

Extension, Market & Regenerative Agriculture Consortium

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Building smallholder farmer Resilience and reducing vulnerability in the maize-based system in Kaduna State through strengthened market participation

Stakeholders Mapping and Analysis

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Why this activity and documentation thereof?

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For projects to be successful
need for a clear understanding of and
between the stakeholders and
an engagement strategy for managing them
is essential

Who is a Stakeholder?

- *Persons, groups, or organizations who can affect or be affected by the organization's actions, objectives, and policies (e.g., seed and trade associations, private sector, NGO's, Universities, farmer organisations, extension officers, government departments and researchers, ...)*
- *Who are actively involved in the project or whose interests may be positively or negatively affected by the performance or completion of the project*
- *Stakeholders may also include entities that are interested in the activities, targets, resources or deliverables (e.g. the translation of research findings into information products and extension messages and the coordination in the dissemination of technologies)*

Steps for Stakeholder mapping

- ▶ Four steps in the process of analyses and engaging with stakeholder consist of:
 1. stakeholder identification,
 2. stakeholder analysis,
 3. planning for stakeholder engagement and
 4. engaging with stakeholders

1. Stakeholder identification

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- ▶ Important that the project team is brought together to list everybody who is, or will be affected by the project
- ▶ First step in stakeholder mapping



Stakeholder
Identification
options

Stakeholder Categories.

- ▶ If it is proving to be a struggle one could try using categories to identify potential stakeholders
- ▶ it can be helpful to organize stakeholders by the following categories:
 - ▶ Users/beneficiaries;
 - ▶ Governance (steering groups/boards);
 - ▶ Influencers (trade unions, the media) and
 - ▶ Providers (suppliers, partners)

Stakeholder Categorization

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- ▶ Policy Institution (PI) and Regulating Bodies (RB)
- ▶ Non-governmental Organization (NGO)
- ▶ International Agricultural Research Centre (IARC)
- ▶ Intergovernmental organisation - Regional Research and Development (IGO-RRD)
- ▶ Intergovernmental organisations - Regional Economic Community (REC)
- ▶ Private Sector - Fertiliser Industry (PSI)
- ▶ Private Sector – Food Processing Industry (FPI)
- ▶ Farmer Based Organisation (FBO)
- ▶ Information Services Providers (ISP)
- ▶ Institutes of higher learning and training (ATI)
- ▶ Agro-input Dealers (AID)
- ▶ Donor Organisation (DO)
- ▶ Micro Finance Institution (MFI)
- ▶ National Agricultural Extension Service (NAES)
- ▶ National Agricultural Research Systems (NARS)
- ▶ Civil Society Organisation (CSO)

The following data are required from the Stakeholders:

