



# COYOQA

## Stakeholder Mapping and Analysis

---

ALEMU TESFAYE

RESEARCH COMMUNICATION AND KNOWLEDGE MANAGER



# Goals

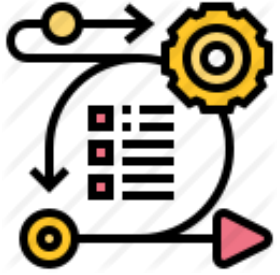
---



**GOAL 1:** To identify the most relevant individuals, networks and institutions in the three countries in the works of the COYOQA project and to gather their contact details in a database

**GOAL 2:** To categorise the identified stakeholders in an interest and influence grid in order to be able to involve the most important stakeholders in the COYOQA project and to effectively tailor the project communication to the different types of stakeholders

**GOAL 3:** To find out how COVID19 and its impact on social and political landscape is communicated and also explore ways which relevant stakeholders can employ to promote Social Accountability and Youth Engagement in addressing the challenges faced by COVID19 in the three countries.



# Methodology

---



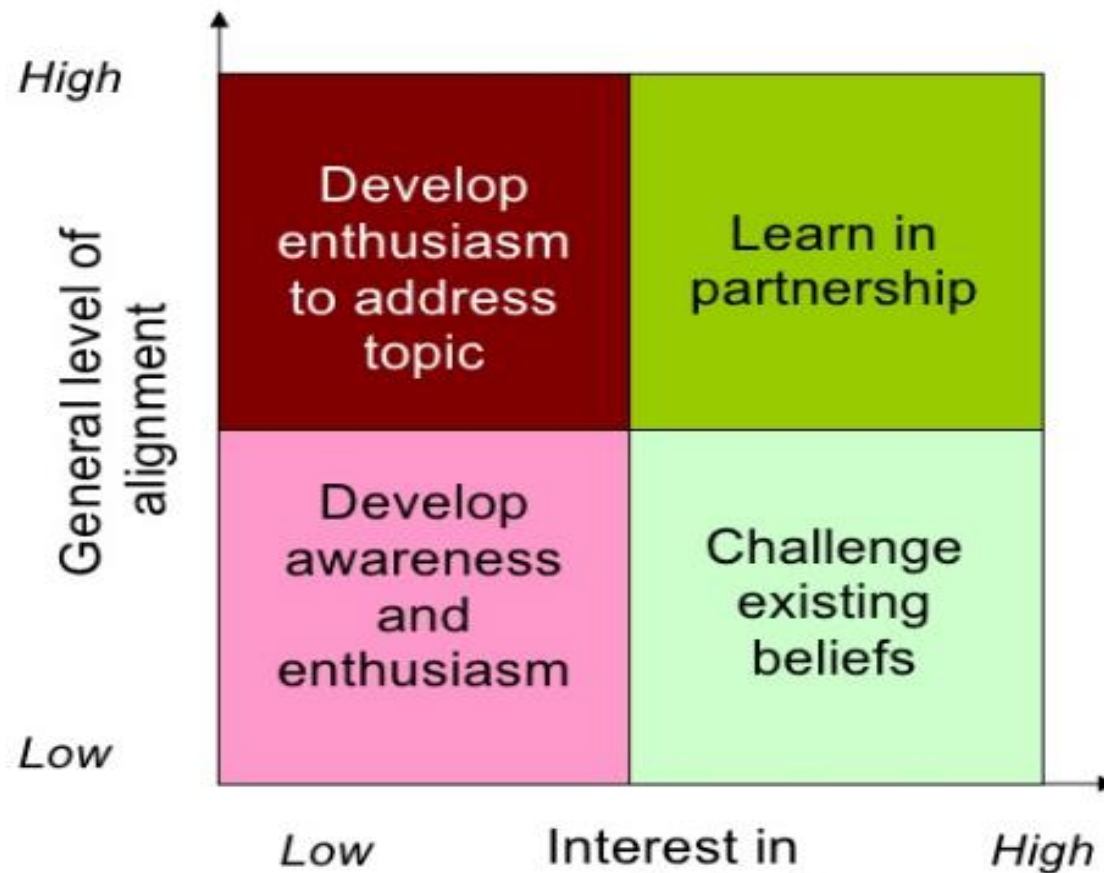
- Identify categories of stakeholder through brainstorming sessions
- Collect preliminary data from consortium members and partners
- Conducting desk research
- Developing an Interest vs. Influence Grid
- Populate the stakeholder analysis template
- Writing the stakeholder mapping analysis report using the reporting template

# The AIIM tool



Use the Alignment Interest Influence Matrix (AIIM) to identify the critical stakeholders

1. Map actors on the matrix
2. Identify which are the most influential
3. Who do you work with directly?



# Stakeholder Analysis



Stakeholder Group	Stakeholder Name	Contact Person Phone, Email, Website, Address	Interest How much does the project impact them? (Low, Medium, High)	Influence How much influence do they have over the project? (Low, Medium, High)	Incentives What is important to the stakeholder? WIIFY	How could the stakeholder contribute to the project? What is their Roles?	How could the stakeholder block the project?	Strategy for engaging the stakeholder and Channels (Action points)	Message	Person or Organisation making the suggestion
	Example									
Media	ABC Newspaper	Mrs. X, Mr Y x@abc.com; y@abc.com	Low	High	Getting a good story	Print stories that support the new reforms	Printing stories that oppose the new reforms	Quarterly press meetings, Social Media, website, email, telephone, inviting them to inception workshops etc...	RI is decisive to make innovation more open and responsiveness to societal needs and expectations of African and European Society	Mr x. or XYZ Organizational
CSOs					Business and funding opportunity, Networking opportunity, Visibility and recognition, Added value	allowing us to use their space convening power funding	Those who doesn't align with our thinking. Blocking new practices, policy recommendations			



# Reporting

---

- A reporting template will be prepared
- Content of the report
  - ✓ Executive summary
  - ✓ Introduction
  - ✓ Methodology
  - ✓ Findings (addressing the three goals of the stakeholder mapping exercise)
  - ✓ Conclusion
  - ✓ Annex I – Stakeholders database



ALEMU TESFAYE