

Food Security Information for Action

Reporting Food Security Information Stakeholders Analysis

(Annex I to the lesson “Understanding the Users’ Information Needs”)



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Definition of “Stakeholders Analysis”

It is a tool for assessing different interest groups around a policy issue or intervention, and their ability to influence the final outcome.

Stakeholder analysis can be a useful tool to determine:

- who needs to know about your information,
- their positions and interests about how information should be presented, and
- how it can be framed to appeal to them.

What is a Stakeholder?

A stakeholder is a person who has something to gain or lose through the outcomes of a planning process or project. Stakeholders can be organisations, groups, departments, structures, networks or individuals.

Stakeholders include interests groups who are affected by the issue or those whose activities strongly affect the issue; those who possess information, resources and expertise needed for strategy formulation and implementation; and those who control the implementation of the various responses.

The process

The principal Stakeholder analysis is a relatively simple process that involves the following steps:

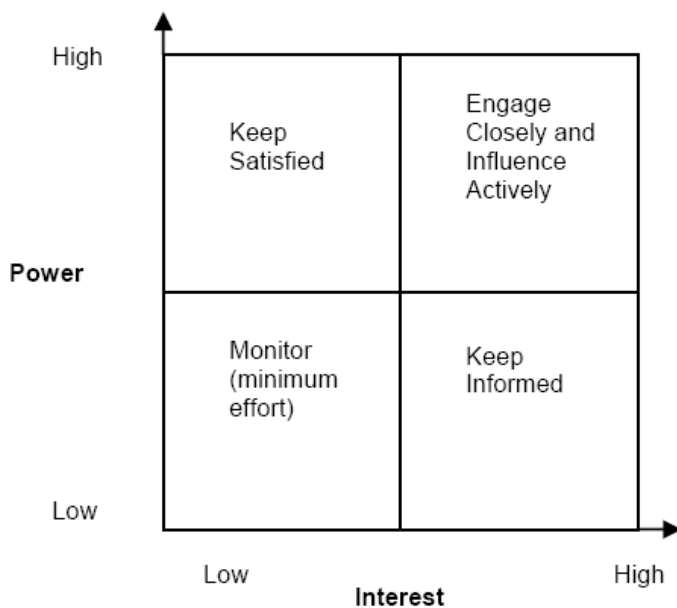
1 Specify the issue. Stakeholders are defined and identified in relation to a specific issue - people and groups only have a concrete "stake" in a specific issue or topic. In our case the issue will be defined by the purpose of the report.

2 Develop a long list of stakeholders. Gather a small group of informants, preferably with varied perspectives and backgrounds, to brainstorm all the stakeholders or interest groups associated with the purpose that you identified earlier for your report. You should consider all possible stakeholders in the public sector, private sector and civil society.

3 Conduct stakeholder mapping. The long list of stakeholders can be analysed to determine "clusters" of stakeholders with different levels of interest and levels of influence over the issue.

Stakeholders' interest and power

You can use the grid below to organise stakeholders according to their interest and power.



Stakeholders with high power and interests aligned with the purpose are critical to achieving your purpose. This will be your **primary audience** and should include both the immediate decision makers, along with opinion leaders – the people whose opinion matters.

Stakeholders with high interest but low power, or high power but low interest, should be kept informed and satisfied. Ideally they should be supporters for the proposed programme or policy change. This is your **secondary audience**.

Interest measures to what degree they are likely to be affected by the programme or policy change identified.

Power measures the influence they have over the project or policy, and to what degree they can help achieve, or block, the desired change.