

Stakeholder Analysis

Science Facts and Analysis from Science for Georgia

A stakeholder analysis is a method to identify and understand how all parties involved fit into your issue.

A good stakeholder analysis identify *all* parties, regardless of the position you or they take on the issue.

Direct Quote from the World Bank

“Stakeholder Analysis (SA) is a methodology used to facilitate institutional and policy reform processes by accounting for and often incorporating the needs of those who have a ‘stake’ or an interest in the reforms under consideration. With information on stakeholders, their interests, and their capacity to oppose reform, reform advocates can choose how to best accommodate them, thus assuring policies adopted are politically realistic and sustainable.

“Although Stakeholder Analysis originated from the business sciences, it has evolved into a field that now incorporates economics, political science, game and decision theory, and environmental sciences. Current models of SA apply a variety of tools on both qualitative and quantitative data to understand stakeholders, their positions, influence with other groups, and their interest in a particular reform. In addition, it provides an idea of the impact of reform on political and social forces, illuminates the divergent viewpoints towards proposed reforms and the potential power struggles among groups and individuals, and helps identify potential strategies for negotiating with opposing stakeholders.

“Who Are Stakeholders?”

“A stakeholder is any entity with a declared or conceivable interest or stake in a policy concern. The range of stakeholders relevant to consider for analysis varies according to the complexity of the reform area targeted and the type of reform proposed and, where the stakeholders are not organized, the incentive to include them. Stakeholders can be of any form, size and capacity. They can be individuals, organizations, or unorganized groups. In most cases, stakeholders fall into one or more of the following categories: international actors (e.g. donors), national or political actors (e.g. legislators, governors), public sector agencies (e.g. MDAs), interest groups (e.g. unions, medical associations), commercial/private for-profit, nonprofit organizations (NGOs, foundations), civil society members, and users/consumers.”

About Science for Georgia

Science for Georgia is a 501c3 dedicated to bridging the gap between scientists and the public through training, outreach opportunities, and direct contact with the public, policymakers, and the press. Science for Georgia highlights how science can impact people’s lives and advocates for the responsible use of science in public policy.

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Grouping Stakeholders into a Matrix

	Low Interest	High Interest
High Influence	<p><u>Keep Satisfied</u></p> <p>A group with low interest-high influence may be one that has more reach and/or financial resources than the majority of other stakeholders. Connecting this group with stakeholders that are more informed will be the most important task for the organizations involved. If they do not have an extensive understanding, work on changing their priorities by emphasizing overarching campaign objectives, sharing policy recommendations, and posting deliverables on websites, social media, or offices, that can reach important populations.</p>	<p><u>Manage Closely</u></p> <p>High interest-high influence participants are extremely important. By having similar missions, the task of developing robust policy recommendations and identifying impactful programs will not all be tasks for Science for Georgia’s alone, but now a social responsibility of all parties involved. With such a vast reach, these groups can also publicize any efforts and accomplishments through their high-traffic websites, social media applications, or media press releases.</p>
Low Influence	<p><u>Monitor (Minimum Effort)</u></p> <p>In general, low interest-low influence stakeholders will likely not prioritize this issue, but their interest may change over time. A useful engagement strategy to start with would be to gauge their knowledge about the importance of the issue, and how seriously they might consider the problem to be in their local communities, counties, and the state overall. If they already have a decent understanding on the issue but still show little interest, be sure to keep them in the loop with sporadic communication, updates on engagement and press releases, and manageable funding initiatives.</p>	<p><u>Keep Informed</u></p> <p>This category includes stakeholders that are influenced by this issue but do not have a lot of power in developing this campaign. For these groups, encouraging them to work with Science for Georgia on research and policy recommendations will be most important. Not having financial, influential, or social means to push the campaign forward does not mean that they have no influence or interest at all. Take advantage of their positions by connecting them to stakeholders with high influence-low interest to provide education and information.</p>

