

Stakeholder mapping

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What we need to know

- Who can influence the formulation of effective control measures of AI?
- What formal and informal institutions, private/public are involved?
- Who is influential? Who are the core actors? What are their roles; how do they interact with each other?
- What are their goals – to understand appropriate institutional settings and incentives in support of efficient and effective HPAI control?
- What are the networks of other organizations?
- Have any of you collaborated with these organizations in the past?

Research Interest

We wanted to know:

- What roles have institutions played in surveillance, disease control, and prevention of AI outbreaks, and have they been successful?
- What changes have occurred in institutions in response to HPAI? How does network develop over time?
- Do people see influence connected to position in the network?
- Which kind of link is crucial for determining influence?
- Can improved network understanding improve collaboration/coordination?
- What are potential coalitions, cut-points, bottle-necks?

We needed tool that:

- Satisfies both, research interest and immediate stakeholder needs
- Is low-tech, low-cost, intuitive, inter-culturally applicable
- Connects to existing research tools and methods
- Makes implicit knowledge explicit
- Structures roles of institutions, which could be overlapping
- Is flexible for use in different contexts

Net - Map

toolbox

Influence Mapping of Social Networks[©]

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Strategic Influence Network Planning

Net-Map

Visualize, discuss, analyze and improve influence networks:

- Actors
- Links (formal and informal)
- goals and
- influence

Based on:

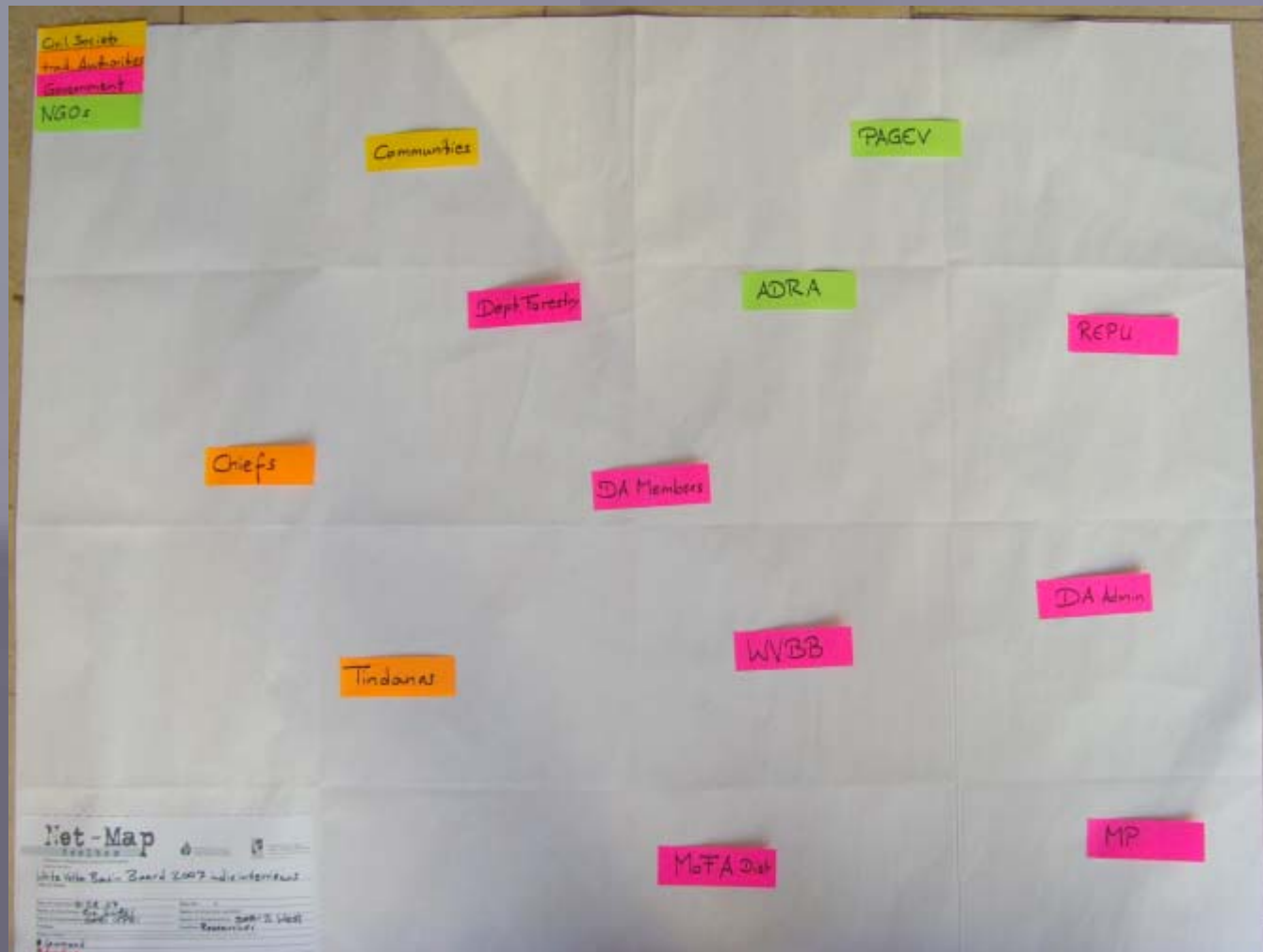
- Social Network Analysis (e.g. Friedman 2003)
- Power Mapping (e.g. Schiffer 2004)
- Participatory and Action Research (e.g. Chambers 1983; Freire 1990)
- Stakeholder Analysis (e.g. World Bank 2007)

