

Stakeholder Analysis Matrix

Stakeholder Name	Contact Person <i>Phone, Email, Website, Address</i>	Impact <i>How much does the project impact them? (Low, Medium, High)</i>	Influence <i>How much influence do they have over the project? (Low, Medium, High)</i>	What is important to the stakeholder?	How could the stakeholder contribute to the project?	How could the stakeholder block the project?	Strategy for engaging the stakeholder
Farmer		High	High	<ul style="list-style-type: none"> - Higher productivity - Easy for reaching market - Easy access for better equipment 	Agree for learning and using the more effective technology	- Do not follow the instructions	<ul style="list-style-type: none"> - Consultation and involvement - training and education programs tailored to their needs and preferences

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Government		High	High	<ul style="list-style-type: none"> -Food security and economic development -Resource allocation and management 	<ul style="list-style-type: none"> -Provide support for infrastructure development and education programs - Give better incentive for private sector funding, when they help the project -Advocate for policies and regulations that support sustainable agriculture practices 	<ul style="list-style-type: none"> -Limited financial resources -Competing priorities -Bureaucratic obstacles 	-Partnership on infrastructure development initiatives.
Private sector - Agriculture Trading Finance Group		Medium	Medium	Support business growth, access to markets, and stable supply chains	Financing, technology and equipment provision, and partnerships with the public sector and civil society organizations.	Printing stories that oppose the new reforms	a

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Young Volunteer that can speak local language and English	Robel, Susan	Low	Medium	<ul style="list-style-type: none"> - Extra income - Work experience 	<ul style="list-style-type: none"> - Communicate and socialize with local people 	<ul style="list-style-type: none"> - Do not register to become volunteer - Relaying wrong information to farmer 	<ul style="list-style-type: none"> - Promoting the strategy if they become volunteer
Banks and financial institutions		High	High	<ul style="list-style-type: none"> -Profitability -Risk management -Regulatory compliance 	<ul style="list-style-type: none"> -Provide credit and financial services to agriculture projects. -Help connect farmers and agribusinesses with markets and value chains. 	Denying credit or financing to agricultural projects	Educate them about the importance of investing in agriculture and supporting sustainable agriculture projects
University and Researchers		Low	Medium	Conducting research that is relevant to the needs of the farmers and the agriculture sector	-Conducting research to identify appropriate technologies and practices that can be adopted to improve agricultural productivity	They are unlikely to block the project, but they may raise concerns if the project is not based	Engage them to participate in project planning and implementation

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					-Develop and deliver training programs to farmers to enhance their knowledge and skills in modern farming practices.	on sound scientific principles	
Local and National Media		Low	High	-Good recognition -Income	-Advertisement -Raise awareness	They can't block the project but can possibly have negative impact	Encourage them to report on sustainable agricultural practices and benefits