

# Climate Adaptation

Ymaddasu i Newid  
Hinsawdd



## Stakeholder Mapping

# How to do Stakeholder Mapping

## Introduction - Stakeholder Mapping

Stakeholder mapping is a useful tool for identifying and addressing potential conflicts early on. It helps you tailor communication to different stakeholder groups. Additionally, it helps identify key stakeholders—those with the highest interest, impact, and influence to help with climate adaptation plans.

Identifying stakeholders for your climate adaptation project is essential as it ensures that the needs, interests, and expectations of all relevant parties are understood and addressed, leading to smoother project execution and higher chances of success.

Your stakeholders include any individuals, businesses/companies or institutions who may impact, or be impacted by your project (positively or negatively). It is useful to identify stakeholders at the start of a project through brainstorming sessions prior to using stakeholder mapping techniques.

## Stakeholder Mapping Techniques

There are multiple methods of stakeholder mapping. Below are the instructions and templates of some mapping tools that could be useful for your climate adaptation projects.

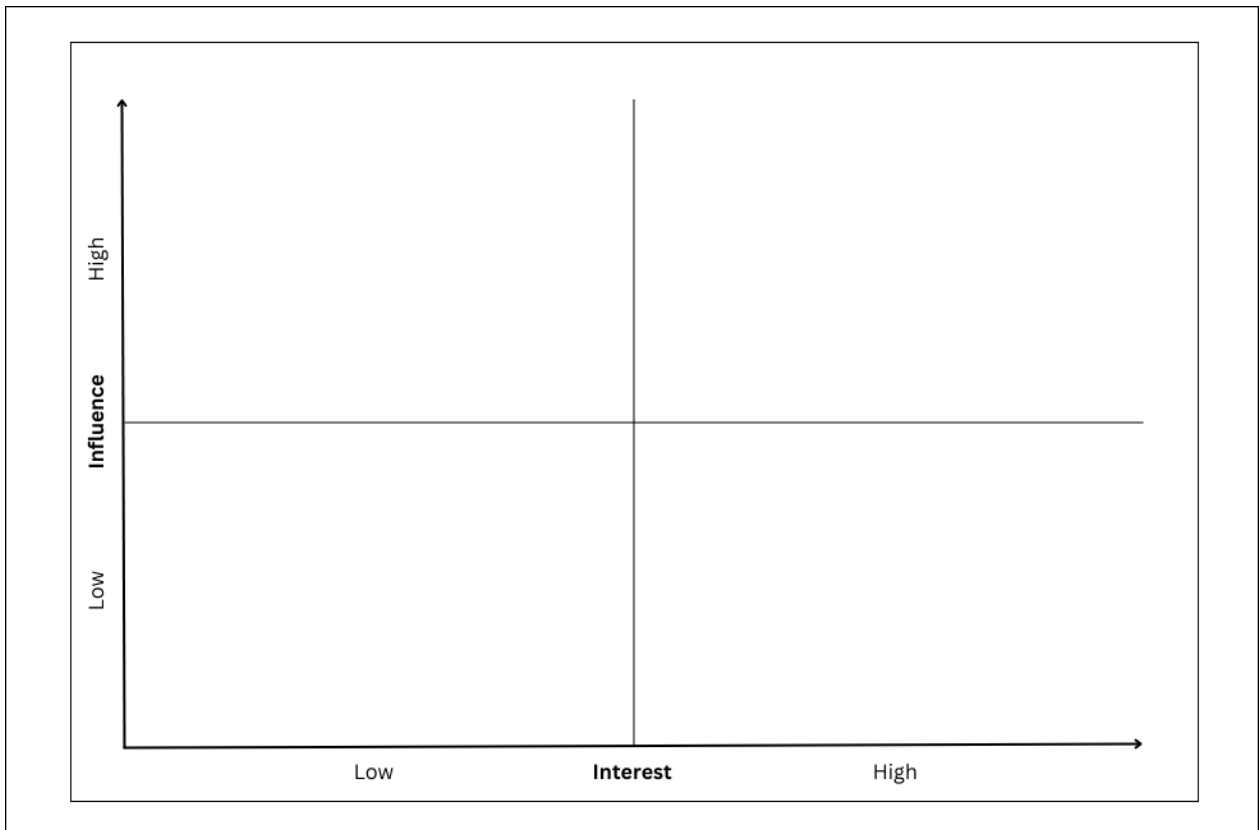
### Influence-interest grid

The influence-interest grid is a simple and quick tool for categorizing stakeholders based on their influence and interest. It helps you decide the level and type of communication that is most appropriate for each stakeholder or group.

Plot each stakeholder on the grid, marking their influence as high or low along the 'y' axis and their interest as high or low along the 'x' axis.

- **High** influence and **high** interest – These are the stakeholders that often have the biggest impact on your project's success, your **key stakeholders**. Aim to **fully engage** these stakeholders.
- **High** influence and **low** interest - **Engage** with these stakeholders **regularly** so that they are kept in the loop about your project and **kept satisfied** as they have an elevated level of influence.
- **Low** influence and **high** interest – **Keep** these stakeholders **informed** on your project as they have elevated levels of interest and **talk** to them to make sure that **no issues are arising**.

