

Stakeholder mapping

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What we need to know

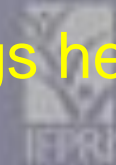
1) The institutional mapping of the disease surveillance system:

- What formal and informal institutions, private/public are involved?
- How is information about disease outbreaks communicated?
- Who responds how on outbreaks?
- Who is influential? Who are the core actors? What are their roles?
- What should be improved to ensure efficient and effective communication of disease risk and surveillance?
- Where and how could project findings help inform decision making in the system?

What we need to know

2) The value chain mapping of the live poultry network:

- What formal and informal actors, private/public are involved in the live poultry value chain?
- What are the flows of goods between various actors?
- How does communication on disease information flow in the value chain?
- Who in the value chain is influential in communication of information about HPAI?
- What should be improved to make the value chain more resilient against effects of AI and AI scare?
- Where and how could project findings help inform decision making in the value chain?



Net - Map

toolbox

Influence Mapping of Social Networks[©]

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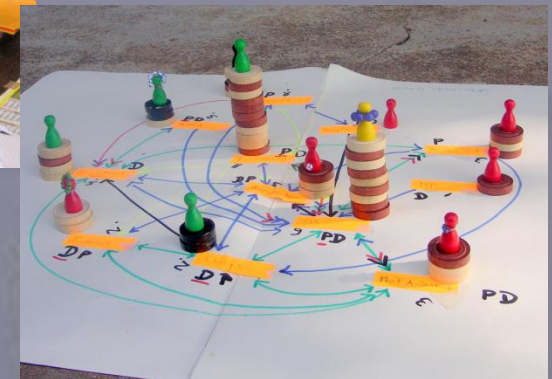
<http://netmap.ifpriblog.org>

Strategic Influence Network Planning

Net-Map

Visualize, discuss, analyze and improve influence networks:

- Actors
- Links (formal and informal)
- Influence
- Entry point for research findings



Group exercise

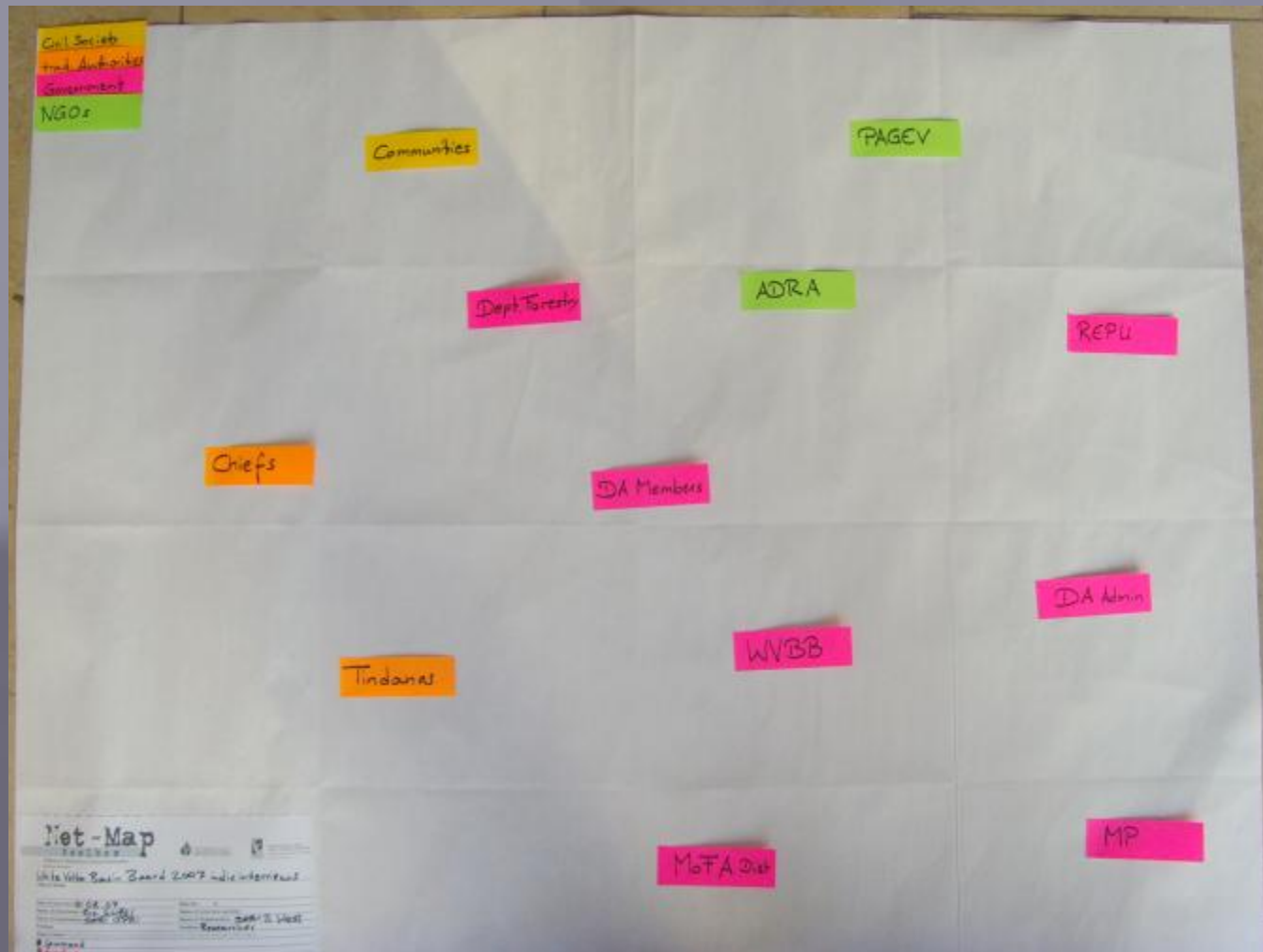
- Define research questions:
 - Group 1: “Who can influence the communication of disease risk?”
 - Group 2: “Who can influence the communication of HPAI in the value chain?”
- Split into two groups according to expertise, interest or institutional affiliation.
 - Group 1 facilitated by Eva, Paolo to take notes
 - Group 2 facilitated by Ekin, Clare to take notes

