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# WELCOME TO THE ECO LEADERS GUIDE!

Over the next few pages, you'll find all the activity guides, aids, tests/quizzes, worksheets, and templates for **‘Chapter 3: Analyzing and Consulting Your Stakeholders’** from the Eco Leaders Guide. Use the hyperlinks below to quickly access the specific resource you need.

## CHAPTER 3: Analyzing and Consulting Your Stakeholders

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To view the full chapter or the complete toolkit, click [here](#) to return to the main Eco Leaders Guide website.



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FROM THE AMERICAN PEOPLE



# Eco Leaders Guide

WWF's Environmental Education and Youth Advocacy Toolkit for the Mekong Region



**Disclaimer:**

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# SUSTAINABILITY COMPASS

## STAKEHOLDER IDENTIFICATION

The Sustainability Compass uses four key dimensions represented by the letters **N**(orth), **E**(ast), **S**(outh), and **W**(est), corresponding to Nature, Economy, Society, and Well-being. Each dimension of the Compass can lead to identifying specific persons, groups or entities that influence or impact the environmental issue you are working on.

The Compass helps identify how these dimensions interact, revealing stakeholders who might not be immediately obvious. For instance, for a particularly critical environmental issue, some stakeholders may be associated with both the Economy and Nature. Understanding these interdependencies ensures more effective engagement and strategy planning.

### INSTRUCTIONS

- Write the topic you are focusing on in the middle of the Compass. Identify ways to reduce pollution.
- As a team, brainstorm stakeholders for each of the four directions of the Compass and list the stakeholder groups using the provided Compass Stakeholder Identification Template.

Consider the following questions for each Compass direction:

#### Nature (N)



- Who are the key environmental groups or organizations that could be affected by, or interested in, your work?
- Are there any local, regional, or national environmental agencies or regulatory bodies we need to consider?
- Which community groups or NGOs focus on environmental protection in your area?

*Write these groups down in the Compass Nature Quadrant (Box).*

#### Economy (E)



- Which businesses or economic entities are directly or indirectly involved?
- Are there any economic regulations or policies that need to be considered? Who can influence the decision-making process?

*Write these groups down in the Compass Economy Quadrant.*

#### Society (S)



- Are there any social issues, cultural or social norms that need to be addressed?
- Who are the community leaders or influential figures in the area? Are there specific demographic groups (e.g., youth, elderly, minority communities) that should be consulted?
- Which community-based organizations or social service providers could be relevant?

*Write these groups down in the Compass Society Quadrant.*

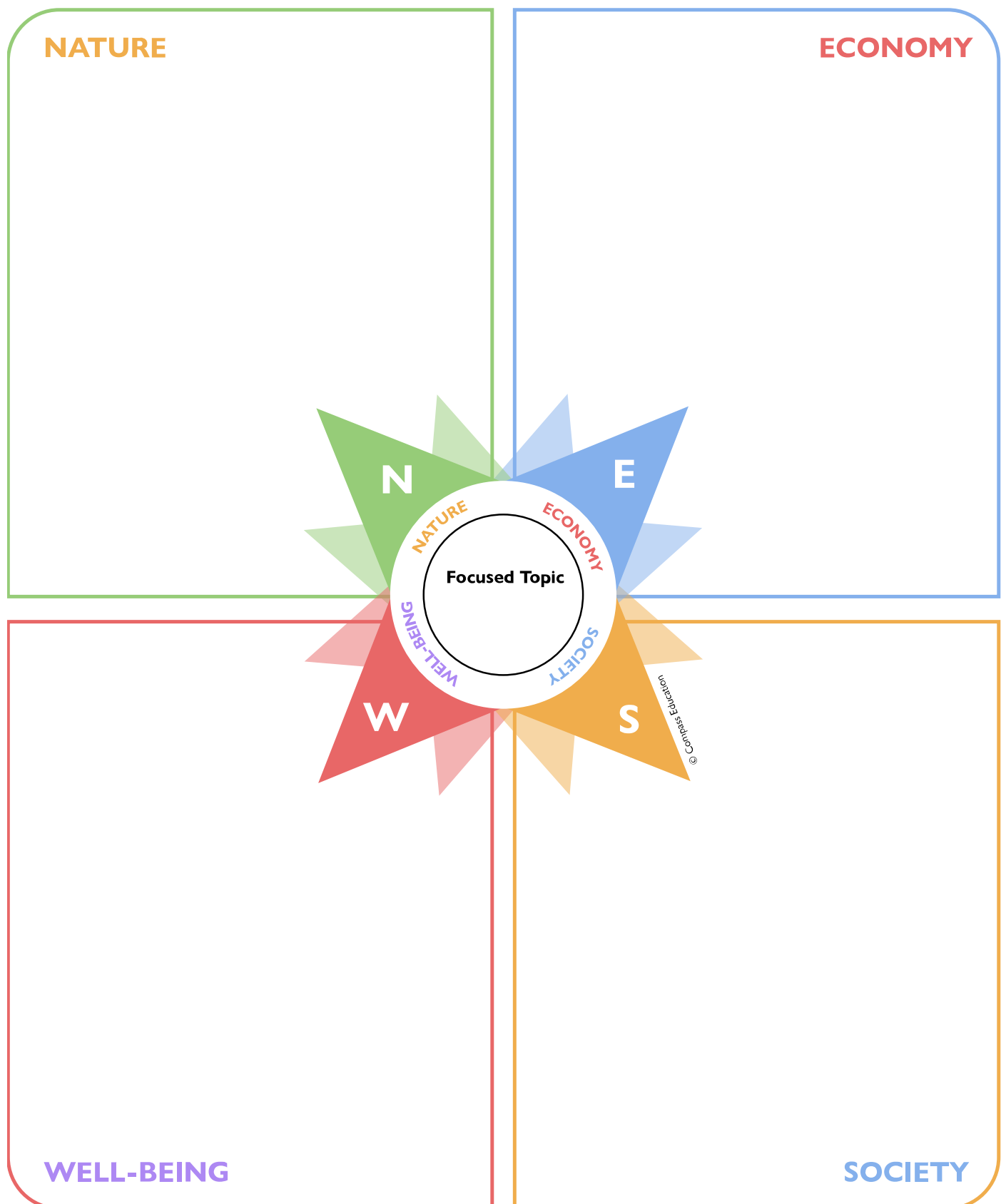
#### Well-being (W)



