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.
Why?
Policy cycle

1. Agenda Setting
2. Policy Formulation
3. Decision Making
4. Policy Implementation
5. Monitoring and Evaluation
Actors involved

- Donors
- Civil Society
- Private Sector
- Cabinet
- Parliament
- Ministries

Agenda Setting → Policy Formulation → Decision Making → Policy Implementation → Monitoring and Evaluation → Agenda Setting
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
Remember to:

Think about previous partners

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!!
Some tools

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

### Policy Goal: To Promote Budget Allocation to HIV Prevention Trainings for Young People

<table>
<thead>
<tr>
<th>Level</th>
<th>Stakeholder</th>
<th>Interest/Need</th>
<th>Resources</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>International organisations, UNICEF, UNAIDS</td>
<td>National governments’ engagement, rights of every child are realized, convince governments to implement global AIDS responses for HIV prevention, CSO engagement in monitoring policies</td>
<td>Budget (cosponsors), reputation and public recognition, links with CSOs and policymakers at the national level, knowledge, access to policymakers</td>
<td>High</td>
</tr>
<tr>
<td>Regional</td>
<td>African network of researchers involved in HIV prevention</td>
<td>Promote the use of evidence in policies for HIV prevention</td>
<td>Knowledge about HIV prevention strategies in the region, capacity to convene African policymakers, credibility</td>
<td>Medium</td>
</tr>
<tr>
<td>Local</td>
<td>Executive Power</td>
<td>Gain more votes among youth population</td>
<td>Budget</td>
<td>High</td>
</tr>
<tr>
<td>-------</td>
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<td>----------------------------------------</td>
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</tr>
<tr>
<td>Parliament</td>
<td>Gain more votes among youth population</td>
<td>Officially in charge of budget approval, but with low actual role</td>
<td>Medium</td>
<td></td>
</tr>
<tr>
<td>National Ministry of Health</td>
<td>Increase budget</td>
<td>Local knowledge</td>
<td>Staff specialised in delivering courses on the topic</td>
<td>High</td>
</tr>
<tr>
<td>National Ministry of Education</td>
<td>Increase budget</td>
<td>Local knowledge</td>
<td>Access to schools</td>
<td>Medium</td>
</tr>
<tr>
<td>CSOs fighting against HIV-AIDS</td>
<td>Strengthen prevention activities</td>
<td>Access to community based organisations, schools and health care centers</td>
<td>Low</td>
<td></td>
</tr>
<tr>
<td>CSOs promoting young people's rights</td>
<td>Strengthen promotion of youth rights</td>
<td>Access to national media</td>
<td>Credibility</td>
<td>Low</td>
</tr>
</tbody>
</table>
Develop enthusiasm to address topic

Learn in partnership

Develop awareness and enthusiasm

Challenge existing beliefs

The Alignment-Interest and Influence Matrix (AIIM)

Source: RAPID ppt

High

Low

General level of alignment

Low

High

Interest in specific topic

Source: RAPID ppt
An Example
Thank you!
References:


• GIZ (2010) Youth Development Stakeholder Analysis