Group exercise

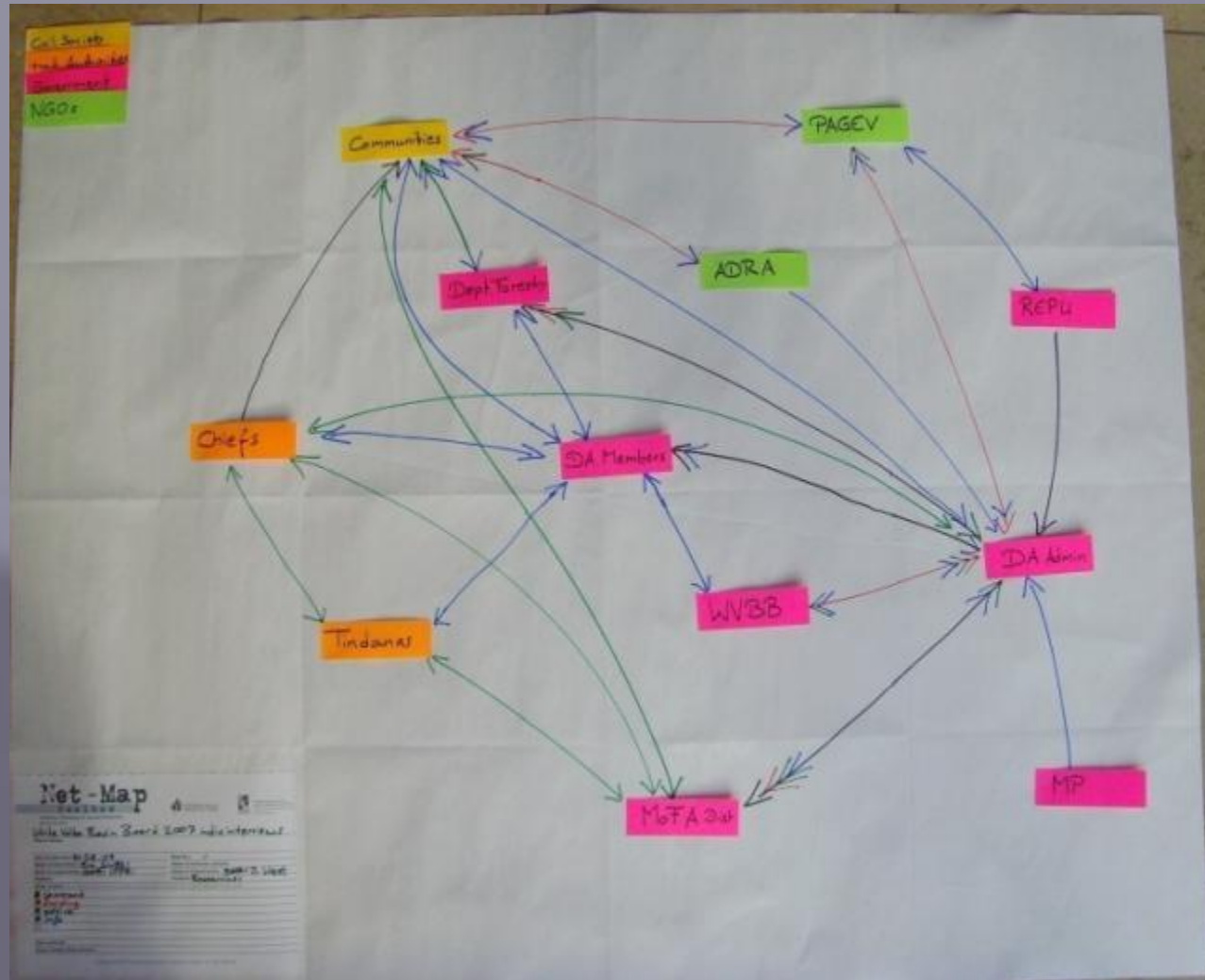
- Follow 4 steps

1. Who is involved: Write actors on stickers and distribute on map
2. How are they linked: Draw arrows of different color depending on the type of link
3. How influential are they: Build influence towers
