STAKEHOLDER MAP AND MATRIX (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
By categorising stakeholders in a matrix, according to their impact, influence, importance, contribution, ability to block and engagement, an overall engagement strategy can be devised.

Advantages and shortcomings
- Advantage: can create a quick overview of stakeholders and their role in the project, along with key variables
- Shortcoming: the strength of the canvas depends on which stakeholders are included (and if they're known)

Recommendations on when to apply in the Climate Transition Map
- ✅ Building a strong mandate
- ✅ Understanding the System

This canvas helps identify the various factors influencing stakeholder interests and ability to participate In the process. Users gain a critical understanding of potential barriers and can create strategies on how to mitigate them.

Other associated canvases
- Community map
- Stakeholder identification canvas
- Stakeholder power categories
- Quickstarter Stakeholder Engagement

Instructions
- **Duration:** 45+ minutes
- **Materials:**
    - Blank Canvas – printed or online (see note)
    - Post-its and pens
- **Group size:** 4+ 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: Start in the first vacant row on the left side by writing down the name and contact details of the first stakeholder in the first two quadrants.

Step 2: Continue in the same row and answer the questions related to impact, influence, importance, contribution, block and engagement in the respective quadrants.

Step 3: Fill in the second and following rows in the same way for different stakeholders, until all relevant stakeholders have been mapped in the matrix.

STAKEHOLDER MAP & MATRIX: Get to know the people with an interest in the project

Stakeholder Name	Contact Person	Impact	Influence	Importance	Contribution	Block	Engagement
	Phone, Email, Website, Address	How much does the project impact them? (Low, Medium, High)	How much influence do they have over the project? (Low, Medium, High)	What is important to the stakeholder?	How could the stakeholder contribute to the project?	How could the stakeholder block the project?	Strategy for engaging the stakeholder