Stakeholder Analysis

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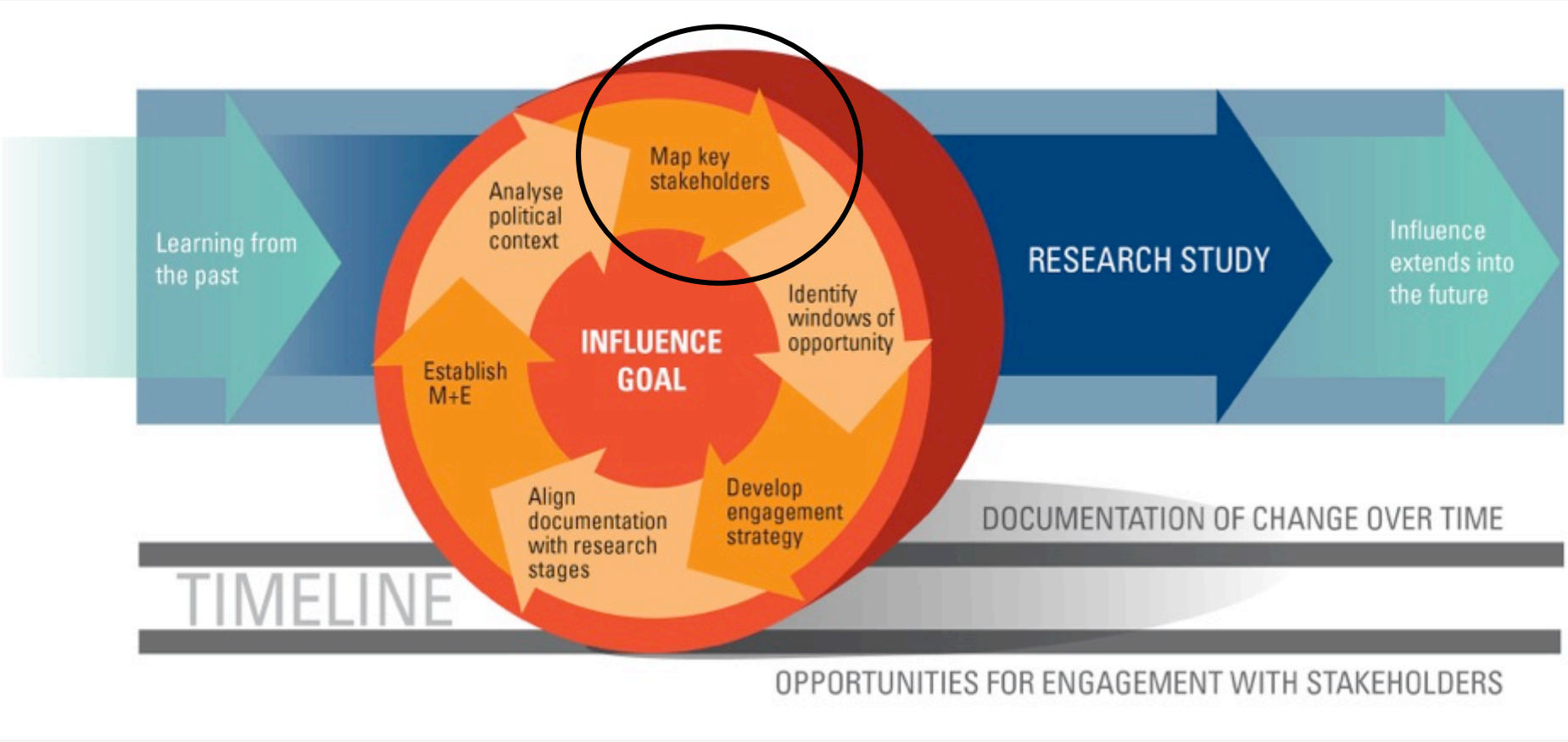
Policy influence plan