4. Discuss: What kind of information do they need and in which format? What can we (all) do to improve the network?

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

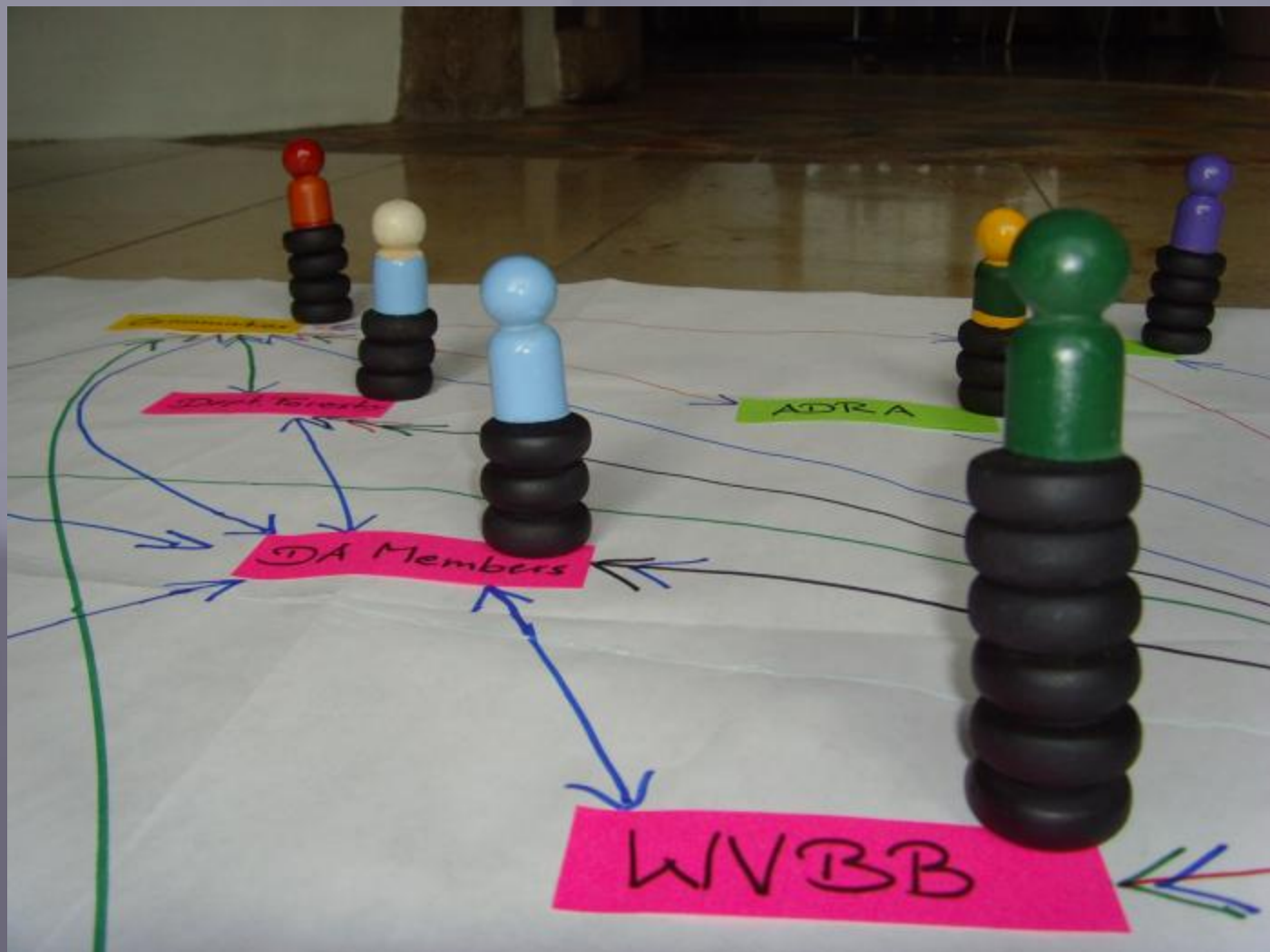


Step 2. How are they linked? Add links:
color = kind of link, arrow heads = direction of flow.

