Mapping and engaging stakeholders: Policy implementation for the Commons

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Content

Stakeholder mapping (20 min)  

Policy brief (15 min)
Stakeholder mapping
Stakeholder analysis is a process of systematically gathering and analyzing qualitative information to determine whose interests should be taken into account when developing and/or implementing a policy or program.
Stakeholder analysis

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What is it?

Stakeholder engagement are actions implemented in order to share your program or policy and as a result of your analysis to make it successful.
Spectrum of stakeholder engagement

Spectrum of stakeholder engagement

Why is it important?

Most policy proposals must clearly identify and engage stakeholders in order to be successful:

- More viewpoints
- Support from beneficiaries
- Time-saving
Why is it important?

Most policy proposals must clearly identify and engage stakeholders in order to be successful:

- Awareness of potential negative outcomes
- Preparation (in case of opposition)
- Credibility
Stakeholder
Stakeholder

Executors  →  ACTION  →  Affected
Types of stakeholders

Key stakeholders:
- Government officials & policy makers
- Those who can influence others
- Those interested in the outcome
How to identify stakeholders

Brainstorming  Community  Organizations  Other stakeholders
Information gathering
Mapping & Action

High influence, low interest
(Latents)

High influence, high interest
(Promoters)

Low influence, low interest
(Apathetics)

Low influence, high interest
(Defenders)
Mapping & Action

- High influence, low interest (Latents)
- Low influence, low interest (Apathetics)
- High influence, high interest (Promoters)
- Low influence, high interest (Defenders)

RESPECT
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Policy brief
What is it?

A concise summary of a particular issue, the policy options to deal with it, and some recommendations on the best option.

It is aimed at government policymakers and others who are interested in formulating or influencing policy.
The ability to draft policy briefs is an important asset any Civil Society Organization or Civil Society Actor can use to leverage their actions.