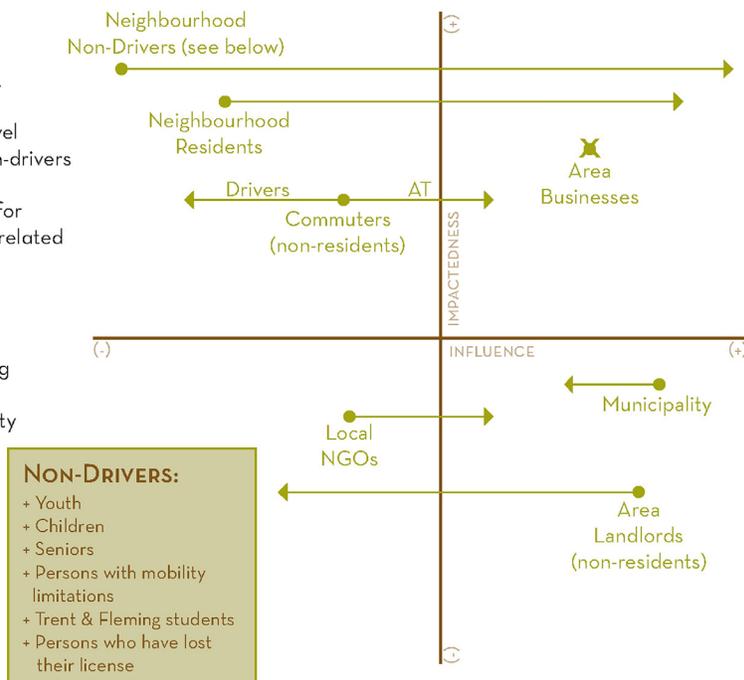
1. Stakeholder grid from the Stewart Street neighbourhood in Peterborough (via TCAT and GreenUP)

PROJECT STAKEHOLDER GRID

The ANC project coordinating committee has identified a number of key stakeholders who will be impacted by the ANC project. The project is anticipated to have a diverse impact on these key stakeholders. The grid below illustrates the level of influence each stakeholder is perceived to exert over current planning processes and also indicates the extent to which that stakeholder is seen to be impacted by changes to the built environment occurring in the neighbourhood. The arrows suggest the intended impact the project will have on stakeholder influence and impactedness. While the stakeholder grid has not been used to inform the development of the project's critical pathway or logic models, it is included in the theory of change as a tool to illustrate potential impact to stakeholders, both positive and negative.

Stakeholders included in the grid are:

- **RESIDENTS** of the Stewart Street neighbourhood, and in particular, residents who are **NON-DRIVERS**
- **COMMUTERS** who are non-residents but who travel through the neighbourhood, both drivers and non-drivers
- **AREA BUSINESSES**
- the **CITY OF PETERBOROUGH**, who is responsible for undertaking planning and consultation activities related to municipal infrastructure and policies
- **NON-RESIDENT LANDLORDS**, who own property in the Stewart Street neighbourhood but do not reside there, and
- **LOCAL NGOs**, that have an interest in supporting community development activities designed to enhance social and/or environmental sustainability and resiliency in and beyond the Stewart Street neighbourhood.



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