STAKEHOLDER MAPPING

Stakeholder mapping provides an overview of all organizations and entities that have influence over, interest in, or are impacted by a project.

Stakeholder mapping can help to:
- Find out who has the most influence
- Focus on those who benefit the most
- See where beneficial connections and resources are concentrated
- Align goals to stakeholders

There are three main types of stakeholder maps:
- A set of concentric circles, with the main beneficiary at the center showing overlapping interests.
- A value chain map showing the flows of money, power and information.

OBJECTIVE

Stakeholder mapping identifies the different groups of people involved in your design project. The connections between these groups are then visualized.

WASH-HCD CONNECTION

WASH is influenced by many people, and as the number of stakeholders increases, it becomes increasingly complex to understand them all. Stakeholder mapping helps to visualize a solution that includes all parties.

TIMING

Complete a stakeholder map during the 'Discover' phase of an HCD project.

MATERIALS

- STAKEHOLDER MAPPING TEMPLATE
- PENS OR PENCILS

TYPES OF SPRINTS

1. **Review the project brief.** Who are you designing for (i.e. a community or specific group of people)? Place a sticky note representing this group at the center of your stakeholder map. Remember the main focus audience of the design might actually change during the project.
   What is the desired goal of the design project? *This may or may not be clear yet (i.e. sustained and safe use of latrines or consistent handwashing after defecation.*

2. **Brainstorm stakeholders.** On sticky notes, write all of the people, groups and organizations involved in the project. Use some of following questions to guide the process of creating a comprehensive list of stakeholders, be specific:

   - Who commissioned the design project?
   - Who will deliver the solutions?
   - Who provides the surrounding infrastructure? (public, private, other NGOs)
   - Who has already proposed solutions? (public, private, other NGOs)
   - Who are the people/groups/institutions that are interested in the intended initiative? What is their role?

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- Who are the potential users, or the audience that will engage most directly with the solution?
- Who might be adversely impacted? Who has constraints about the initiative?
- Who has the power to influence or impact the initiative? Who will make money?
- Has gender aspects been factored in to identify different types of female stakeholders?
- Have the interests of vulnerable groups (especially the poor) been identified?
- Are there any new stakeholders that are likely to emerge as a result of the project?

Place each stakeholder sticky note in the appropriate area of the stakeholder map; for example at the national or local community level.

3. **Analyze stakeholder relations and motivations**

Version 1: Use the sections of the map to identify and move stakeholder sticky notes appropriately to trace how money, information, materials and influence travel between the stakeholders.

- Where do these sticky notes coincide? Where do they differ?
- How will these relationships impact your product or service?

Version 2: Rearrange the sticky notes to create a clear diagram. Then identify the flow (arrows) of different aspects. Use color and line thickness to indicate the strength, direction and type of connections:

- Materials
- Information
- Influence
- Money
- Relationship strength

STAKEHOLDER MAPPING - TEMPLATE

International

National

Local Community

Other Direct Stakeholders

Key Stakeholder
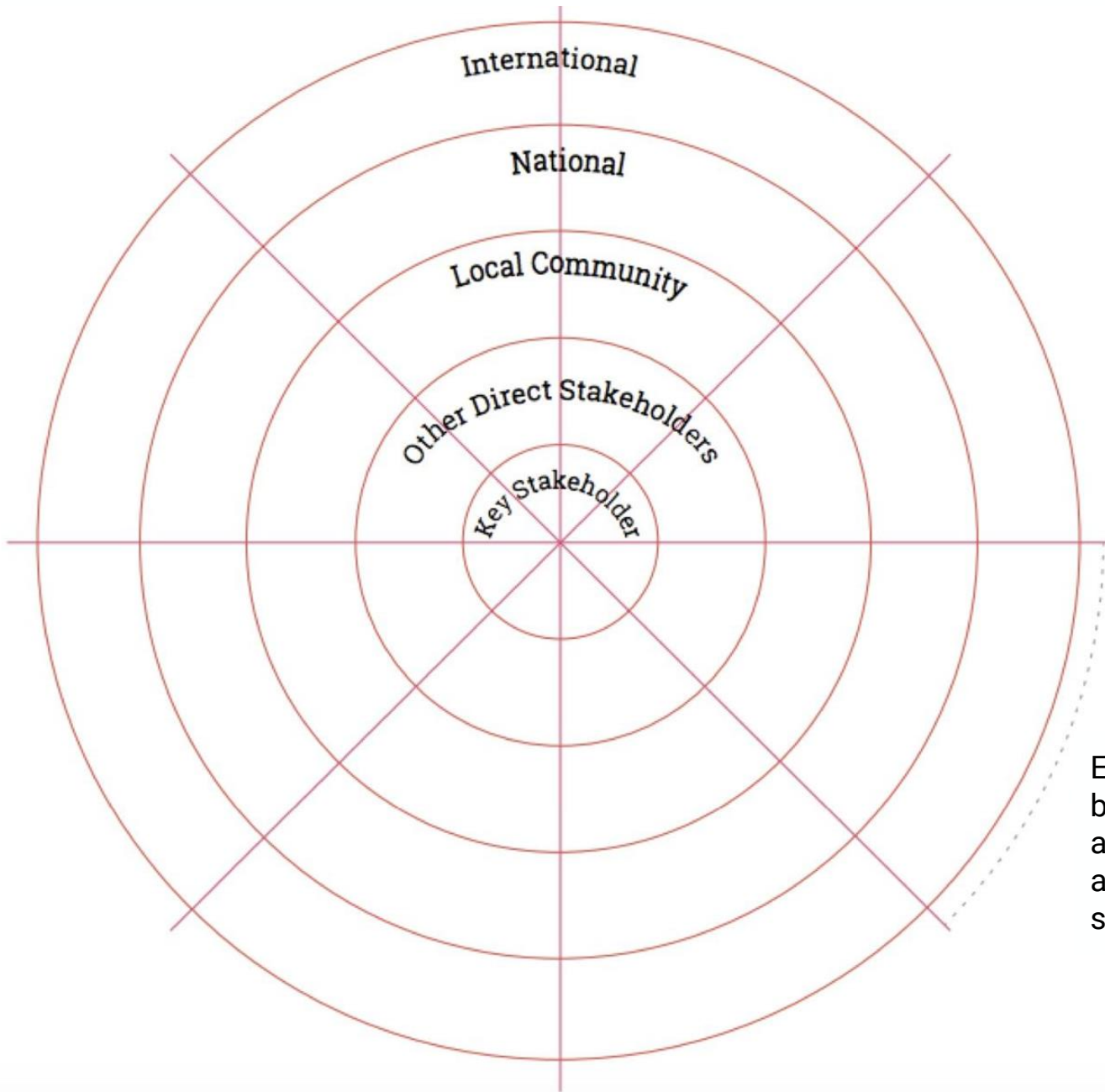
Each cross-section can be used for topics such as belonging, self-actualization, health, safety, environment, etc.