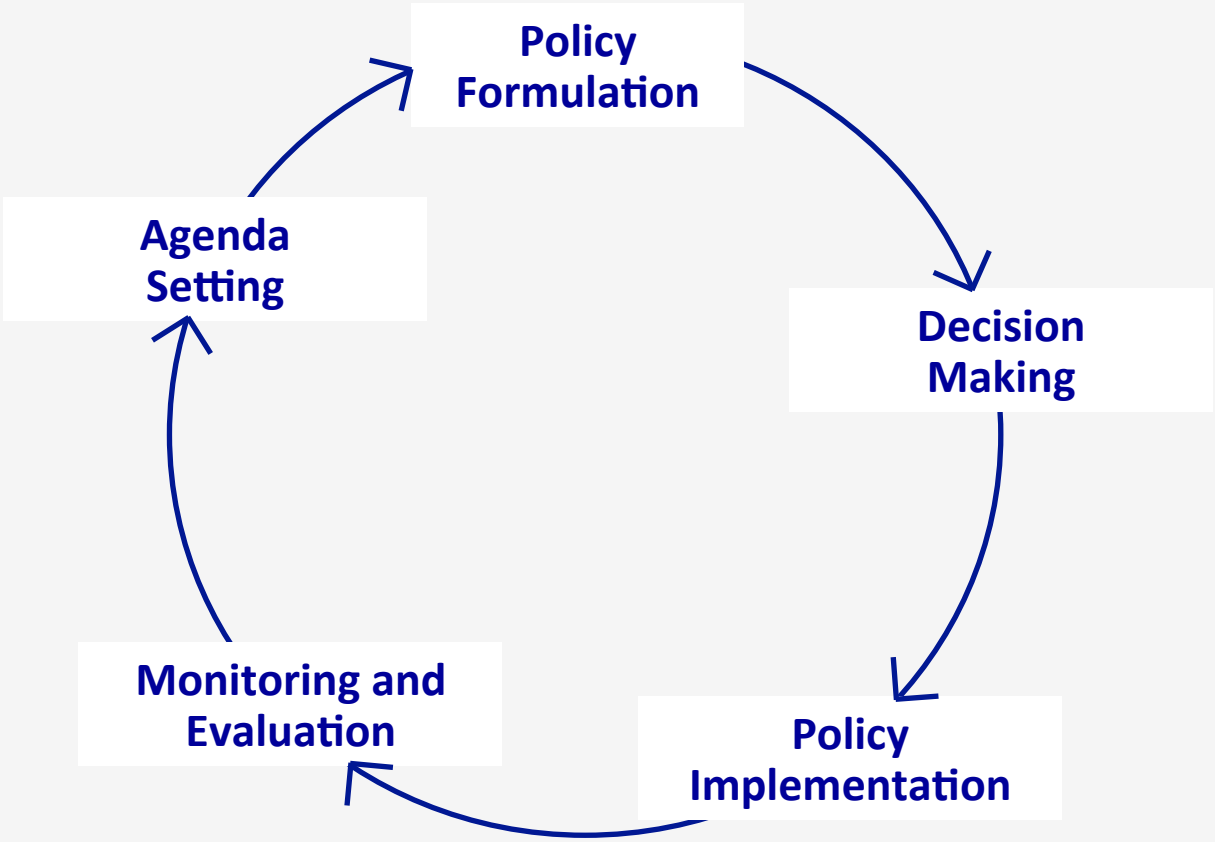
What is it?