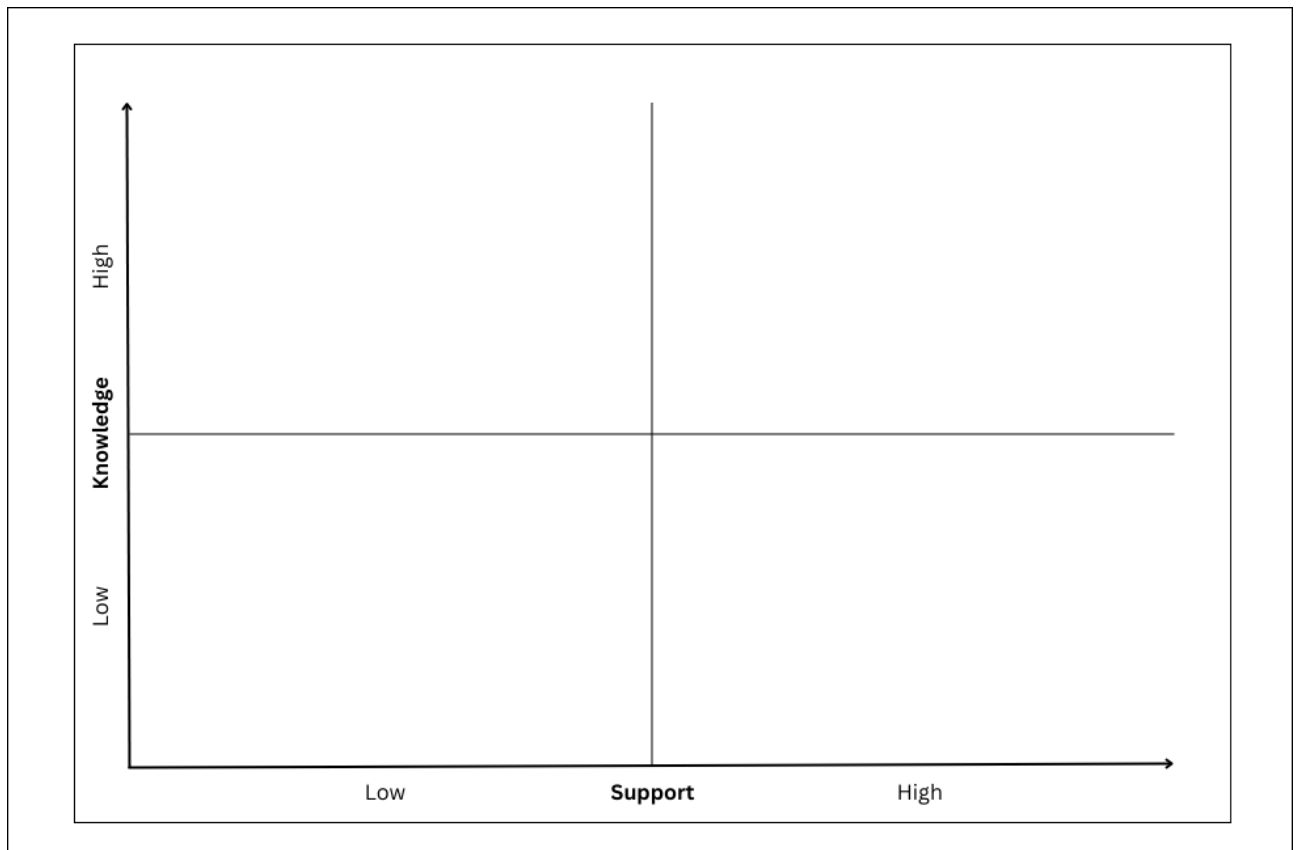
- **Low** influence and **low** interest – **Monitor** these stakeholders but **don't bore** them with **excessive communication**.



### Knowledge-support grid

Similarly to the interest-support grid, this tool maps stakeholders based on their knowledge and support of a project. Plot each stakeholder on the grid, marking their knowledge as high or low along the 'y' axis and their support as high or low along the 'x' axis.

- **High** knowledge and **high** support – **Fully engage** these stakeholders so they can continue to **champion** your project.
- **High** knowledge and **low** support – These stakeholders may **pose a risk** to your project as they often have opposing views, **manage them carefully**.
- **Low** knowledge and **high** support – **Engaging** with these stakeholders will help **increase** their **knowledge** and **strengthen their support**.
- **Low** knowledge and **low** support – **Increasing** the **knowledge** of these stakeholders through engagement may **gain their support**.



### Issue-based stakeholder mapping

Issue-based stakeholder mapping allows for grouping by specific issues. It should be used when you need to address specific challenges or concerns within your project, and different stakeholders have different issues prioritised. Identify the different stakeholder groups, and based off prior engagement or stakeholder interviews, identify the issues they are most concerned with. This will help you communicate effectively with each group about the issues that are important to them.

Example:

Stakeholder groups		Issues most concerned with
Group	Description	
Local communities	Residents and community leaders in areas directly affected by coastal flooding.	<ul style="list-style-type: none"> <li>• Property damage and loss</li> <li>• Health and safety risks</li> <li>• Lack of adequate support</li> </ul>
Government agencies	Responsible for drafting and enforcing climate adaptation regulations.	<ul style="list-style-type: none"> <li>• Emergency response management</li> <li>• Economic impact</li> <li>• Infrastructure damage</li> </ul>



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