Course Title

<u>Sustainable Development and Integrated Management Approach</u>

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<u>Exercise</u>
Stakeholder Analysis: Mongolian / Laos Project

Stakeholder analysis identifies "key interest groups"

- <u>Primary stakeholders</u>: those who are likely to be affected by the issue or a potential response to it, either positively or negatively.

- <u>Secondary stakeholders</u>: intermediaries in the process of development project. These will be distinct institutions; for example, funding, implementing, monitoring and advocacy organizations, government organizations, NGO, politicians and local leaders.

Basic Steps in Stakeholder Analysis

1. Draw up a stakeholder table on an issue basis – identifying the stakeholders (primary and secondary) according to their interest. Each stakeholder may have several interests in relation to the problems being addressed by the project or process.

2. Develop a relationship matrix – 'mapping' each stakeholder's importance to resolving the issues and their relative power/influence, and indicating what priority should be given to meeting their interests.

3. Identify risks and assumptions affecting the design and success of the strategy. For example,
    ✧ What is the assumed role or response of key stakeholders if the strategy is to be successful?
    ✧ Are these roles realistic?
    ✧ What negative responses might be expected, given the interests of particular stakeholders?
    ✧ How probable are they, and what impact would these have on the activity?

4. Identify appropriate approaches to stakeholder participation in the strategy
    ✧ Who should participate in the project?
    ✧ Who are stakeholders with high importance and influence?
    ✧ Who are stakeholders with high influence but with low importance?
    ✧ Who should be source of information?
    ✧ What kind of inquiries is appropriate for which group of stakeholders?