Identify all stakeholders that have an interest and/or resources that can affect or be affected by the change implied in the policy goal

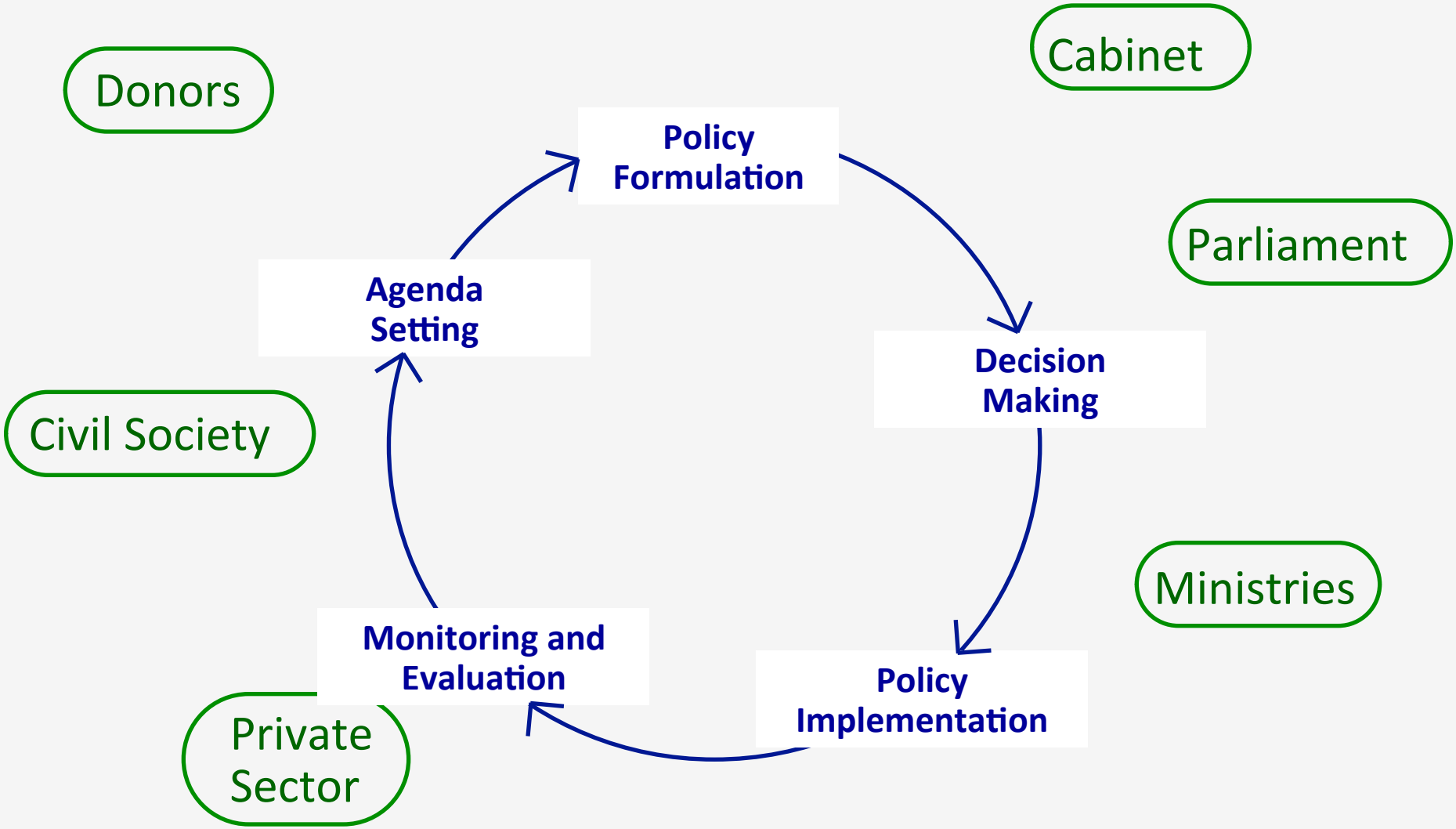
Source: www.google.ie

Why?

