

# Identifying, analysing and understanding your stakeholder

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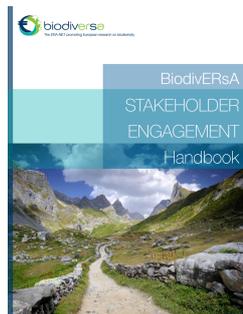


## The plan

Why is stakeholder engagement important ?	5 min
What are stakeholders ?	10 min
Who are you? Why are you here?	30 min
Break-out: Stakeholder identification	25 min
How do you assess, analysis and prioritise stakeholders?	10 min
Break-out: Stakeholder analysis	25 min
Understanding your stakeholders	10 min
Questions and discussion	20 min

## So what are stakeholder?

Any person or group who **influences or is influenced** by the research.



## Why is stakeholder engagement important?

- To researchers
- To the stakeholders themselves
- To society



### Benefits of stakeholder engagement

BENEFITS OF ENGAGEMENT	LEVEL OF ENGAGEMENT			
	Inform	Consult	Involve	Collaborate
<b>BENEFITS TO RESEARCH TEAMS</b>	Higher profile and enhanced reputation Useful contacts for future engagement Improved dissemination of results Enhanced impact of research Increased support for the research	Improved chances of funding success Better knowledge Opportunities for learning Better quality data	More resources provided Potential to improve methods	Improved research questions Better analysis Increased potential to leave a legacy
<b>BENEFITS TO STAKEHOLDERS</b>	Opportunities for learning Better access to knowledge Improved decision-making Improved policies	Access to better technologies Business opportunities Sense of inclusion and involvement	Opportunities to be paid for providing data or facilities	Opportunities to influence or drive research A sense of ownership
<b>BENEFITS TO WIDER SOCIETY</b>	Better knowledge applied in policy and practice Reduced barriers between science and society	Improved trust and respect Access to opportunities	Better evidence	Shared responsibilities and decision-making More relevant and more inclusive research

### Why I work with stakeholders

- Only way to solve the ‘grand challenges’
- Need policy and practice understanding to do the right science
- Only way to access certain information
- Interesting people and perspectives
- Making a difference – research impact




### Getting started



BiodivERsA  
STAKEHOLDER  
ENGAGEMENT  
Handbook

### Step 0: Why you want to engage?

- What are your aims?
- What are the benefits for the stakeholders?
- Why would stakeholder wish to engage?
- Will you inform, consult, involve or collaborate?

**Be explicit: this will influence your engagement plan**

### Stage 1: Who are your stakeholders?



### Stakeholder categories

- Government departments
- NGOs
- Local communities
- Land owners and land managers
- Professional groups
- Researchers
- The media
- The general public
- ...



### How would you identifying your stakeholders ?



### How would you identifying your stakeholders ?

- Brainstorming (with others)
- Consulting colleagues
- Mind mapping
- Government statistics
- 'Snow-ball' sampling
- Forums
- Existing lists



### To consider

- Who makes decisions that will affect your research?
- Are there policies that will benefit from your research?
- Who will be affected by your research?
- Who has been involved in similar research?
- Who can provide relevant information?
- Who could have a negative view of your research?
- Who is most influential?



### Who are you? Why are you here?

- Name
- University
- Project (short)
- Why are you here?
- What do you want to learn? (post-it)



### Break-out: stakeholder identification

- 2 cases / groups
- Identify relevant stakeholder groups (5min)
  - Post-its
- Cluster and discuss (5min)
- Report back (5min)