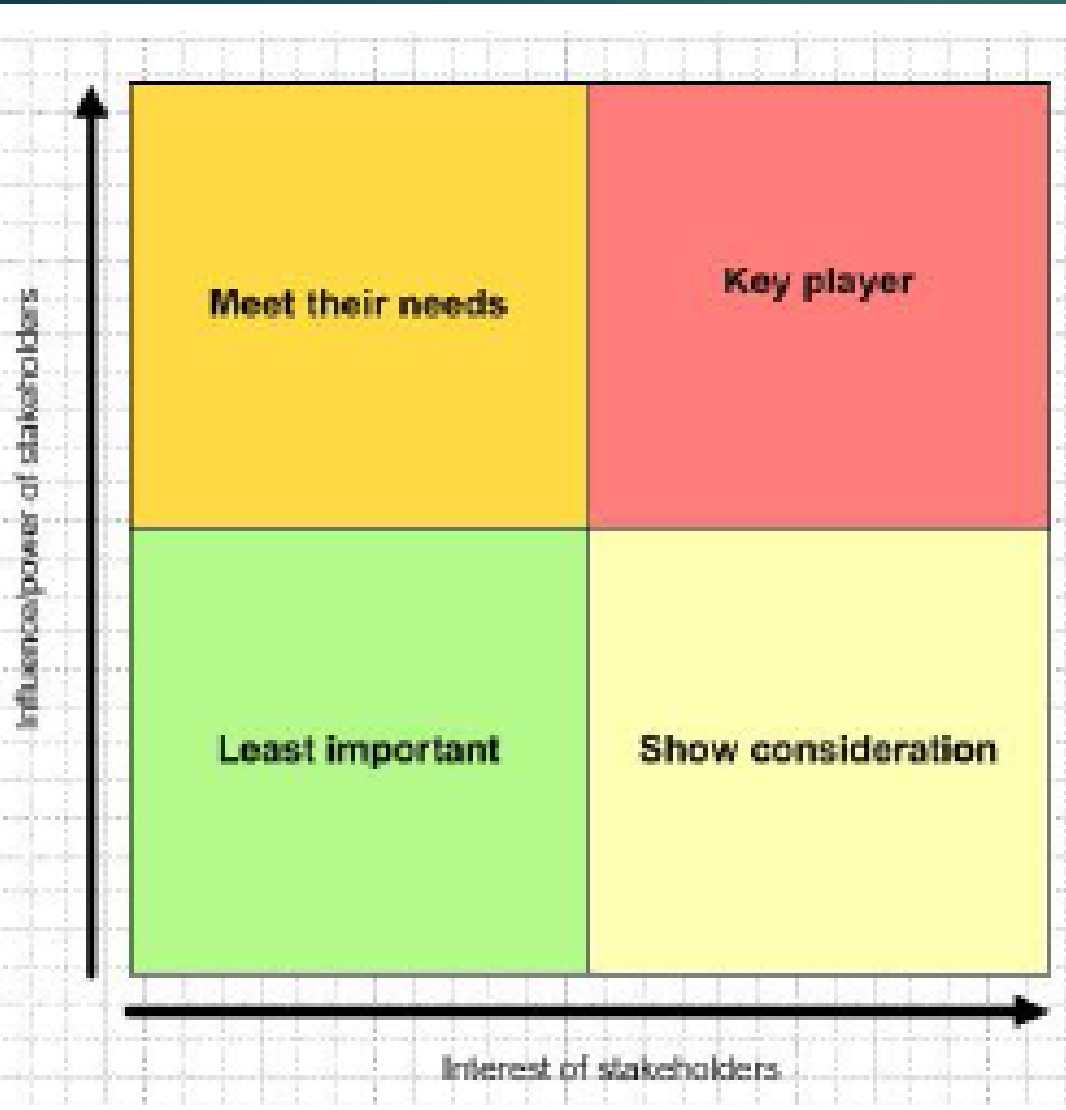
- **Stakeholder name:** which simply is the name/title of the organisation, public or private institute, or other
- **Acronym:** the abbreviation of the above
- **Type of business:** The 'type of business' serves as type of organisation, whether government institution, non-governmental organisation private business and other
- **Purpose:** This covers the organisation purpose, what it does and type of activities it is engaged in.
- **Stakeholder category:** Stakeholder category in accordance with the defined stakeholder categorisation index
- **Address:** This is the organisations physical/postal address.
- **Email Address:** the email address of the organisation.
- **Telephone organisation:** Contact telephone number of the organisation.
- **Contact person:** Name of an employee or representative of the organisation for direct contact.
- **Email of contact person:** email address of the contact rep – if applicable.
- **Telephone number of contact person:** Telephone number of the contact rep – if applicable.

2. Stakeholder Analysis

- ▶ A common approach to analyzing stakeholders is by assessing their influence/power on, and interest in, the Project
- ▶ Influence/power refers to how powerful a stakeholder is in terms of influencing direction of the project and outcomes

