



# STAKEHOLDER ANALYSIS TABLE (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:** Urbact
- [Link](#) to original template

### Purpose

To analyze the interest and motivation of stakeholders while setting-up a multi-stakeholder group. To conduct further analysis as the project evolves, to bring in any missing stakeholders and check on the relevance of the membership. It can be used for brainstorming, workshops and for idea knowledge exchanges after a proper mapping of the stakeholders to be involved. The following three columns describe the stakeholders' possible involvement and role.

### Advantages and shortcomings

- Advantage: Creates priorities for stakeholders to be engaged
- Shortcoming: step 3 might need additional discussions to check with the stakeholders themselves, if it is necessary to develop or adapt their capacity to fully engage in the process.

### Recommendations on when to apply in the Climate Transition Map

- Building a strong mandate

The stakeholders' analysis is a simple process that ensures that the rights stakeholders are involved when composing or adapting a multi-stakeholders group. The stakeholders' analysis table can be used to identify the interests and motivations of stakeholders identified, as well as possible actions to address these various interests.

### Other associated canvases

- Before filling this table, it is necessary to map your [Stakeholders' ecosystem](#) to identify your primary and secondary stakeholders.
- In addition, it can be interesting to combine this exercise with the [Stakeholder Power Categories](#) that help categorize and prioritize stakeholders in terms of power and impact.

### Instructions

- **Duration:** 60+ minutes for step 1 & 2; 60+ minutes for step 3
- **Materials:**
  - Blank Canvas – printed or online (see note)
  - Post-its and pens
- **Group size:** 3-5 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: Divide stakeholders in two groups

- Primary stakeholders: those affected directly by the project, either positively or negatively.
- Secondary stakeholders: those with an intermediary role, including delivery agencies, policy makers, or supporting agencies such as social workers.

Step 2: Fill in the tree other columns

- The first column summarizes the current situation and how each stakeholder is affected by the problem to be addressed
- The second column should note their potential role and desire to bring about change.
- The third column should focus on how the project can meet their demands.

Step 3: Reflect on stakeholders' interests

Once the table is completed, reflect on what can be done in order to best meet or counteract stakeholders' interests. In particular, think about what can be done to maximize the engagement of those who are likely to support the project, and to minimize/understand the resistance of those who may be more likely to block it. In addition, it is important to assess and, if necessary, develop or adapt the capacity of different stakeholders to fully engage in the process.



## STAKEHOLDERS ANALYSIS TABLE

Stakeholder interest analysis (For understanding the various interested parties)			
Issue:			
Stakeholders	What interests? How affected by the issue?	Capacity? Motivation?	Possible actions to address stakeholder interests
<b>Primary stakeholders</b>			
<b>Secondary stakeholders</b>			