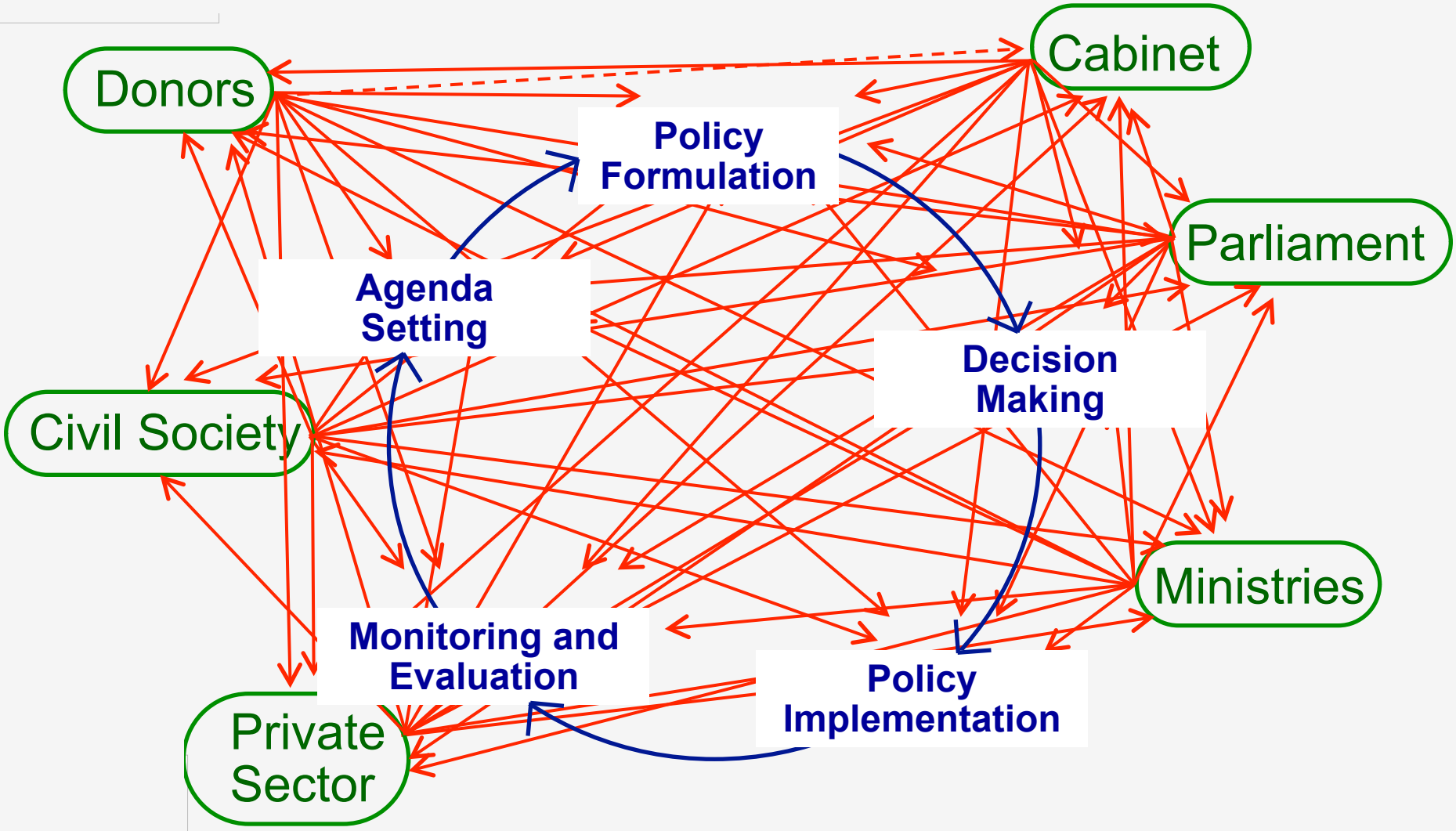
Policy cycle



Actors involved



Interdependence



Source: RAPID ppt

Advantages

- Identify those who can help or hinder our objective. Identify partners

- Identify those who share interest but are not aligned with our proposal

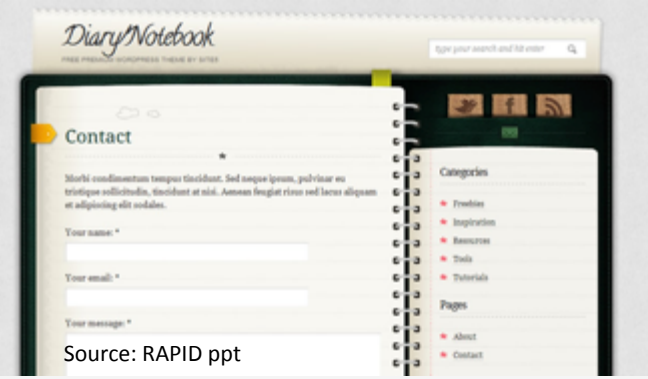
Advantages (cont.)

