



QUICKSTART STAKEHOLDER ENGAGEMENT: ANALYSIS (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:** The Mitre Corporation
- [Link](#) to original template

Purpose

The canvas serves as a tool to quickly construct a plan, which can be used to effectively engage with a particular stakeholder.

Advantages and shortcomings

- Advantage: analyses a stakeholder's motivation and interests in detail and sets it off against the motivation and interests of the person(s) filling in the canvas
- Advantage: also takes into the account the relationship with the stakeholder
- Shortcoming: can be time-consuming to fill out for each individual stakeholder if there is a large group of stakeholders.

Recommendations on when to apply in the Climate Transition Map

- Building a strong mandate
- Understanding the System
- Co-design a portfolio

Focusing on the motivation and interests of particular stakeholders can be useful in the initial phases, as it can help identify stakeholders who need to be included in the co-design process and/or kept in the loop about the activities.

Other associated canvases

- [Community map](#)
- [Stakeholder map & matrix](#)
- [Stakeholder identification canvas](#)
- [Stakeholder power categories](#)

Instructions

- **Duration:** 60+ 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: On the top of the canvas, fill in the contact information of the stakeholder and/or their proxy.

Step 2: Move to the section Assess Stakeholder's Motivations on the left side of the canvas and answer the five questions (in any order).

Step 3: Next, proceed to the section Assess Your Motivations on the right side of the canvas and answer the five questions (in any order)

Step 4: At the bottom of the canvas, under the Assess section, reflect on what you have learned or discovered about the stakeholder that you should keep in mind to successfully engage with them and write this down.

QUICKSTART STAKEHOLDER ENGAGEMENT CANVAS: Analysis

Stakeholder name Contact info		Stakeholder proxy Contact info	
Assess stakeholder motivations		Assess our motivations	
What is important to the stakeholder? <i>What motivations, objectives or goals (explicit or implicit) might they have?</i> What might they <u>need</u> from the effort?	What perspectives, resources, access or benefits can the stakeholder provide or block?	Characterize the stakeholder relative to our effort: <input type="checkbox"/> Ally/ advocate <input type="checkbox"/> Neutral <input type="checkbox"/> Opponent <input type="checkbox"/> Something else: _____	What do we NEED from this stakeholder?
	What relevant first-hand experience (e.g., lived experience) does the stakeholder have?		Why do we want to engage with this stakeholder? <i>How does this support our effort's objective?</i>
How does the effort impact the stakeholder? <i>How do they benefit or experience harm? Consider financial, professional, health, communal or social opportunities, access, experience, etc.</i>	What power does the stakeholder have over the effort? <i>Consider power as shaping, regulating, or influencing the effort</i> Over others?	What other assumptions and biases do we have about this stakeholder? <i>Individual, system, explicit, implicit...</i>	
Assess	What have we learned/discovered that will help us be successful when engaging the stakeholder? <i>If we have divergent views, how might we be successful?</i>		