



STAKEHOLDER MAP (Canvas)

Preparations and Instructions

Map based on stakeholder impact and interests

Map based on stakeholders roles

Map based on city priority areas and project themes

Map certain stakeholders or target groups in detail

Overview

- **Developer:** Siscode Learning Hub
- [Link](#) to original template

Purpose

The Stakeholder Map is a tool for understanding who your partners are or might be and what their role is in relation to your organization. It specifies and visualizes the different levels of engagement that the stakeholders may have. This model also states what role the specific stakeholders play in your strategy. It also states if the different stakeholders work together or are involved in co-production and co-design.

Advantages and shortcomings

- Advantage: Good for understanding how the work of an organisation relates with the outside world and how different stakeholders may be part of a collaborative process
- Advantage: Good tool for dividing the different stakeholders by the ones involved in the process and the ones solely impacted by it
- Shortcoming: It does not guide the stakeholder search content wise so teams will need to include people with a thorough understanding of what is actually at stake

Recommendations on when to apply in the Climate Transition Map

- Building a strong mandate
- Understanding the system

This canvas can be used to get a general idea of the stakeholders involved. It should be used in the beginning of a process to identify the different stakeholders and later on in the process to check again.

Other associated canvases

- [Stakeholder Ecosystem Map](#)

Instructions

- **Duration:** 3 hours
- **Materials:**
 - Blank Canvas – printed or online (see note)
 - Post-its and pens
- **Group size:** 5-6 people

Note: This tool can be used during virtual meetings to organize an online collaborative exercise. The canvas can be uploaded in an online collaborative whiteboard platform (such as Miro, Mural...) or in a Google sheet and participants can then fill in the map thanks to virtual sticky notes.

Process

Step 1: Define the internal personnel that will participate in this process. This means identifying all relevant departments and roles that will be involved in the process throughout it. Make sure all the internal staff understand their role, level of involvement and responsibilities.

Step 2: Define the proactive stakeholders and beneficiaries that are contributing the climate goals. This can be done by identifying organizations and individuals with expertise and interest in climate goals within the city.

Step 3: List the strategic stakeholders and technical providers who are in the process of co-designing and co-producing the solution with you. This can be used to determining the level of involvement required from each stakeholder and understanding the different roles of different stakeholders.

Step 4: Note the stakeholders who are impacted by the solution.

Step 5: Divide the stakeholders into groups between those with whom you may have consulted for advice and insight and those who are merely informed of the solution