- Identify those who are not interested in the topic but support our organisation's initiatives

- Level of power

Source: RAPID ppt

Remember to:



Source: RAPID ppt

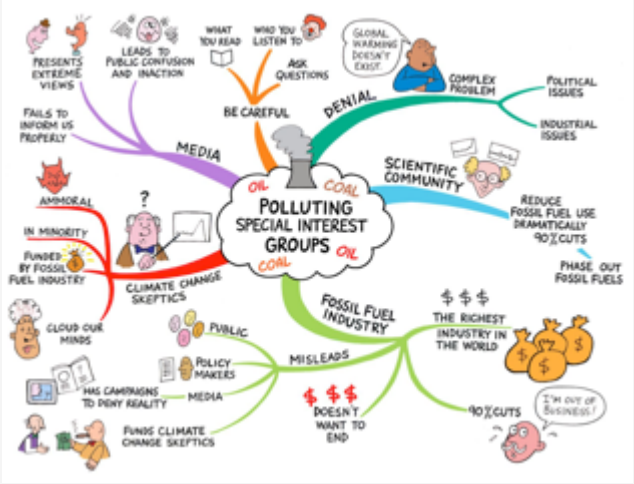
Think about previous partners

Source: RAPID ppt

Think about those who have capacity to make decisions

Remember to (cont)

Identify specific people



Consider their interests

Source: RAPID ppt

Remember to (cont.)

