

# Stakeholder mapping

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DFID HPAI Project Stakeholder Workshop

IITA, Ibadan, Nigeria

June 17-18, 2008

# What we need to know

## 1) The institutional mapping of the disease surveillance system:

- 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 the links between institutions (command or collaboration)?
- How does information about disease risk get communicated in this system? What areas of the system 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 input, output and money flows 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?
- Where and how could project findings help inform decision making in the value chain?

# Net - Map

## toolbox

Influence Mapping of Social Networks<sup>©</sup>

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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:
  1. “Who can influence the communication of disease risk?”
  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 Paulo, Clare to take notes
  - Group 2 facilitated by Ekin, Adewale to take notes

# Group exercise

- Follow 4 steps

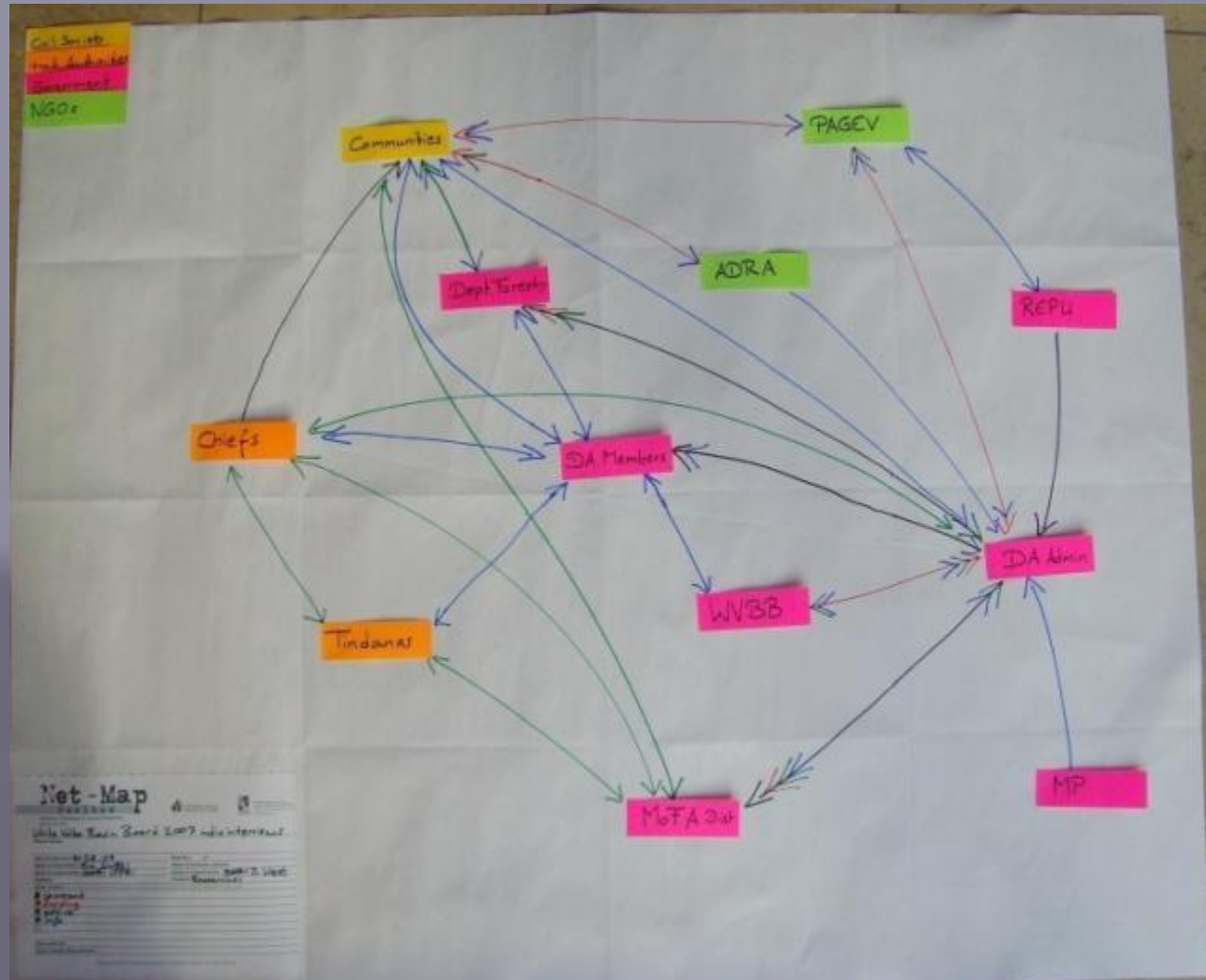
1. Who is involved: Write actors on stickers and distribute on map
2. How are they linked: Draw arrows of different color depending on the type of link
3. How influential are they: Build influence towers
4. What kind of information do they need and in which format?

