Stakeholder Impact Mapping



Core objective:

To help city participants determine which stakeholders have the potential to have the greatest impact on GHG reductions, and which stakeholders have the potential to have the most influence on others in relation to GHG reductions.

This workshop will deliver

- A clear understanding of the top ten stakeholders across the city's emissions profile with the greatest contributions to those emissions
- A way to strategically estimate the relevant influence of those top emitters directly on their own emissions and on others' emissions (for example their customers)
- An appreciation of the key entry points for dialogue with each of the key stakeholders on the role they play in achieving climate neutrality in 2030.

Stakeholder impact mapping

Review the city's emissions profile, focusing on the 2-3 domains which account for the most emissions

TRANSPORT

BUILDINGS

WASTE & CIRCULAR ECONOMY

For each domain, which stakeholders (or what activities) do you think are the major emitters?

INDUSTRIAL PROCESSES & PRODUCT USE

AGRICULTURE, **FORESTRY & OTHER** LAND USE



Map the top emitters on the basis of their impact on emissions and the influence they have with the city and its citizens. For example, a media company might have moderate impact on emissions but very high

Willingness to join climate transition

How willing will these stakeholders be to join the climate transition? Identify one key benefit to them of moving towards climate neutrality. Is this benefit something which the city, or a coalition of stakeholders can help deliver or support for the stakeholder in question?

Building on entry points into stakeholder clusters: How can the benefits to stakeholders (or groups of stakeholders) be clustered? What might the entry points be into these clusters (ie via their customer base, or the benefits that could be

delivered to their business?

Which clusters should be prioritised?

Impact (GHGs) Influence (on city and citizens)

Some further thinking about stakeholders... What do you know about these top emitters?

What what infrastructure or critical services/land they control?

What influence do they have?

What do they want (from the city, from their customers, from other levels of government)? How will they benefit from a climate neutral journey?

How will they be impacted in other ways?

Relative benefits to stakeholder (of being climate neutral)

Some further thinking about stakeholders on their climate transition

What are the key entry points for the city, in engaging with these stakeholders on the climate transition?

What leverage can the city use?

What key messages can be used?

What information does the city need to know before approaching them?