Identify resources

Power

Source: RAPID ppt

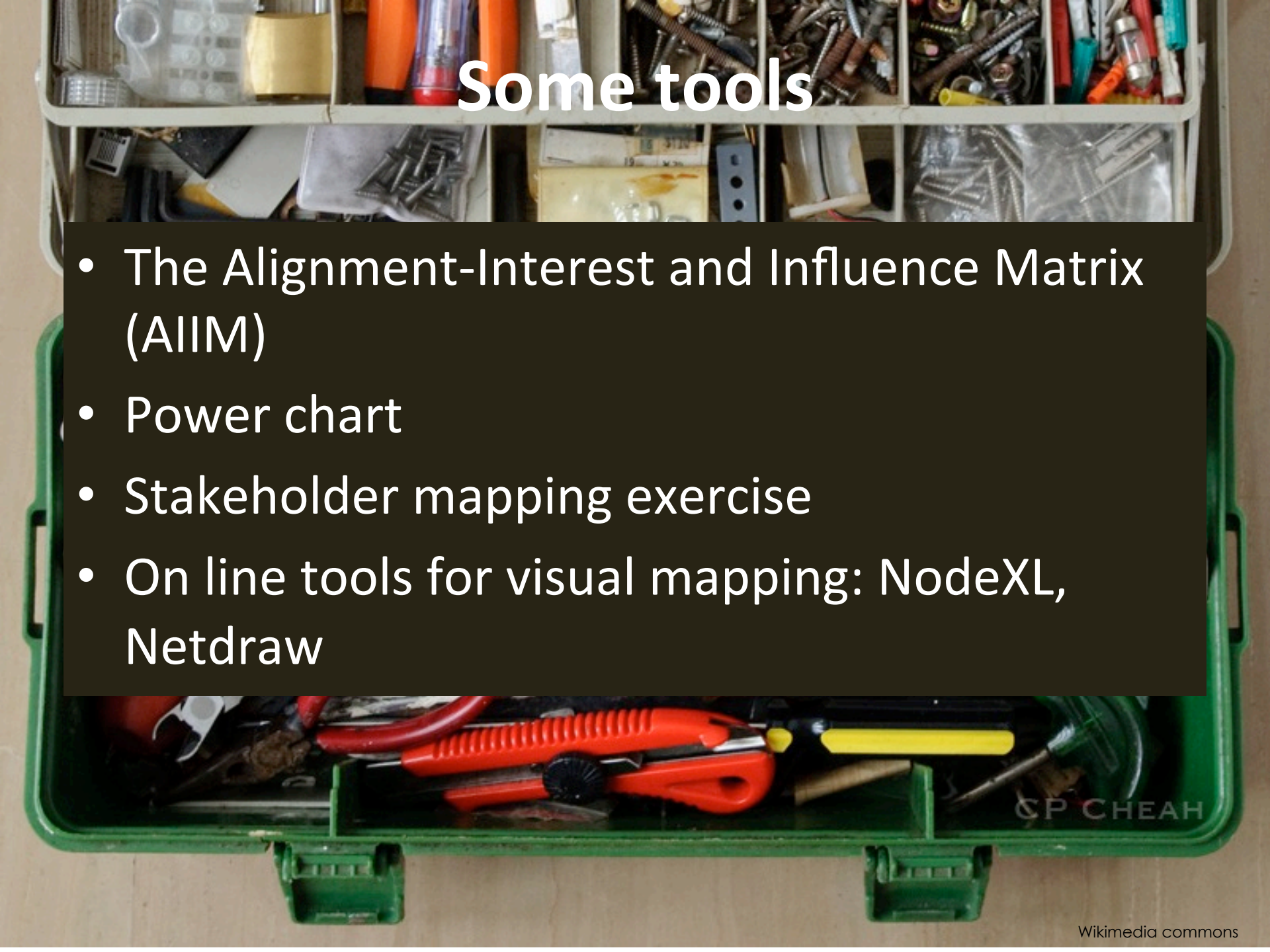
Remember to (cont.)

REFLECT!!

Wikimedia commons

Some tools

- The Alignment-Interest and Influence Matrix (AIIM)
- Power chart
- Stakeholder mapping exercise
- On line tools for visual mapping: NodeXL, Netdraw



