



QUICKSTART STAKEHOLDER ENGAGEMENT: ENGAGEMENT (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

This canvas can help identify in detail what the city's stakeholder ecosystem looks like and also helps them identify those stakeholders who have an interest or stake in the climate neutrality goal.

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: Proceed to the middle section of the canvas and fill in the questions in the eight question areas (in any order).

Step 3: At the bottom of the canvas, under the Decide section, note down the person responsible for taking the next action, describe what the action is, through which method or medium it will be performed and by which time or frequency. In addition, write down the key message and the desired outcome for the next engagement with the stakeholder.

QUICKSTART STAKEHOLDER ENGAGEMENT CANVAS: Engagement

Stakeholder name Contact info		Stakeholder proxy Contact info				
<p>Describe your current relationship with this stakeholder</p> <p>What have past engagements been like?</p>		<p>What relevant historical harm may surround this stakeholder and/or their community? <i>If we don't know, how might we find out?</i></p> <p>How can we be mindful of this in our engagement?</p>		<p>How might this engagement be wildly successful?</p> <p>How will we know we've achieved the desired outcome from engaging with this stakeholder?</p>		
<p>How have we (including those before us) been part of disappointing or missed expectations?</p> <p><i>What have we promised to this stakeholder that has not been delivered (currently or historically)?</i></p>		<p>What power dynamics (in their organization, with other stakeholders, etc) do we need to navigate to effectively interact or reach the stakeholder? <i>Who influences the stakeholder? Who does this stakeholder influence?</i></p>		<p>How might this engagement go badly? <i>Will this engagement create more harm?</i></p> <p>What are the prevention strategies available to us?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Engage with proxy <input type="checkbox"/> Engage later <input type="checkbox"/> Someone else leads the engagement <input type="checkbox"/> Research the stakeholder to better understand them, their history, their experience, etc. <input type="checkbox"/> Do not engage <input type="checkbox"/> Something else: _____ 		
<p>What's the best way to reach the stakeholder or proxy? <i>Text, phone, in-person, email, social media, something else</i></p>		<p><i>Do we need someone to connect us? If yes, who?</i></p>		<p>When do we interact? Key dates/ events? How often? <i>Does this need to change?</i></p>		
Decide	<p>Next Steps <i>(These can be internal or external actions)</i></p> <p>_____ will _____ via _____ on/by _____</p> <p style="text-align: center;"><small>(Person) (action) (method/medium) (date)</small></p>				<p>In our next engagement, the key message is:</p>	
					<p>And the desired outcome is:</p>	