Group exercise

1. Who is involved: Write actors on card and distribute on map
2. How are they linked: Draw arrows of different color
3. How influential are they: Build influence towers
4. What are their goals: Assigns goals to actors

Define a question: “Who can influence the formulation of effective control measures of AI?”

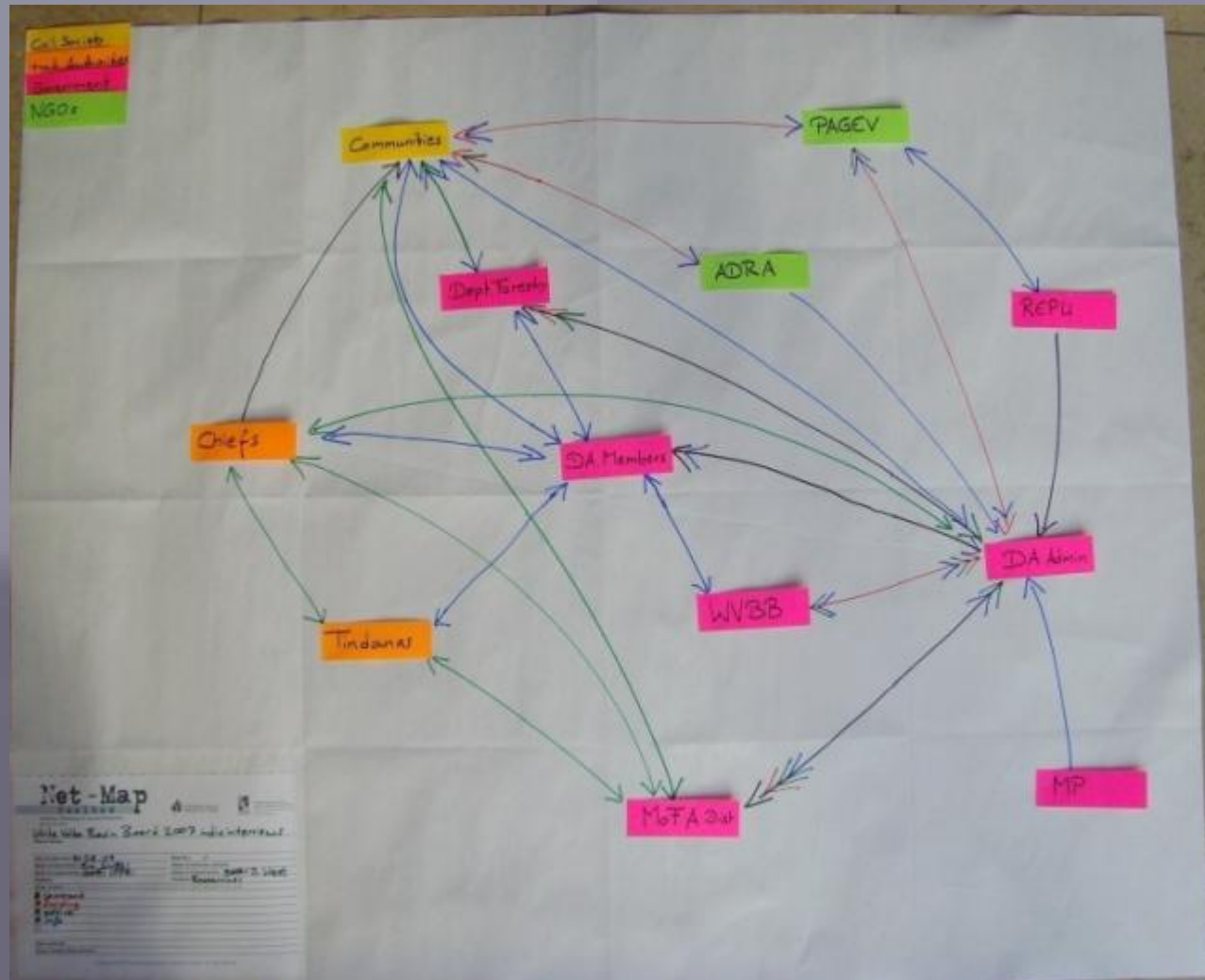
Step 1. Who is involved ? Add actor cards, color according to kind of actor.



