Community Networks Stakeholder Mapping

Welcome to the Session.

Who is a Stakeholder?

- Basically, a stakeholder is anyone who can affect or be affected by the actions or operations of your organization, in this case your community network org.

- This includes individuals, groups of people, organizations/agencies with an interest in your CN's success of failure.

- As such, stakeholders can be internal to your CN (such as employees, shareholders, etc.) or external to your organization (such as customers, suppliers, government agencies, competitors, etc.).

What is a stakeholder map and what is stakeholder mapping?

► A stakeholder map is a framework that you use to identify and track individuals or groups who have an interest in the success or failure of your organization.

► The process of creating a stakeholder map begins with identifying all of the potential stakeholders for a given   project.

► Once you have identified all the stakeholders, you categorize them according to their level of interest and influence.

► You also identify how they support or influence your organization/project, as well as their expectations.

► Finally, you decide or come up with ways of engaging with each stakeholder group, as well as managing their expectations.

Objectives of Mapping stakeholders

- To ensure that all interested parties are considered during the planning and execution of a given project.
- To gauge the level of support or opposition from different groups and plan accordingly.
- To identify stakeholders' expectations and manage them by: satisfying them, keeping them close, keeping them informed, or simply monitoring them.
- To develop ways to regularly communicate with relevant stakeholders.

- To identify which kind of reporting you need for every stakeholder, and how regularly the reporting should be conducted.
  - This means identifying what deliverables are relevant to each stakeholder group hence reporting on them regularly.

- To develop an effective communication plan. This includes not just reporting on deliverable but also seeking feedback and insights
  - These are important in enhancing project execution and mitigating conflicts between the organization and the stakeholders, and amongst stakeholders

Managing Stakeholder Expectations

You manage your stakeholders' expectations by:

- ► Satisfying them
- ► Keeping them close
- ► Keeping them informed or,
- ► Simply monitoring them.

Which stakeholders do you satisfy and how?

► You satisfy a stakeholder who has ==high level of influence== in your organization, but who has ==no much interest== in your CNs' operations, or its success or failure.

► Examples are sub-country authorities, etc.

► You provide them with relevant updates as required. You also seek their feedback and insights and incorporate them in your CNs' operations/projects.

Who do you keep close of manage closely?

► You closely manage those with ==high interest== and ==high level of influence== in your CNs operations.

► Examples are your ==funders,== relevant government agencies and non-governmental agencies and, sometimes, the media.

► You manage them by:

  ► Holding meetings to update them on a project's progress

  ► Providing provisional reports that detail the project's deliverables in different stages

  ► Seeking their insights and feedback and incorporating it in the project.

Who do you keep informed?

- Stakeholders with high ==interest== and ==low level of influence==.

- Examples are your ==employees== and ==consumers==.

- You need to update them on the progress of the project however not as frequently as you do with the "keep satisfied" and the "manage closely" category.

Who do you simply Monitor?

- Stakeholders that are ==low on both interest== and ==influence.==

- You provide them with updates of big steps in the project, only when its necessary.

The process of creating a stakeholder map

1. **Identify Stakeholders**

► Simply make a list of everyone who will be affected by your CN's operations in one way or another, as well as those who have the power to affect decision making and hence outcomes of your CN.

2. Analyze Stakeholders

► Categorize the stakeholders according to their interests, and level of influence/power they hold

3. Prioritize Stakeholders

4. Map Stakeholders

Categorizing the stakeholders

Stakeholder	Their Interest	Level of Influence/power they hold	How to engage stakeholders and manage their expectations
Funders: APC, ISO-C, etc.	The end goal of the project (bridging connectivity gap) (What do they care about) -How individual/organizational objectives are fulfilled.	High	Regular reporting Meetings Communicate project deliverables that are important to them. Seek Feedback and insights and consider them in decision making.
Relevant government Agencies Local Leaders	The end goal of the project (bridging connectivity gap) Care about how the project meets other social needs and challenges, e.g., inclusion, unemployment	High	Regular reporting Communicate project deliverables that are important to them. Seek Feedback and insights
The clientele / community members you serve	How the project affects them. Does it improve their quality of life? Does it disrupt operations? Does it cause insecurity?	Medium	Deliver to them.
Employees	-Source of income -Job security	Medium	Providing updates
The media	-News	High	Simply monitor
Community development groups, residents, environmental organizations.	How the project affects them. Eg. They care about creation of employment, environmental impact, disruption of their routines, erosion of moral fabric, etc.	Medium	Simply Monitor
Other relevant non-governmental organizations, like	Impact on the society --and environment	Low	Simply monitor (Reduce environmental impact. Uphold human rights.)

The Next Step: Co-Creating with stakeholders

► Co-creating with stakeholders involves establishing partnerships with stakeholders or engaging with external stakeholders in a way that they contribute to your CN's innovation and business development.

► Community stakeholders, particularly, offer first-hand information on how an issue impacts residents or local population on daily basis. You can use such information to strengthen your proposal and funding requests.

► Local stories-from residents, local leaders, etc, give a human voice to an issue which you may need for lobbying and advocacy in the early or later phases of your organization.

► Engaging stakeholders may lead to them acting as champions for your organizations by sharing their individual experiences, society transformations and other positive impacts with a broader audience. This can accelerate buy in as well as support from other organizations and individuals with the community and regionally.

► Stakeholders provide meaningful feedback and insights which helps you to better understand the feasibility and acceptability of the project prior to investing in it.

► You establish good relationship with the stakeholders, which in turn helps you to gain their support throughout your organization's projects lifecycle. Some stakeholders donate resources or volunteer to work for the organization, assist with recruitment, assist with planning, as well as help with implementation of a project.

► To determine each stakeholder's level of influence, and develop strategy to handle conflicts and controversies.