Interest

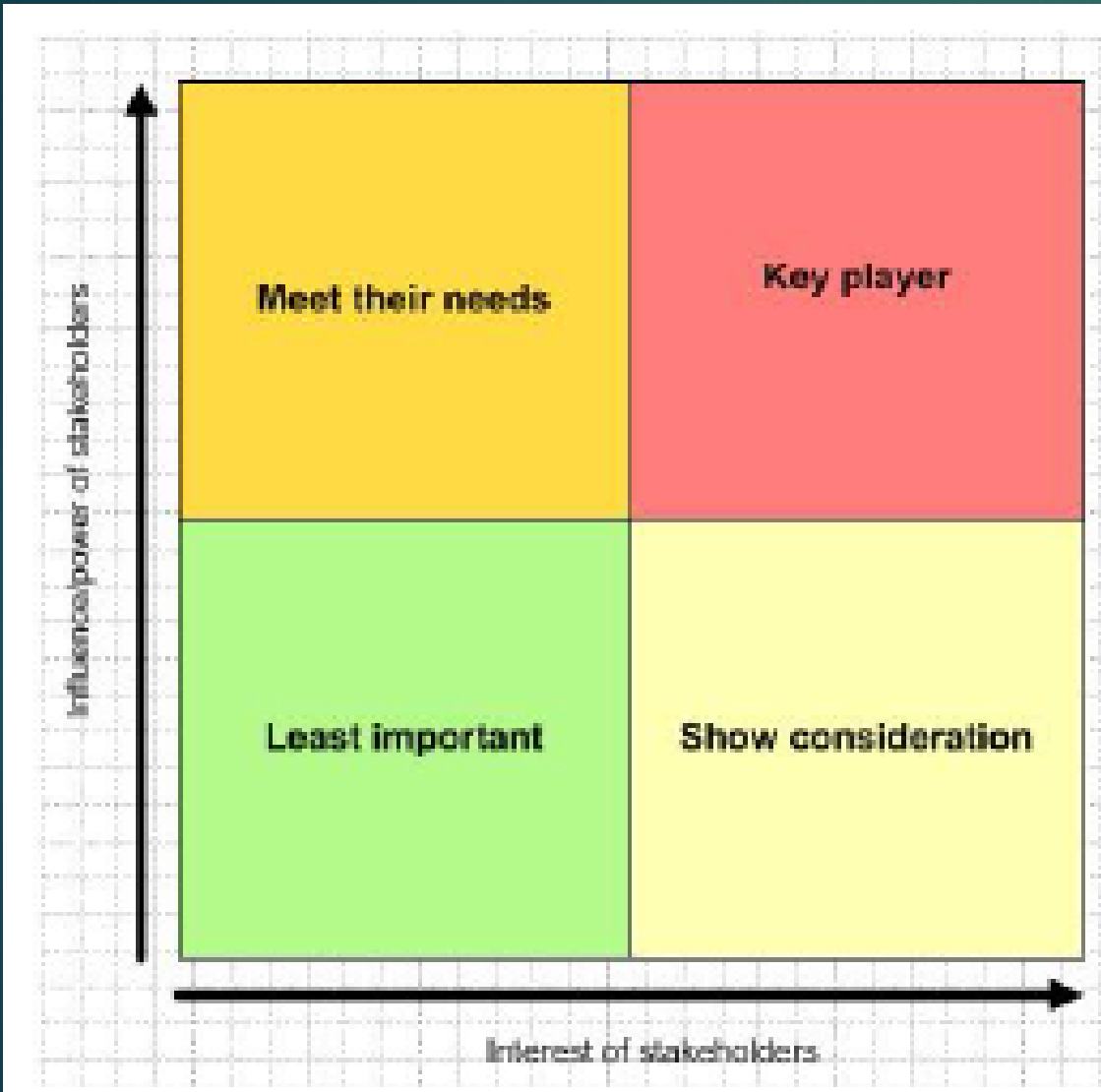
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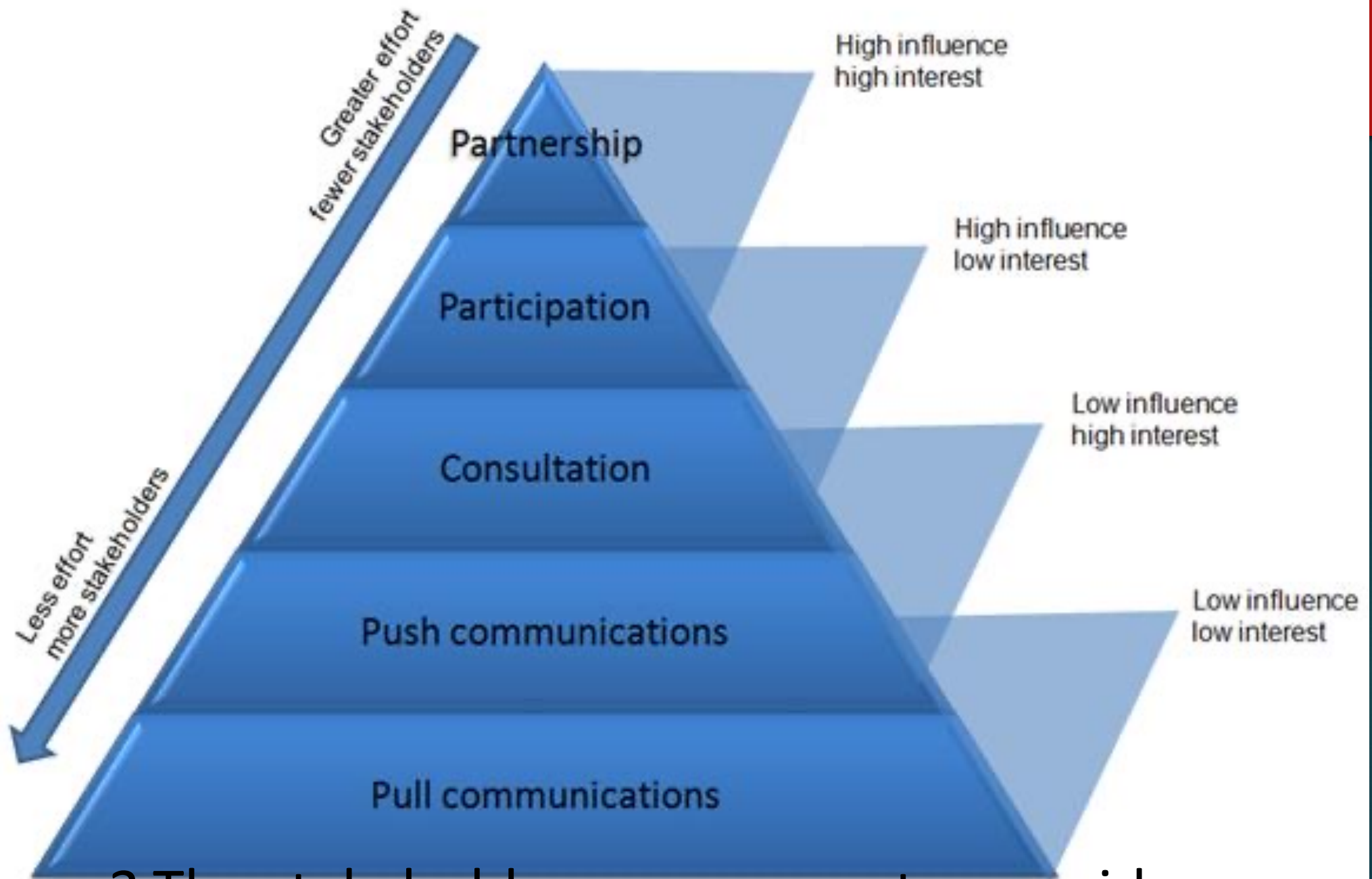
- ▶ Quadrant one – Meet Their Needs: Stakeholders placed here can hold potentially high influence but low importance should be kept satisfied with appropriate approval and perhaps brought in as patrons or supporters. These stakeholders are to be kept satisfied
- ▶ Quadrant two – Key Player: Key stakeholders placed here have high influence and high interest needs to be fully engaged on the strategy/project. The style of participation for stakeholders needs to be appropriate for gaining and maintaining their ownership. These stakeholders are to be managed closely.

