



Stakeholder Analysis

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June 7, 2013

Baku, Azerbaijan

The stakeholder analysis is

- A helpful **tool** in advocacy because it gives us information on:
 - Our force of action;
 - Allies;
 - Opponents;
 - Neutral parties.

When and how to conduct a stakeholder analysis?

When?

- Preferably as soon as a new public policy is developed or an issue that requires amendments is identified;
- When we analyze who wins and who loses when a public policy is developed or a change in legislation is introduced;
- When the strategy of implementation of a public policy is decided upon.

How?

- Interviews, seminars, public debates and public meetings, questionnaires.

The stakeholders are ...

- The players or groups who play a role in influencing public decisions in order to achieve their mission or to develop a specific public policy.
- They have a specific interest and a clear position on a public policy or an issue;
- They have resources they can make available.

Stakeholder Matrix

Group	Interest in the issue	Resources	Capacity to mobilize resources	Position towards the issue
Name, contact info	Level of interest (high, low). Identify the interest, if possible.	Summary of resources	Estimate how and how many resources can be mobilized.	Position: ally, neutral, opposed, important or not.