How to define actors

- Do actors belong to distinct groups e.g.
 - Government, NGO, private sector or
 - Local, regional, national level
- Assign card colors to groups

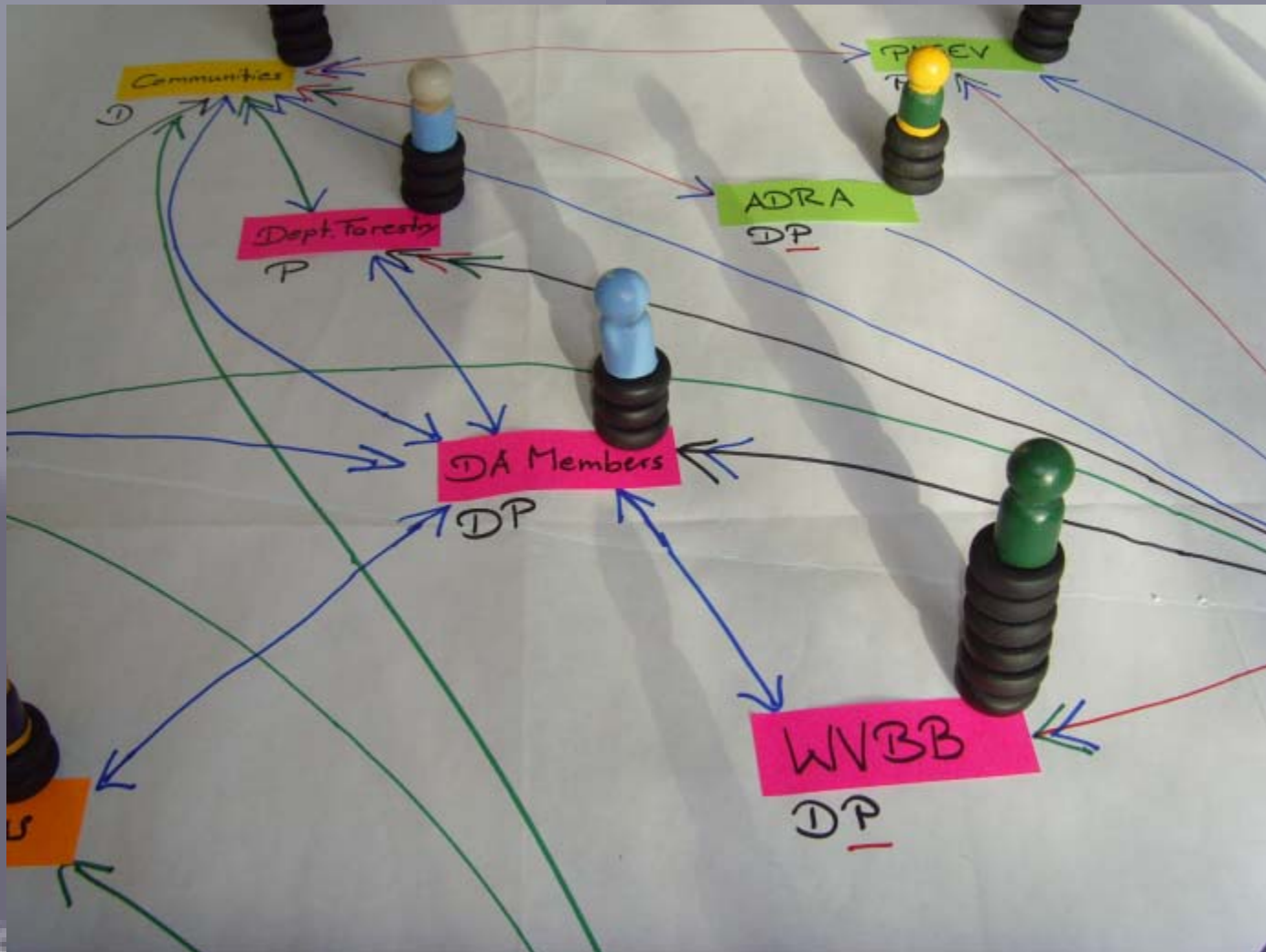
Step 2. How are they linked? Add links: color = kind of link, arrow heads = direction of flow.



