



STAKEHOLDER ECOSYSTEM MAP

TO MAP STAKEHOLDERS

Place the ecosystem map (looks like a spider web with concentric circles) on the wall. In each segment place a sector that is important to your plan such as education, enterprise, mobility, housing. It could also be economy, environment, social policy. (People, planet, profit).

Then think of the key stakeholders, which sector they belong to, and how important they are. Using post-its ask ULG members to place each stakeholder on the chart and discuss, then agree and place location with post its. Most important in the centre, least important on the periphery. In the centre circle are ULG members, on the outer circles stakeholders that could be important but don't need to be permanent ULG members.

KEY MESSAGE

It is important to analyse and map the importance and influence of stakeholders – but it is equally important to have a plan of action that will ensure that the importance and influence of key stakeholders' adjusts as the action plan progresses.

Different perspectives will emerge about the relative importance and influence of stakeholders.

