

How to design a policy influence plan?

Toolkit N°5

Who should we work with. Define actors and alliances

This toolkit is part of a series addressing the various components of a public policy influence plan.

Once the influence objectives have been established, the organization will be able to move towards the third step: it is necessary to identify the involved stakeholders with those objectives and, according to their power and interests, think about possible alliances among them.

For this, two basic questions may be asked:

- Who will be allies in the changes that are sought to be made?
- Who will block the proposed objectives?

To answer these questions, it is useful to make an a stakeholder’s map or analysis.



