# STAKEHOLDERS MAPPING CANVAS

This resource will support your team to identify and select the stakeholders in the co-production team. This canvas can be used collaboratively, for instance, during a brainstorming or a focus group, to reflect on the different types of stakeholders that should be involved in the co-production process in order to represent the different target groups.

INSPIRED BY

"Stakeholder management" by Imperial College London

INTERLINK

You can use the following two canvas to refine your understanding about the stakeholders groups to be involved in the co-production process and analyse their level and interest to participate according to the interest-power matrix.
You can use these canvas during a brainstorming or a focus group.

1 Identify the type of stakeholders that should be involved in the service co-design and co-delivery

- Identify all the stakeholders, both internal and external to an organization, both public and private and the place them on the map.
- Don't forget to reason about the **beneficiaries and end-users** of the service and how they might be involved in the co-design and co-delivery of the service.
- **Use this canvas to identify the different stakeholders you want to involve according to the different target groups**
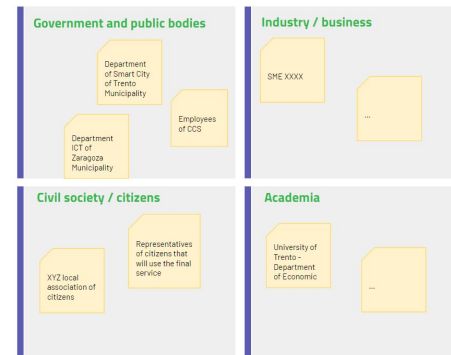
2 Analyse stakeholders Influence and interest

- Stakeholders could play different role in the co-production process, they can have different levels of interest and power.
- A common stakeholder management tool is the stakeholder analysis grid. This involves plotting stakeholders on a graph in terms of their **influence over the project** and their **interest in the project**.
- You can then identify what kind of action you should take with them
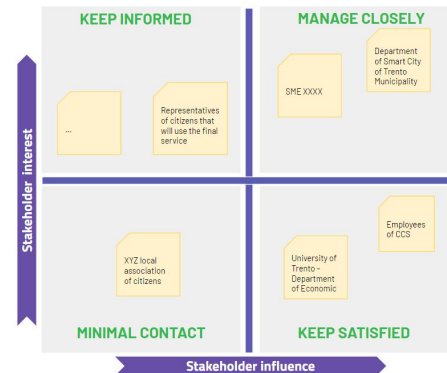
1 | Map stakeholders groups

How to use this canvas?

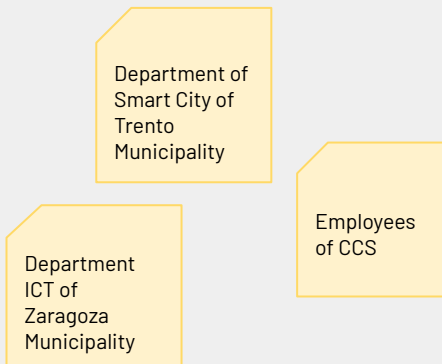You can edit the canvas that you can find in this page, print the blank canvas in the next page or use an online tool such as:
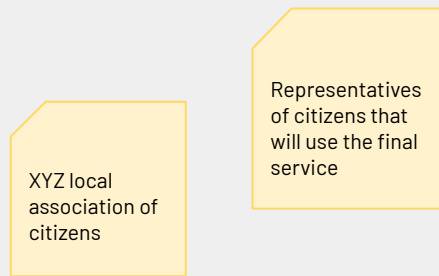
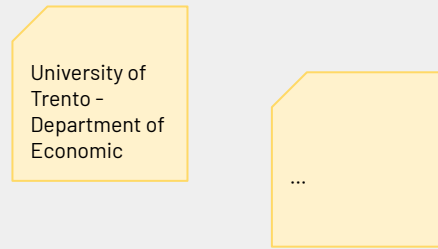- Google Jamboard
- Miro
- Mural

Government and public bodies

Department of Smart City of Trento Municipality

Department ICT of Zaragoza Municipality

Employees of CCS

Industry / business

SME XXXX

...

Civil society / citizens

XYZ local association of citizens

Representatives of citizens that will use the final service

Academia

University of Trento - Department of Economic

...

1 | Map stakeholders groups - printable canvas

Government and public bodies

Industry / business

Civil society / citizens

Academia

2 | Influence-interest matrix

- What really counts for them?
- What are their major preoccupations?
- What are their worries?
- What are their aspirations?
- What do they want or need?
- How do they measure success?
- What is their public attitude? How do they present themselves? How do they behave towards others?

How to use this canvas?

You can edit the canvas that you can find in this page, print the blank canvas in the next page or use an online tool such as:

- Google Jamboard
- Miro
- Mural

Stakeholder interest

KEEP INFORMED

High influence, less interested:
Provide sufficient information to these stakeholders to ensure that they are up to date but not overwhelmed with data.

MANAGE CLOSELY

High influence, highly interested:
These are the stakeholders you must engage and make the greatest efforts with

Low influence, less interested:
Provide these stakeholders with minimal communication.