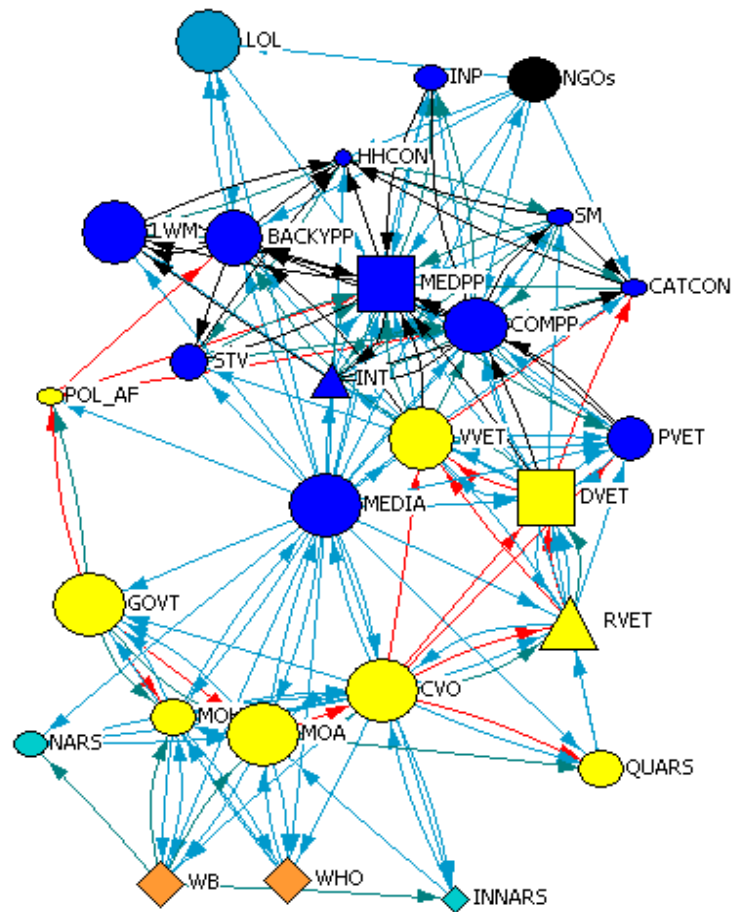
How to define links

- “How do actors interact to influence XY?”
- Select not more than 4-5 links
- Formal and informal links
- Links that are different from each other
- Look at those with no links that everybody or nearly nobody shares
- Examples of link could be giving info, advice, funding, command, conflict, family ties, political pressure etc.

Step 4. What are their goals?
Add abbreviations / symbols for goals.
For example: D = Development ; P = Prevention



Poultry Network Chain in West Africa



Some basic Social Network Concepts:

- **Node Properties:**

- Degree Centrality: How many links does one actor have?
- Closeness Centrality: How many steps from one actor to every other actor in the network?
- Betweenness Centrality: How often does one actor link others who are not directly linked?
- Eigenvector Centrality: Is an actor linked to others that are well connected?

Some basic Social Network Concepts:

- **Network Properties / Network Roles:**
 - **Clusters:** Groups of actors where everyone is linked to everyone
 - **Centralization:** Degree to which a network is organized around one central node
 - **Cut-Point / Broker:** If you remove this actor, the network will be disconnected
 - **Heterogeneity/Homogeneity:** Important for innovation and stability