

Module: Social entrepreneurship and social enterprises (including green entrepreneurship)

Project number: 2020-1-MK01-KA205-077462

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Stakeholders Analysis and Relationships



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What it means stakeholders mapping?

- Stakeholder mapping is the visual process of laying out all the stakeholders of a product, project, or idea on one map. The main benefit of a stakeholder map is to get a visual representation of all the people who can influence your project and how they are connected.
- Sometimes, people confuse stakeholders with shareholders. While shareholders own a part of a public company (through shares of stock) and are interested in the company's performance, it doesn't mean they should be stakeholders of each project or product launched by the company. Stakeholders can work on a more granular level and they are also often interested in the project's or product's performance, not just because it affects the company's stock performance.

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When a stakeholder map is critical?

- Building a product
- Penetrating a market
- Starting a new project

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What should a stakeholder management plan include?

- Prioritization of stakeholders
- Stakeholder expectations
- Communication rules
- Action plans

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Benefits of Stakeholder Engagement:

- Education
- Effective Decision Making
- Trust
- Cost Savings
- Risk Management
- Accountability

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Stakeholder mapping in 4 steps:

1. Define your stakeholders
2. Analyze stakeholders by impact and influence
3. Plan stakeholder communications and reporting
4. Engage with your stakeholders

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Stakeholders Analysis:

Operational partners:	Community partners :	Institutional partners:	Financial partners	Other partners
Corporates, Clients, Others	Incubators, other CSOs, community initiatives, entrepreneurs hip networks, etc.	Ministries, local authorities, international institutions, schools, etc.	Donors, others	Media, others

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