



# STAKEHOLDER ENGAGEMENT AND DISSEMINATION PLAN (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 stakeholders engagement and dissemination plan is for defining your strategy for engaging and communicating with your stakeholders. It is used for understanding the context based on experiences or by analysing the situation. It helps to identify how differences in circumstances of the environment are related to the project. With this tool you can clearly plan your interaction with different stakeholders. It can be used as a guide to the identification and representation of the outputs of the context analysing phase of the project. This phase is for identifying the different circumstances and how they are related to the project.

## Advantages and shortcomings

- Advantage: The tool pushes you to think through what and when certain stakeholders should hear from you and via which channels.
- Advantage: It supports choosing the right messages and matching channels for each target audience.
- Shortcoming: It does not offer ready stakeholder categories nor phases of a certain process, so the users must figure them out on their own.

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

- Building a strong mandate
- Understanding the System
- Take Action

The stakeholder engagement and dissemination plan can be used in the beginning of the process when trying to understand the system, different stakeholders involved and the objectives in communication. It also states the wanted action and so the tool can be revised later to see if the action and communication with stakeholders is going as predicted.

## Instructions

- **Duration:** 60-120 minutes
- **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: First analyse the context to understand the challenge in the network of stakeholders. These could be priorities for climate neutrality or key entry point that the city is using for its action planning process.

Step 2: Plan and state on the template which stakeholders you will interact and how in the network of stakeholders. These could be priorities for climate neutrality, or key entry points that the city is considering.

Step 3: Plan and state on the template which stakeholders you will interact and how.

Step 4: For each different stakeholder explain the process

- What is the objective in terms of communication
- What possible barriers you might encounter
- What are the key messages in interaction
- What actions are to be taken to meet the objectives

Step 4: State what channels are used for communication (social networks or other).

