

BACK TO BASICS: STAKEHOLDER ANALYSIS

12th Management Seminar for Heads of NSOs in Asia and the Pacific

*2-3 December 2015
Tokyo, Japan*

What is a stakeholder analysis?

- Identifies people, groups and organizations involved in and/or affected by our work
- Identifies stakeholders' interest in, importance to, and influence over the design, planning and implementation of our work
- Identifies institutions and processes that can help us – partners, target groups, beneficiaries, proponents, opponents
- Provides a foundation and strategy for participation during design, planning and implementation of our work

What is a stakeholder?

- Individuals, groups or institutions
- Involved in and/or affected by our work
- Can influence the outcome of an initiative [positively or negatively]
- Stakeholders may include
 - National government institutions
 - Local government institutions
 - NGOs & Community based organisations
 - Unions & private sector entities
 - Media
 - Academia, training & research institutions
 - International organisations

What do we want to know?

- Characteristics:
 - Social, cultural background
 - Problems ... from *their* point of view
- Interests and motivations:
 - Needs and wishes
 - Hopes and expectations, fears
 - Attitude towards potential initiatives
- Resources/Potentials:
 - Strengths (resources, rights, etc.)
 - Weaknesses
 - What could the stakeholder contribute with?
 - What could the stakeholder obstruct?

Stakeholder analysis matrix - example

Group	Interest	Perception of problem	Resources/ potential role	Mandate
NSO	<ul style="list-style-type: none">Comprehensive statistics on priority development issues	Incompetence in DMA; lack of own resources	Knowledge of statistics production	NSS coordination; SFDRR
Disaster Management Agency	<ul style="list-style-type: none">Disaster Risk Reduction	Lack of statistics impede work and reputation	Sector knowledge, finances, data	Information collection pre-, during and post-disaster
Media	<ul style="list-style-type: none">Information provider	Human-rights angle		No formal mandate
Insurance companies	<ul style="list-style-type: none">Profit	Better information => lower profits	Obstruction	
Academia	<ul style="list-style-type: none">Better data to support research		Knowledge of hazards and disaster types	
Policy makers	<ul style="list-style-type: none">Re-electionAccurate data		Ability to provide support	Yes

Problem: Lack of timely and comparable statistics on disasters [causing inappropriate disaster risk reduction policies]

SMALL GROUP WORKSHOP: STAKEHOLDER ANALYSIS

*12th Management Seminar for Heads of NSOs in Asia
and the Pacific*

*2-3 December 2015
Tokyo, Japan*

General points for small group workshops

- Will take place in pre-defined groups; same groups throughout today
- Reporting from groups are done through colour CARDS
- The CARDS:
 - Will be on display on boards in the room
 - Are the gateway for each of us to discussions in other groups than our own
 - Will be used for summary and conclusions of the Seminar
- The CARDS – are important!
 - Write clearly & not too small
 - Capture insights & reflections

First assignment: Stakeholder analysis

- **Step 1:** Identify the relevant stakeholders connected with or influenced by the area of work chosen
- **Step 2:** Select the two most important stakeholders; discuss why they are the most important ones
- **Step 3:** For each the two most important stakeholders:
 - Analyze interests, perceptions, resources, roles, mandates
 - Identify consequences for further work with the stakeholder & main points to remember in the relationship
- **Step 4:** Write one card for each of the two stakeholders:
 - AREA OF WORK
 - STAKEHOLDER NAME & ROLE
 - MAIN CONCLUSION ON RELATIONSHIP MANAGEMENT

1	Sher (Afg)	Maia (Geor)	Zhasser (Kaz)	Junior (Mshl)	Lisa (Phil)	Leilua (Sam)	Birol (Tur)
2	Jonath (Aus)	Wai (HK)	Aritita (Kirib)	Badam (Mngl)	Seong (Kore)	Amara (SLK)	Semu (Tuva)
3	Kueng (Bhu)	Suryam (Indon)	Akylb (Kyrg)	Wah (Mya)	Tae (Kore)	Anton (Timo)	Vu (Vnm)
4	Lay (Cmb)	Eko (Indo)	Aibeg (kyrg)	Bikash (NPL)	Jeong (Kore)	Nuan (Thai)	Dang (Vnm)
5	Epeli (Fiji)	Daryus (Iran)	Maratb (Kyrg)	Suresh (NPL)	Alexa (Russ)	Pattam (Thai)	
6	Meri (Geor)	Itou (JPN)	Phones (Lao)	Asif (Pak)	Igor (Russ)	Ataata (Tga)	
7	Mukes h	Tite	Stefan	Lidia	Bertra nd	Kaushal	Johann es