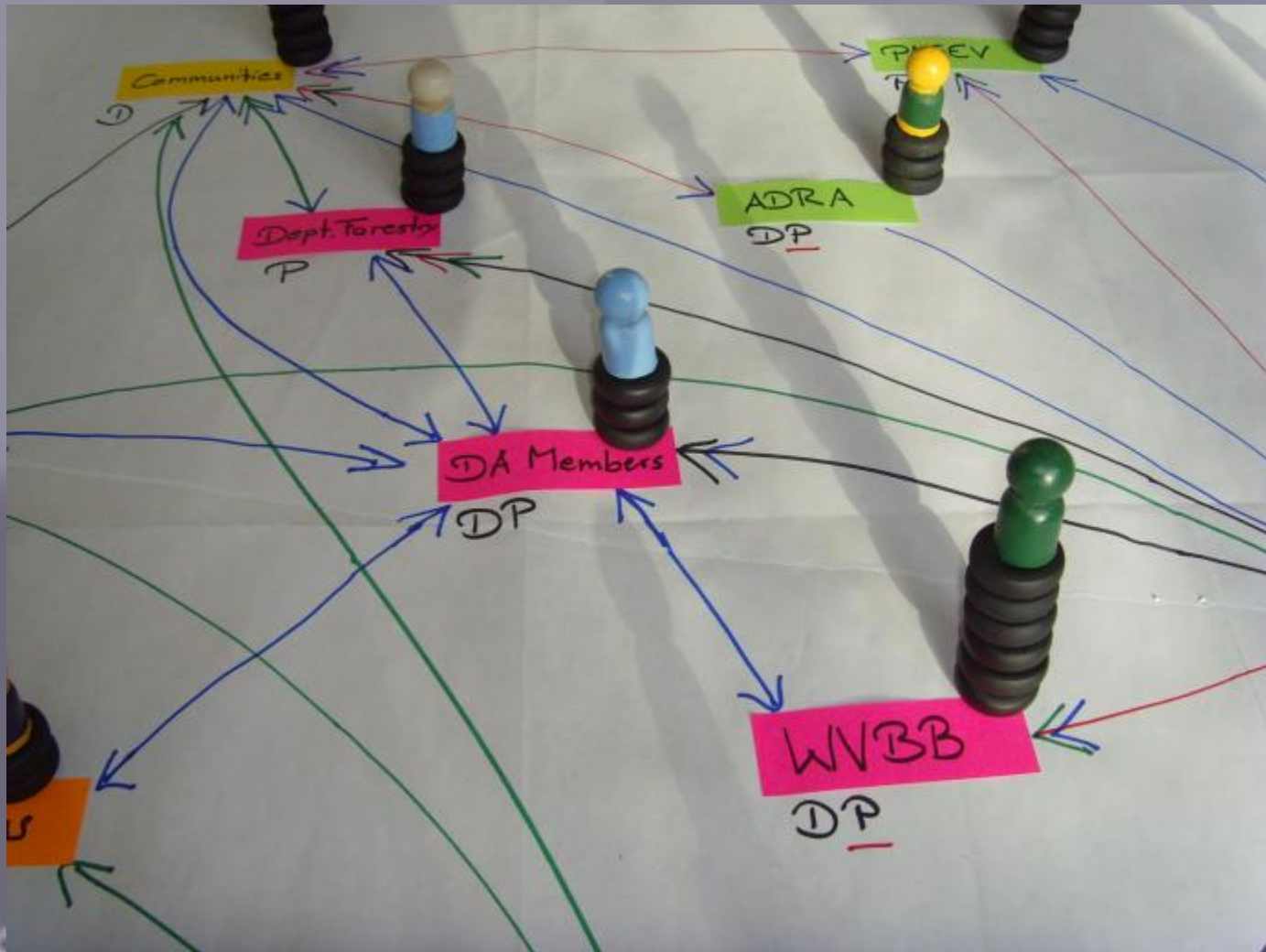


Step 3. How strongly can they influence?

Add influence towers: Higher influence = higher tower



Step 4. Where and in what format can research findings enter the system?



Example: Poultry Value Chain and Communication on HPAI in Nigeria

