



## Making Learning Fun and Ecological

**Lesson: Stakeholders Map & Relationships**  
**Activity: Define a stakeholders relationships**

**Lead In:**  
Classroom or online

**Duration:**  
60 min

**Aim:**  
This activity aims to identify all interested parties and group them according to their levels of participation, interest, and influence in the project; and determine how best to involve and communicate each of these stakeholder groups throughout.

**Type of activity:**  
Fill in a predefined matrix

**Group number:**  
Individual or together with business/start-ups partners

**Recommended age:** 18-29

### **Instructions:**

#### **For the educator:**

#### **Introductory part:**

1. Share the powerpoint presentation.

#### **Activity details:**

1. Divide the students in groups to fill the stakeholder map matrix.

#### **For the user/ interested participants:**

1. Read a powerpoint presentation to gain information about the importance of stakeholder mapping and difference of stakeholders.
2. Fill the stakeholder matrix.

Explanation of the activity:

The stakeholder matrix allows participants to understand how to appropriately manage and inform stakeholders. These are the steps for filling out this matrix.

1. Determine who your stakeholders are

Start by brainstorming with your team a list of all possible stakeholders for your project. You can reduce this list later, but you don't want to miss a potentially pivotal stakeholder at this early stage.

2. Group and prioritize these stakeholders- as shown in the matrix

After you've completed your brainstorming session above and determined which people and teams will indeed be stakeholders, you should start categorizing them in terms of their influence, interest, and levels of participation in your project.

3. Figure out how to communicate with and win buy-in from each type of stakeholder.

**Keywords:**

stakeholders, mapping, strategy

**Materials, equipment:**

computer, or pen/pencil and paper

**References:**

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**Other useful sources:**

<https://www.youtube.com/watch?v=eqZfiTp1HZw>

**Annexes:**

Powerpoint presentation

Stakeholders map matrix

