

# TEAM NEXGEN

## Stakeholder Mapping: Sustainable Urban Development Project

# Contents of the Report

TEAM NEXGEN

## Part 1:

IDENTIFY STAKEHOLDERS

## Part 2:

STAKEHOLDER CATEGORIES

## Part 3:

ANALYSIS OF STAKEHOLDER INTERESTS &  
INFLUENCE

## Part 4:

ENGAGEMENT STRATEGIES

# 1. IDENTIFY STAKEHOLDERS



- Primary Stakeholders: Directly affected by the project.
- Secondary Stakeholders: Indirectly affected or have an interest.
- Key Stakeholders: Those with power to influence or decide.

## 2. STAKEHOLDER CATEGORIES

Stakeholder	Category	Interest/Influence	Level of Engagement
Local Government	Key Stakeholder	Regulatory approval, funding, community support	High
Community Residents	Primary Stakeholder	Improved quality of life, green spaces	High
Urban Planners	Key Stakeholder	Project design, zoning, compliance with regulations	High
Environmental NGOs	Secondary Stakeholder	Sustainability, ecological impact	Medium
Local Businesses	Primary Stakeholder	Economic development, foot traffic	Medium
Public Transport Authorities	Key Stakeholder	Integration with transport networks, funding	High
Investors/Developers	Secondary Stakeholder	Return on investment, project viability	Medium
City Residents (Non-participating)	Secondary Stakeholder	Awareness, overall community impact	Low
Media	Secondary Stakeholder	Coverage of the project, public opinion	Medium
Academic Institutions	Secondary Stakeholder	Research opportunities, community studies	Medium

# 3. ANALYSIS OF STAKEHOLDER INTEREST AND INFLUENCE



TEAM NEXGEN

- **High Influence, High Interest:**

- Local Government: Essential for approvals and funding.
- Community Residents: Directly impacted; their support is crucial for project success.
- Urban Planners: Critical for effective design and compliance.

- **High Influence, Low Interest:**

- Public Transport Authorities: Their integration is necessary, but they may not be as engaged unless directly affected.

- **Low Influence, High Interest:**

- Environmental NGOs: They care about sustainability but have limited power to change project plans unless they can rally community support.

- **Medium Influence, Medium Interest:**

- Local Businesses: Interested in economic benefits but may have varying levels of engagement.
- Media: Can influence public perception but generally have a neutral interest in the project itself.



## 4. ENGAGEMENT STRATEGIES



TEAM NEXGEN

- Local Government: Regular updates, formal presentations, and engagement in planning meetings.
- Community Residents: Town hall meetings, surveys, and feedback sessions to gather input and address concerns.
- Urban Planners: Collaborative workshops to refine project designs and strategies.
- Environmental NGOs: Partnerships for eco-friendly initiatives and shared goals.
- Local Businesses: Workshops to discuss economic impacts and promotional opportunities.
- Public Transport Authorities: Joint planning sessions to align transport integration.
- Investors/Developers: Regular progress updates and ROI discussions.
- Media: Press releases, community stories, and project updates to build positive coverage.
- Academic Institutions: Collaborate on research and data analysis for project improvement.