Interest

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- ▶ Quadrant three – Show Consideration: Stakeholders placed here can be of high interest but having low influence or direct power, however need to be kept informed through appropriate education and communication. These stakeholders are to be kept informed
- ▶ Quadrant four – Least Important: Stakeholders here have low influence and low importance and care should be taken to avoid the dangers of unfavourable lobbying and therefore should be closely monitored and kept on board. These stakeholders are to be monitored



3.The stakeholder engagement pyramid

Engagement approach	Description
Partnership	Shared accountability and responsibility. Two-way engagement joint learning, decision making and actions
Participation	Part of the team, engaged in delivering tasks or with responsibility for a particular area/activity. Two-way engagement within limits of responsibility.
Consultation	Involved, but not responsible and not necessarily able to influence outside of consultation boundaries. Limited two-way engagement: organisation asks questions, stakeholders answer.

Engagement approach	Description
Push communications	One-way engagement. Organisation may broadcast information to all stakeholders or target particular stakeholder groups using various channels e.g. email, letter, webcasts, podcasts, videos, leaflets.
Pull communications	One-way engagement. Information is made available stakeholder choose whether to engage with it.

4. Stakeholder engagement channels

Audio/Visual	Face to Face	Online	Official Documentation	Printed Materials
<ul style="list-style-type: none">• Podcasts• Video Webinars• Video conferencing• Teleconferences	<ul style="list-style-type: none">• Project meetings/briefings• Presentations to wide audience• Targeted presentations to particular groups	<ul style="list-style-type: none">• Blogs e.g. Blogger• Intranet/Internet• Email• Forums, communities and online groups e.g. Google groups or LinkedIn groups• Social media e.g. Facebook, Twitter, Google +	<ul style="list-style-type: none">• Protocols• Project Reports• Consortium Records• Field Tests• Policy Briefs	<ul style="list-style-type: none">• Magazines• Newsletters• Leaflets• Memos• Letters• Display boards

References on 'Stakeholder mapping'

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**May we know ourselves well,
get engaged and implement
this project to a successful
end.**