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



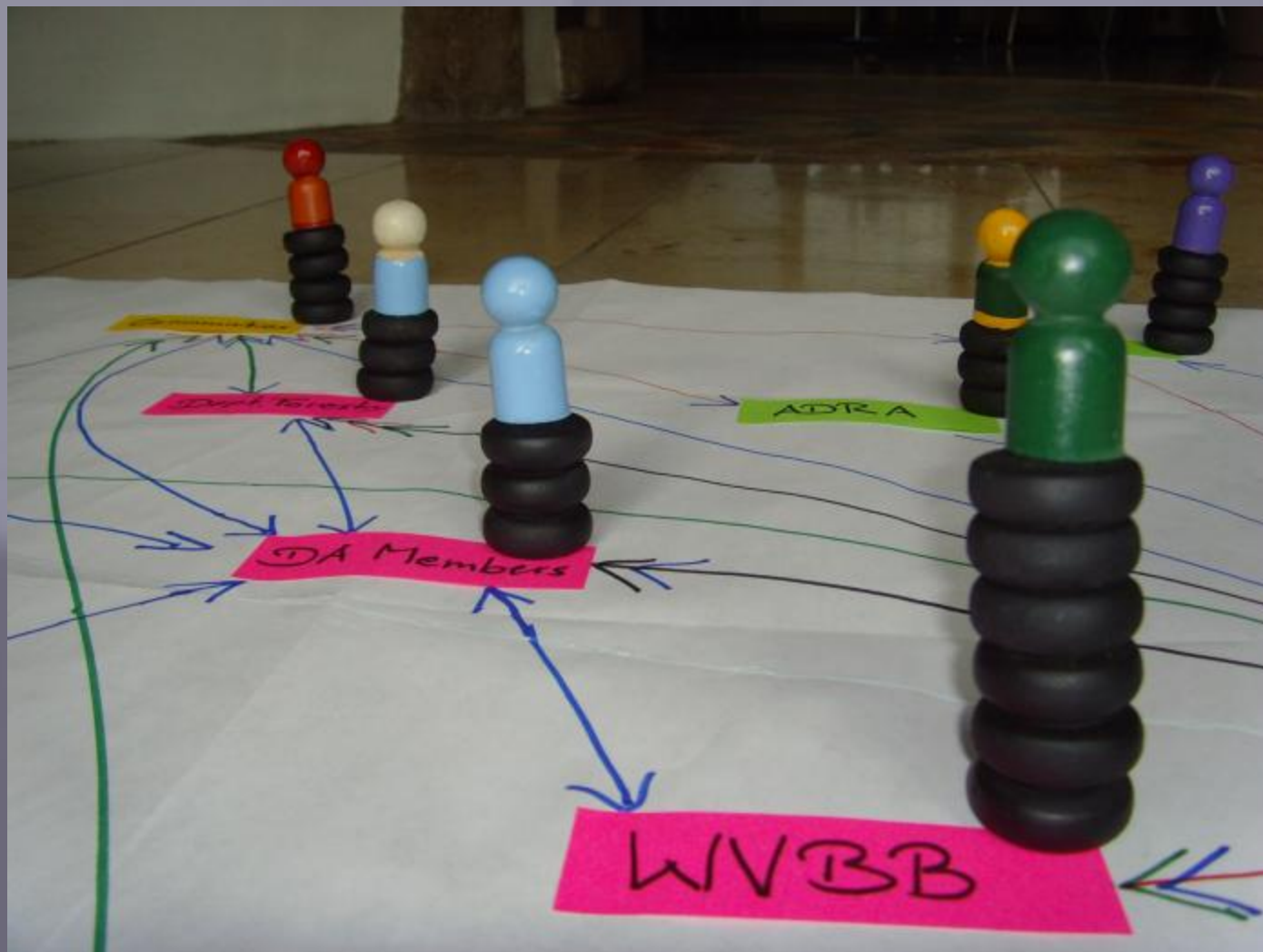


**Step 2. How are they linked? Add links:**  
**color = kind of link, arrow heads = direction of flow.**

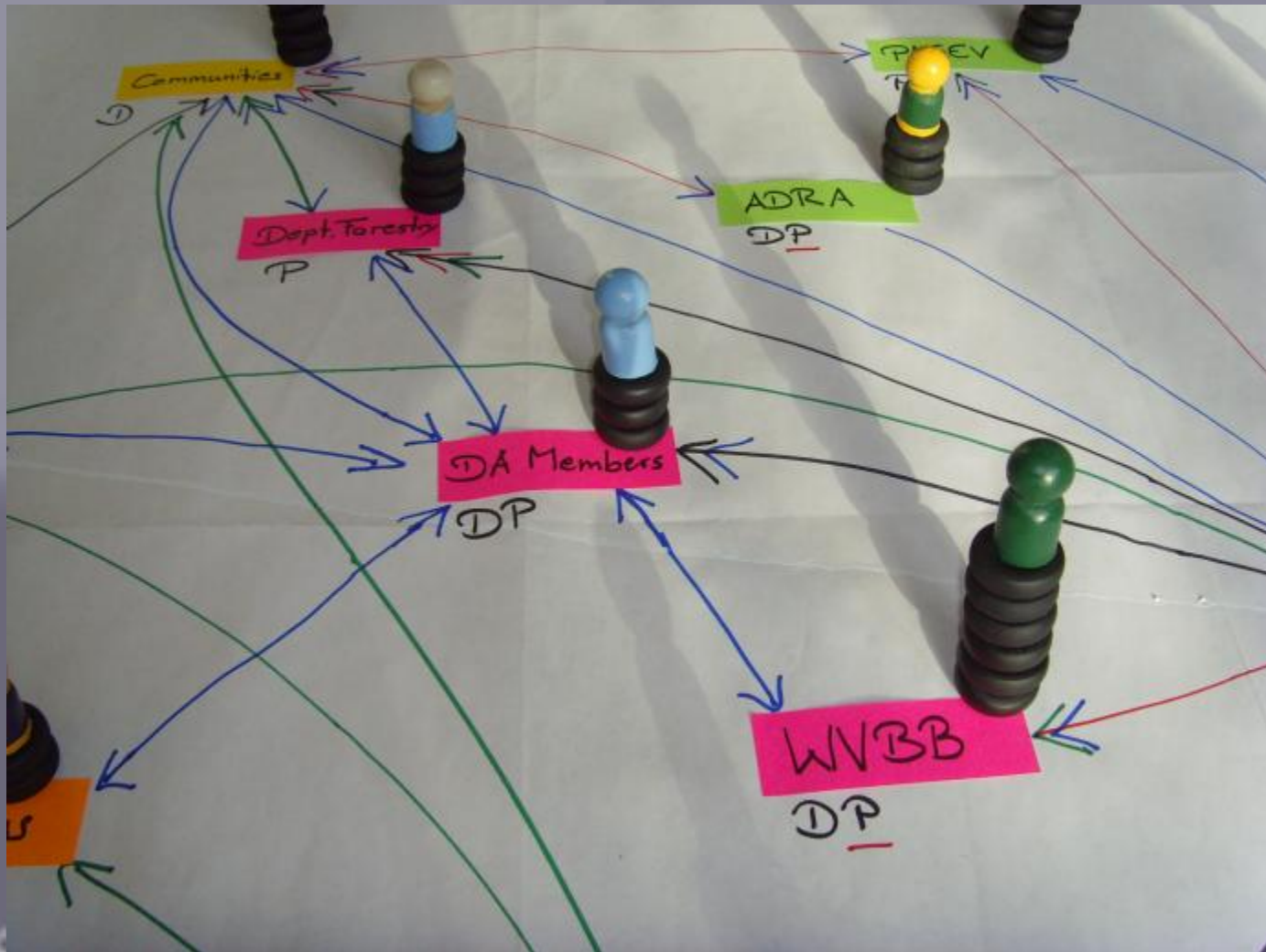


# Step 3. How strongly can they influence?

Add influence towers: Higher influence = higher tower



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



# Poultry Value Chain and Communication on HPAI