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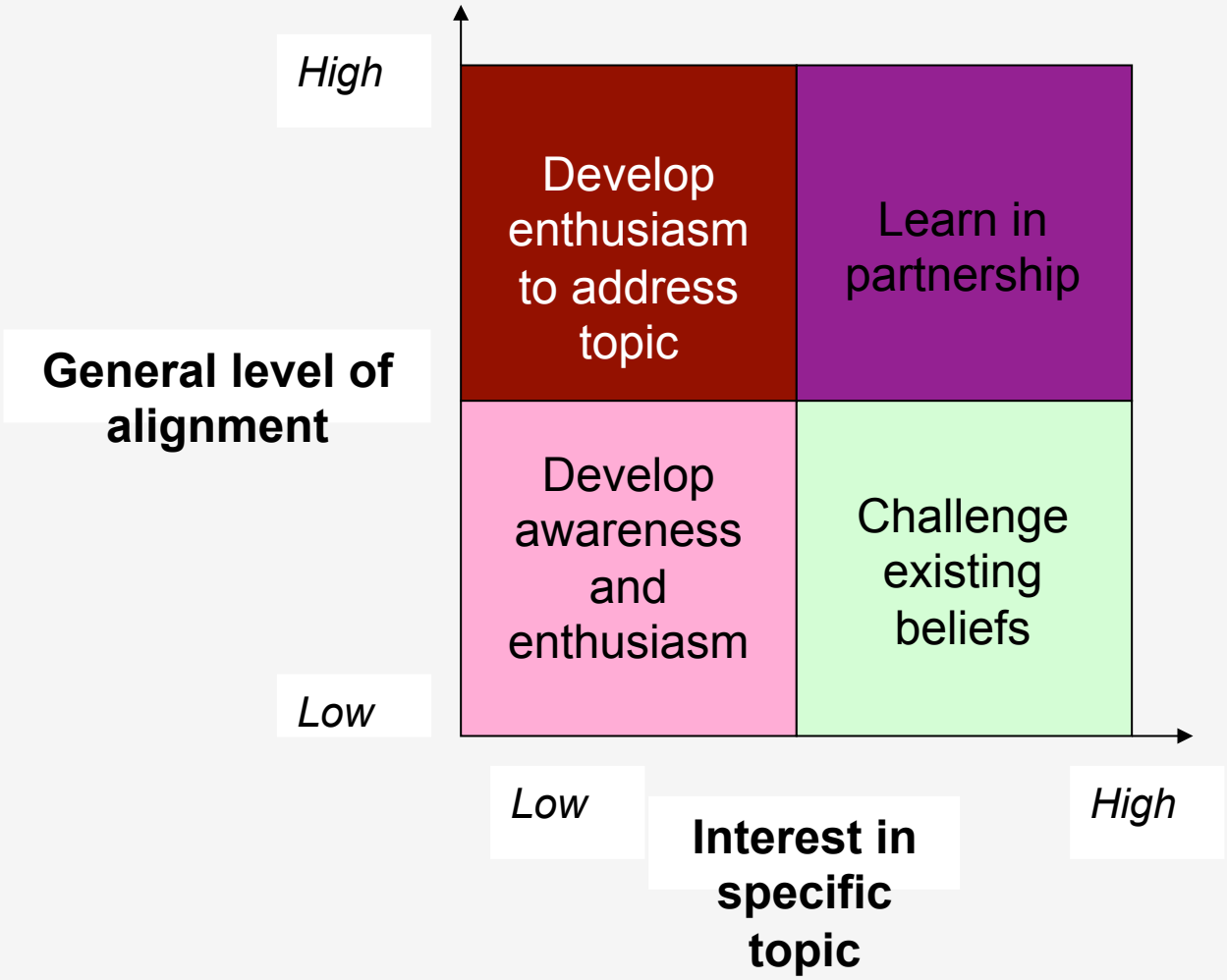
Power chart

POLICY GOAL: TO PROMOTE BUDGET ALLOCATION TO HIV PREVENTION TRAININGS FOR YOUNG PEOPLE				
LEVEL	**STAKEHOLDER**	**INTEREST/NEED**	**RESOURCES**	**POWER**
Global	International organisations UNICEF UNAIDS	National governments' engagement the rights of every child are realized Convince governments to implement global AIDS responses for HIV prevention CSO engagement in monitoring policies	Budget (cosponsors) Reputation and public recognition Links with CSOs and policy-makers at the national level Knowledge Access to policymakers	High
Regional	African network of researchers involved in HIV prevention	Promote the use of evidence in policies for HIV prevention	Knowledge about HIV prevention strategies in the region Capacity to convene African policymakers Credibility	Medium

