



# ARSINOE

## Stakeholder Mapping

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The process of  
identifying relevant  
actors



# What is “stakeholder mapping”?



Stakeholder mapping is a strategic process used by organizations to identify and analyze the individuals, groups, or entities that have an interest in or are affected by the organization's activities, decisions, or outcomes. This process helps organizations understand the stakeholders' interests and concerns, allowing for an effective engagement with them, and relationship building.

# Why “stakeholder mapping” in ARSINOE ?



The objective of the stakeholder mapping exercise within ARSINOE is to identify relevant key stakeholders who will be engaged in the cobuilding of solutions for the ARSINOE territories. This task holds significant importance as stakeholders form the bedrock of both the development and execution of the ARSINOE System Innovation Approach.



# How did we perform the “stakeholder mapping” in ARSINOE ?

In ARSINOE, the process of stakeholder mapping is led by the case study leaders, in collaboration with the case study team and assisted by the SIA support group of ARSINOE. Together, they set the context of the activity and undertook the 3 following steps:

**Step 1:** First, they identified **sectors and sub-sectors** related to the local challenge such as examining the value chain of the water sector - from suppliers and users to managers.

**Step 2:** Within each sector, they identify relevant **categories of stakeholders** (e.g. industry, government, academia, NGOs, citizens and others)

**Step 3:** The step consists of shortening the long list of stakeholders by **identifying the key stakeholders**.

To execute the last step, the case study leaders were asked to use a mapping process: **the Influence/Interest Matrix**.

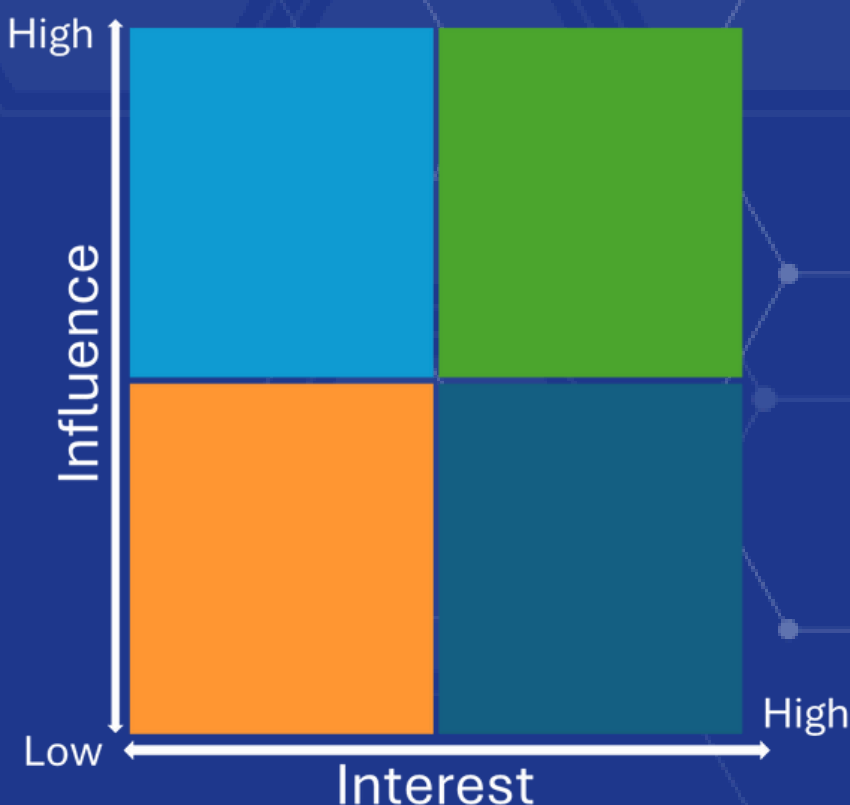


# What tool was use to perform the stakeholder mapping?

To map stakeholders, the Influence/ Interest Matrix was used and case study leaders were requested to answer two questions:

- How much power and capacity the stakeholder has in order to bring changes?
- How likely is it that the stakeholder will participate in activities related to the case study focus?

Based on the answers to these two questions, the team placed all stakeholders in the matrix illustrated below. The actors placed in the upper right quadrant (high influence and interest) form the core group, which is mostly guiding the selection of the LLs participants.



# What were the outcomes of the ARSINOE stakeholder mapping exercise?

The stakeholder mapping exercise produced varied results and implications across the 9 case studies. The process not only encouraged them to be specific in their contributions, but also encouraged them to reach out beyond their usual networks

All matrixes encompassed various sectors ranging from forestry and tourism to civil protection and finance. Often, the quadrant representing high influence and high interest included a mix of key players such as businesses, policymakers, NGOs, academia, and others. Following the stakeholder mapping, invitations were sent to stakeholders to participate in Living Labs over a two-year period. The exercise proved successful across all the 9 case studies.

To learn more about the ARSINOE stakeholders mapping and the matrixes created, read our corresponding deliverable: [HERE](#).

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