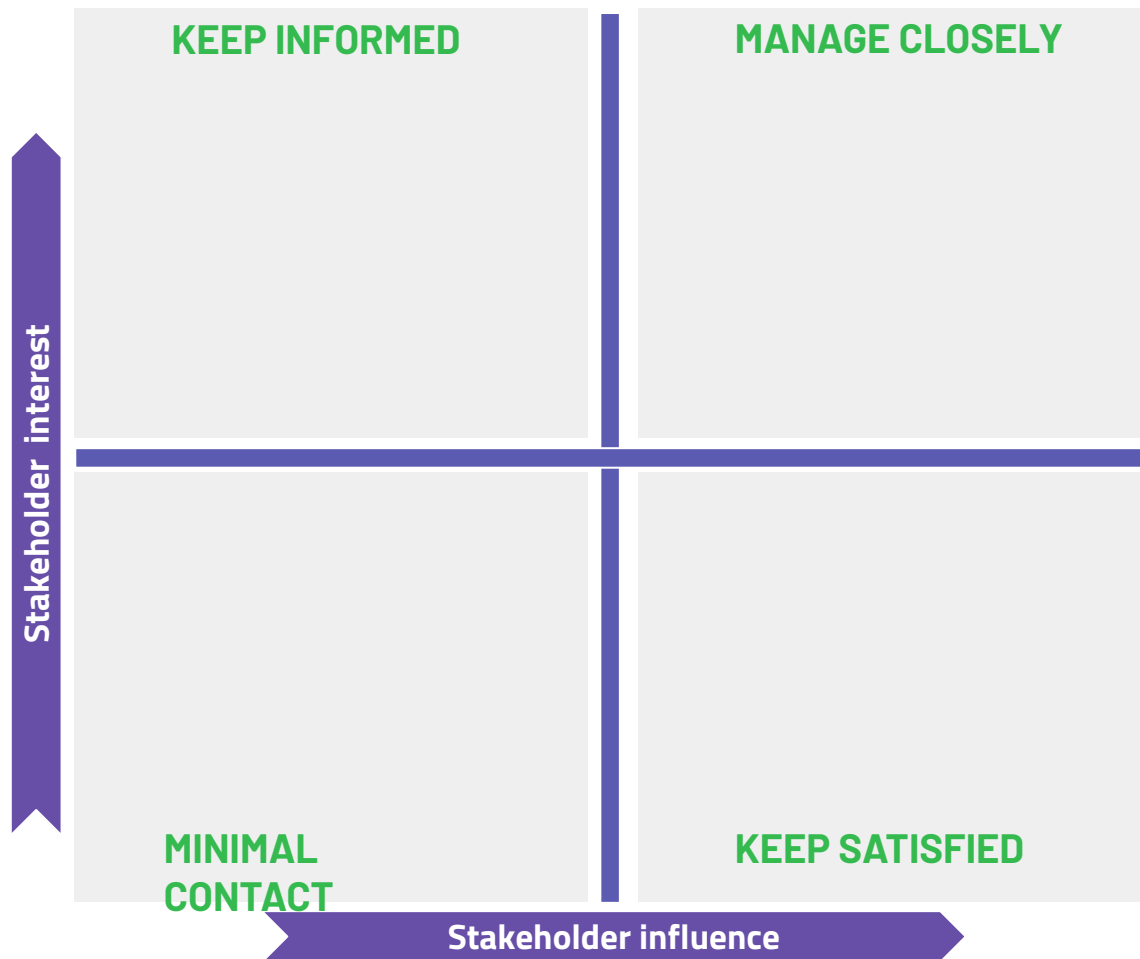**Low influence, highly interested:**
Keep these stakeholders adequately informed, talk to them to ensure that no major issues arise.

MINIMAL CONTACT

KEEP SATISFIED

Stakeholder influence

KEEP INFORMED

MANAGE CLOSELY

Stakeholder interest

MINIMAL CONTACT

KEEP SATISFIED

Stakeholder influence
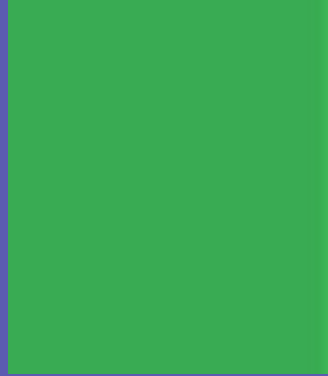
References and useful links

"Stakeholder management" (PDF). Imperial College London. 21 June 2017. Retrieved 6 July 2018.

"Stakeholder Management Plan" (PDF). Office of Government Commerce. 2006. Archived from the original (PDF) on 20 June 2008. Retrieved 6 July 2018.

Babou, S. (12 March 2008). "What Is Stakeholder Analysis?". *The Project Management Hut*. PM Hut. Archived from the original on 22 February 2015. Retrieved 6 July 2018.

INTERLINK