Source: Weaving Global Networks

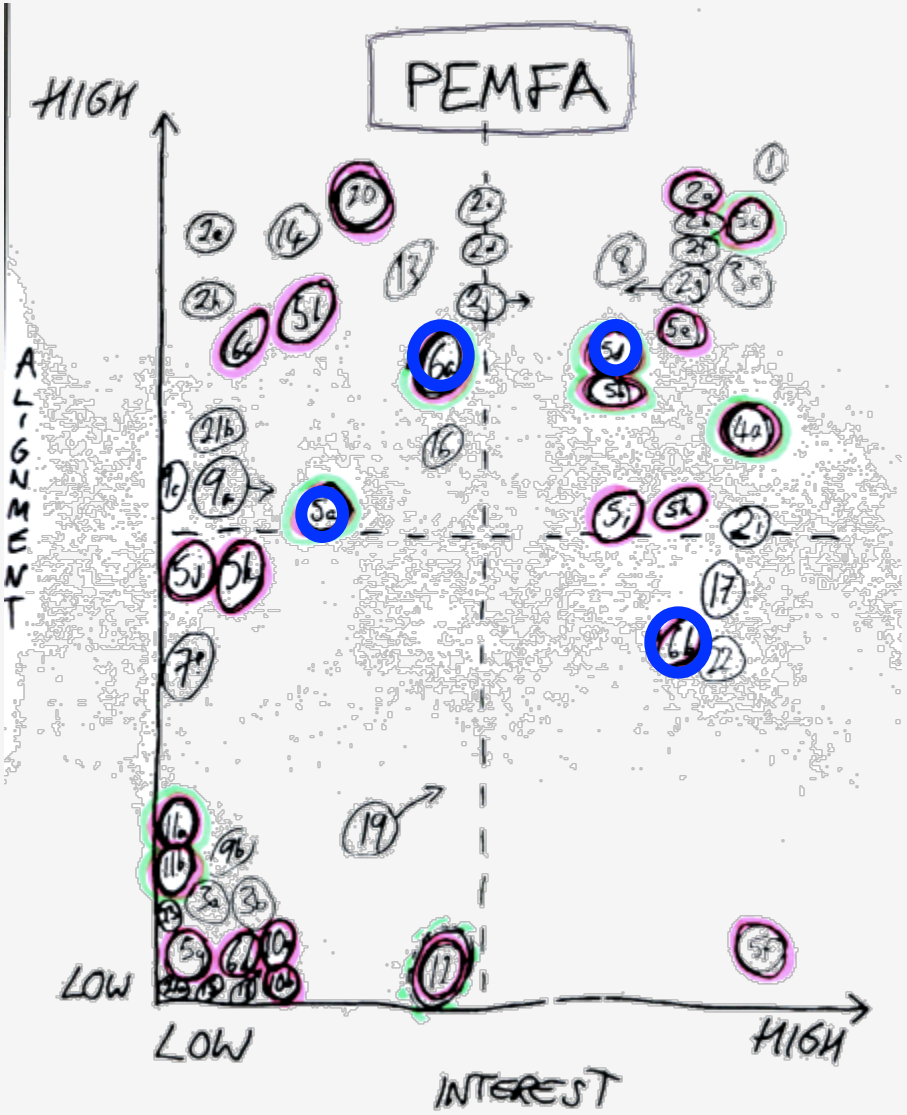
Local	Executive Power	Gain more votes among youth population	Budget	High
	Parliament	Gain more votes among youth population	Officially in charge of budget approval, but with low actual role	Medium
	National Ministry of Health	Increase budget Prevent wide HIV dissemination	Local knowledge Staff specialised in delivering courses on the topic Good access to Executive Power	High
	National Ministry of Education	Increase budget Implement youth targeted policies	Local knowledge Access to schools Relative access to Executive Power	Medium
	CSOs fighting against HIV-AIDS	Strengthen prevention activities Influence local policy-makers	Access to community based organisations, schools and health care centers	Low
	CSOs promoting young people's rights	Strengthen promotion of youth rights Influence local policy-makers	Access to national media Credibility	Low

The Alignment-Interest and Influence Matrix (AIIM)



Source: RAPID ppt

An Example



Source: RAPID ppt

Thank you!

References:

- CIPPEC (2006). Weaving Global Networks. Buenos Aires: CIPPEC
- Save the Children (2007) *Advocacy Matters: Helping children change their world. An International Save the Children Alliance guide to advocacy.*
- Start, D. and Ingie Hovland, I. (2004). *Tools for policy impact*. London: Overseas Development Institute.
- GIZ (2010) Youth Development Stakeholder Analysis