



# Stakeholder Map

## EOLAS

PROJECT REFERENCE NUMBER  
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# 1 Introduction to Stakeholder Map

A Stakeholder Map is a visual representation that identifies and categorizes individuals, groups, or entities that have a vested interest or influence in a project, decision, or issue.

Stakeholder Map, also known as Stakeholder Analysis or Stakeholder Mapping.

## 2 Classification

<i>Classification Tag</i>	<b>Mark with an X if applies</b>	<b>Criteria</b>
Purpose of tool		Climate change specific
	X	Generic
Phases in where it can be used		Preparation/ Planning/Design
	X	Implementation
		Evaluation
Type of tool		Web-based
		Mobile
		Hybrid (web/mobile)
		Computer-based program/software
		Cloud-based platform
	X	Other

## 3 Description

Stakeholder Mapping is both a tool and an activity that can be done individually or in groups. It suits various group sizes, from small teams to larger classes. The duration depends on the complexity of the project, ranging from 30 minutes to a couple of hours. Stakeholder Mapping can be conducted in-person or online.

a) **What is this tool about:** A Stakeholder Map helps identify, analyze, and understand the interests, concerns, and potential impact of various stakeholders on a project. It assists in strategic planning and decision-making.

b) **For which purposes is it used:** Stakeholder Mapping is used in climate change education to help students recognize and consider the diverse stakeholders involved in environmental issues. It encourages critical thinking about differing perspectives and potential collaboration.



c) **General overview of how to implement it:** Students identify stakeholders related to a climate change topic, categorize them based on their influence and interest, and create a visual map. They then analyze stakeholders' potential impact and develop strategies to engage and manage them effectively.

d) **Limitations of the tool:** Stakeholder Mapping's effectiveness relies on accurate identification and analysis of stakeholders. It might not capture every nuance of stakeholder relationships and might require additional research to validate assumptions.

## 4 When and how to use this tool

a) **Preparation:** Prepare examples of stakeholders relevant to climate change topics to help students get started.

b) **During Application:** Encourage students to think broadly when identifying stakeholders. Facilitate discussions about potential connections and impact between stakeholders.

c) **Follow-up:** Have students discuss their findings and strategies based on their stakeholder analysis. Reflect on how understanding stakeholders can influence decision-making.

## 5 Material needed

- Pen and paper or digital tools for mapping (whiteboard, sticky notes, or online platforms)
- Resources related to climate change stakeholders for reference (optional but helpful)

## 6 Resources

### Links:

What is Stakeholder Mapping? Definition, Guide, Tools & Matrix

<https://www.appvizer.com/magazine/operations/project-management/stakeholder-mapping>

Stakeholder mapping templates <https://clickup.com/blog/stakeholder-mapping-templates/>

### Videos:

What is a Stakeholder Map? <https://www.youtube.com/watch?v=HP2MZscvFl8>

### Books:

[https://www.google.es/books/edition/Methods\\_for\\_Stakeholder\\_Analysis/o2ejrQc5qhkC?hl=es&gbpv=0](https://www.google.es/books/edition/Methods_for_Stakeholder_Analysis/o2ejrQc5qhkC?hl=es&gbpv=0)

