

# Stakeholder Ecosystem Map

 1 to 1,5 hour activity

 3 - 5 people (in person or remotely)

In Stage 1, the initial discovery stage, this **Stakeholder map** (page 2) will support you to get an overall picture of the people related to your project and develop your understanding of who needs to be involved and how. You can then start building your **Stakeholder database** (page 3 & excel spreadsheet).

Think about involving a diversity of participants to these activities in order to bring diverse perspectives. People can be invited to start adding to the stakeholder map before the group session and also after.

## STEPS

### 1. Discover your project stakeholders (collaborators, friends & enemies, critical friends & troublemakers)

- While identifying your key stakeholders, ask: Who are you already working with? Who do you need to work with? When and in what capacity?
- Consider an appropriate spectrum of stakeholder groups (from national and local government, NGOs and charities, professional bodies and organisations, public organisations, to innovators & entrepreneurs, standards and regulations, academia and research, consultancies, finance, influencers, large businesses, other.
- Keep in mind: your key stakeholders might be different at different stages of the process.

### 2. Identify the relationships, roles and responsibilities for these stakeholders

- Start taking note of the type of relationship your team have with the stakeholders (well-established, problematic, new, non-existent). This can inform how you prioritise your efforts when shaping your **Outreach and Engagement plan** in the next stage of your project.
- Who of your stakeholders are 'responsible' or 'accountable'? Who do you need to 'consult' and who needs to be 'informed'?

### 3. Start placing stakeholder names on the map.

- Consider elements by which stakeholders have impact / are impacted by, including: health, access to resources (clean air / water, fertile soil), access to knowledge, education (talent & skills)
- Reflect on importance and influence (which you will develop further in Stage 2 to prioritise your stakeholders) – How do we engage to make actors/stakeholders in 'high importance & low influence' positions more influential?

## TIPS

- The Stakeholder map can start as a list, which you will build up over time.
- Consider creating more than one Stakeholder map on different HUB topics / HUB-IN themes. The Stakeholder map template shows at the centre of the map the high-level topic "HUB-IN heritage-led regeneration", consider sub-topics or sub-themes.

Worksheet

# Stakeholder Ecosystem map

 A3 or bigger

Place your stakeholders on this map depending on their level of responsibility and impact.

### Stakeholder relationship colours:

- Green** - Well-established
- Yellow** - Problematic / Challenging
- Red / orange** - Non-existing
- Purple** - New

### Stakeholder roles and responsibilities:

**Responsible** (also recommender)  
Those stakeholders who do the work to complete the tasks and ensure inclusive, equitable, regenerative process, leading to HUB-IN effective outcomes.

**Accountable** (also approver)  
Those who sign off (approve) work that the person responsible provides, ensuring the quality and standards, ethics and agreed HUB-IN principles are met.

**Consulted** (also consultant / counsel)  
Those who we seek opinions and knowledge, insights and expertise from (typically subject-matter experts) for fruitful dialogues and effective project evolution.

**Informed** (also notifier / informee)  
Those who we keep up to date on progress and project evolution, mostly on completion of tasks; and mostly in one-way communication (rather than dialogue).



# Stakeholder Database (XLS)

 1 to 1,5 hour activity

 1 - 5 people (in person or remotely)

 [Download XLS](#)

Build up stakeholder details and gain better understanding of your stakeholder ecosystem. This **Stakeholder database** (XLS) is a resource and a live document that will be developed throughout the project. The **Stakeholder map** overview that you have created can inform this *Stakeholder database* and support you later in developing your **Geotool** and other local ecosystem tools and guides.

## STEPS

1. Download the Stakeholder database spreadsheet (XLS) and start populating and building up the information.

- You can make a start on paper or white boards and start populating the XLS-file.

	A	B	C
1	<b>HUB-IN Stakeholders</b>		
2			
3	<b>1. Stakeholder Info</b>		
4			
5	Stakeholder name	Individuals	Stakeholder description
6			
7	(EXAMPLE) City CO-WORK Space	Mrs Jan Doe (Manager)	space to local entrepreneurs
8			
9			
10			
11			
12			
13			
14			
15			

2. Think about each of your stakeholders and consider their specific perspectives

- What does matter most to them? How do they address challenges? Who else do they have around them that might be a support for HUB-IN?
- Further consider: Relationship & Value exchange, Barrier & Opportunities, Skills, Assets & Data

3. In 'Importance & Influence' consider:

- How are the stakeholders of your HUB / historic urban area impacted? This may change when shaping your interventions over time...
- This can inform and be developed with Stakeholder Prioritisation in Stage 2.

## TIPS

- The Stakeholder database can start as a list, which you will build up over time.