



# D-Lab

## Fall 2003

# Stakeholder Analysis

- Identify stakeholder's interests in, importance to and influence over the operation of a project
- Identify local institutions and processes on which to build
- Provide a foundation and strategy for participation

# What is a stakeholder?

- Individuals, groups or institutions
- Affected by the proposed intervention
- Can influence the outcome of the intervention.
- Stakeholders include
  - Beneficiaries
  - Competitors
  - Funders

# Stakeholder Analysis: Step 1

- Identify Key Stakeholders
  - Who are the potential beneficiaries?
  - Who might be adversely impacted?
  - Have vulnerable groups been identified?
  - Have supporters and opponents been identified?
  - What are the relationships among the stakeholders?

# Stakeholder Analysis: Step 2

- Assess Stakeholder Interests and Impact on Project
  - What are the stakeholder's expectations of the project
  - What benefits are there likely to be for the stakeholder?
  - What resources might the stakeholder be able and willing to mobilize?
  - What stakeholder interests conflict with project goals?

# Stakeholder Analysis: Step 3

- Assess Stakeholder Influence and Importance
  - Power and status (political, social and economic)
  - Degree of organization
  - Control of strategic resources
  - Informal influence
  - Power relations with other stakeholders

# Stakeholder Analysis: Step 4

- Outline a Stakeholder Participation Strategy
  - Plan stakeholder involvement according to:
    - Interests, importance and influence of stakeholder group
    - Particular efforts needed to involve important stakeholders who lack influence
    - Appropriate forms of participation throughout project cycle.