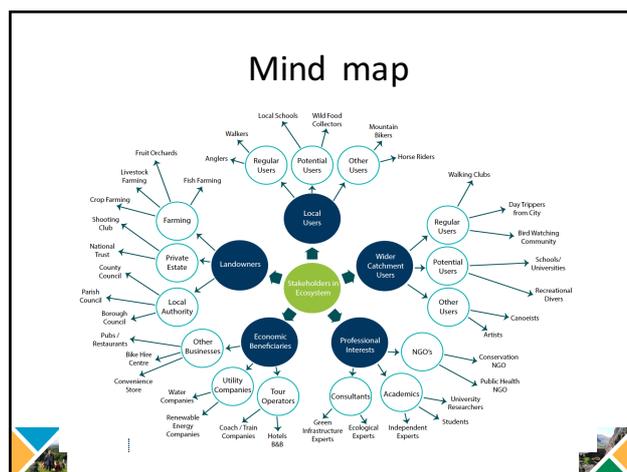
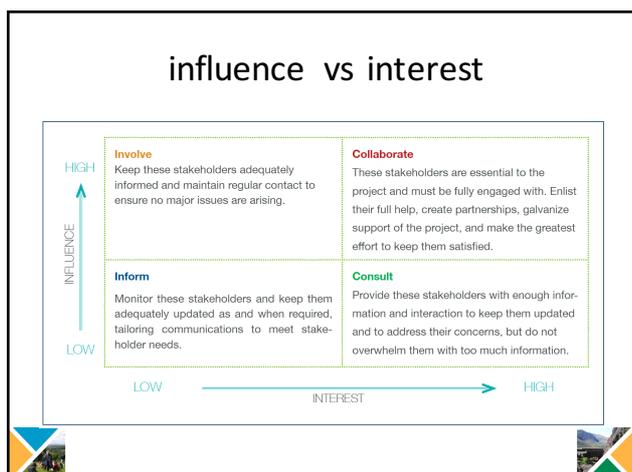
Case study 1	Understanding the value of Mangroves in Oman.
Site	Three sites (both restored and existing nature reserves), with different drivers and histories
Issues	<ul style="list-style-type: none"> <li>- Urbanization</li> <li>- coastal engineering</li> <li>- Restoration</li> <li>- afforestation</li> </ul>
Future change	<ul style="list-style-type: none"> <li>- sea-levels, climate</li> <li>- pressures in land-use</li> <li>- local communities</li> <li>- wildlife</li> </ul>
Stakeholders	...



Case study 2	Managing forests for multiple benefits / ecosystem services in Scotland
Site	Forests Western Scotland
Issues	-employment -land demands -forestry -recreation -nature
Future change	-climate change -increased demand for -timber -recreation -nature
Stakeholders	...

### Stage 2: Assess, analyse and prioritise

- Create a list
- Identify interests and influence
- Prioritise according to importance and influence



STAKEHOLDER	CATEGORY (E.G. GOVERNMENT DEPT., GENERAL PUBLIC, NGO, POTENTIAL PARTNER)	REASONS TO INVOLVE THE STAKEHOLDER(S)	WHY THE STAKEHOLDER MAY WANT TO BE INVOLVED (BENEFITS)
Local authority	<i>Government policy maker</i>	Strengthen science-policy interface and ensure relevance of research outputs.	Opportunity to develop better policies based upon rigorous scientific knowledge. Better transparency of decisions made.
Local business	<i>Private sector businesses</i>	Sharing technical expertise and potential contribution of resources to project.	Possibility of networking with potential new customers through the engagement process. Publicity and Corporate Social Responsibility opportunities. Improving efficiency and profitability of operations.
Environmental charity	<i>NGO</i>	Better access to available data, potential contribution of resources and expertise to project.	Interest in using the new data produced. Increased local publicity through engagement. Opportunities for partnering in future projects.

## Break-out: stakeholder analysis

- Same groups as before
- Identify interests (and prioritise) (10 min)
- Report back (5 min)



## Stage 3: understand your stakeholders

- Existing relationships
  - with research
  - among stakeholders
- What relevant knowledge do they have?
- What are their views?
  - Potential conflicts?
- What is the best way to communicate?
- Are barriers to engagement?

	Stakeholder	Existing relationship	Relationship with other stakeholders	Knowledge of the project	Views on the project	Best means of communication	Willingness to engage	Capacity to engage
<b>Collaborate</b>	Government policy makers							
	Scientists from same discipline							
<b>Involve</b>	Landowners							
	NGOs							
<b>Consult</b>	Businesses							
	Students							
	Scientists from different discipline							
<b>Inform</b>	Local community							
	General public							
	Media							