- How does this issue affect public health and safety?
- What are the potential benefits or risks to individual & community well-being?
- Who are the advocates for human rights and quality of life?
- Are there any health and well-being groups, organizations or agencies already engaging with the issue?

*Write these groups down in the Compass Well-being Quadrant.*

## COMPASS STAKEHOLDER IDENTIFICATION TEMPLATE



## A REMINDER... WHAT DOES EACH LETTER OF THE SUSTAINABILITY COMPASS STAND FOR?

Use the description of each Compass quadrant below for reference when considering the stakeholder groups relevant to the environmental topic you are focusing on.

### N is for Nature

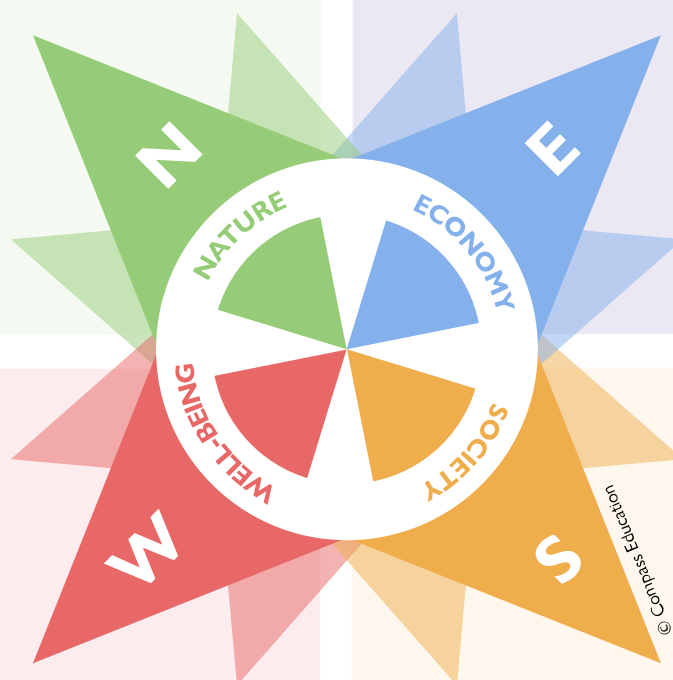
All of our natural ecological systems and environmental concerns, from ecosystem health to resource consumption and waste.

*Identify key environmental groups; local, regional, or national agencies; and conservation-focused NGOs that could be affected by or have an interest in the issue.*

### E is for Economy

The systems and processes by which we use nature, together with our own ideas and work, to create goods, services, money and jobs.

*Consider local businesses, economic development organizations, and financial institutions that might be impacted or interested in the issue.*



### W is for Well-being

Individual health, happiness and quality of life. This also includes the health and happiness of our families and others who are close to us—and our relationships to them.

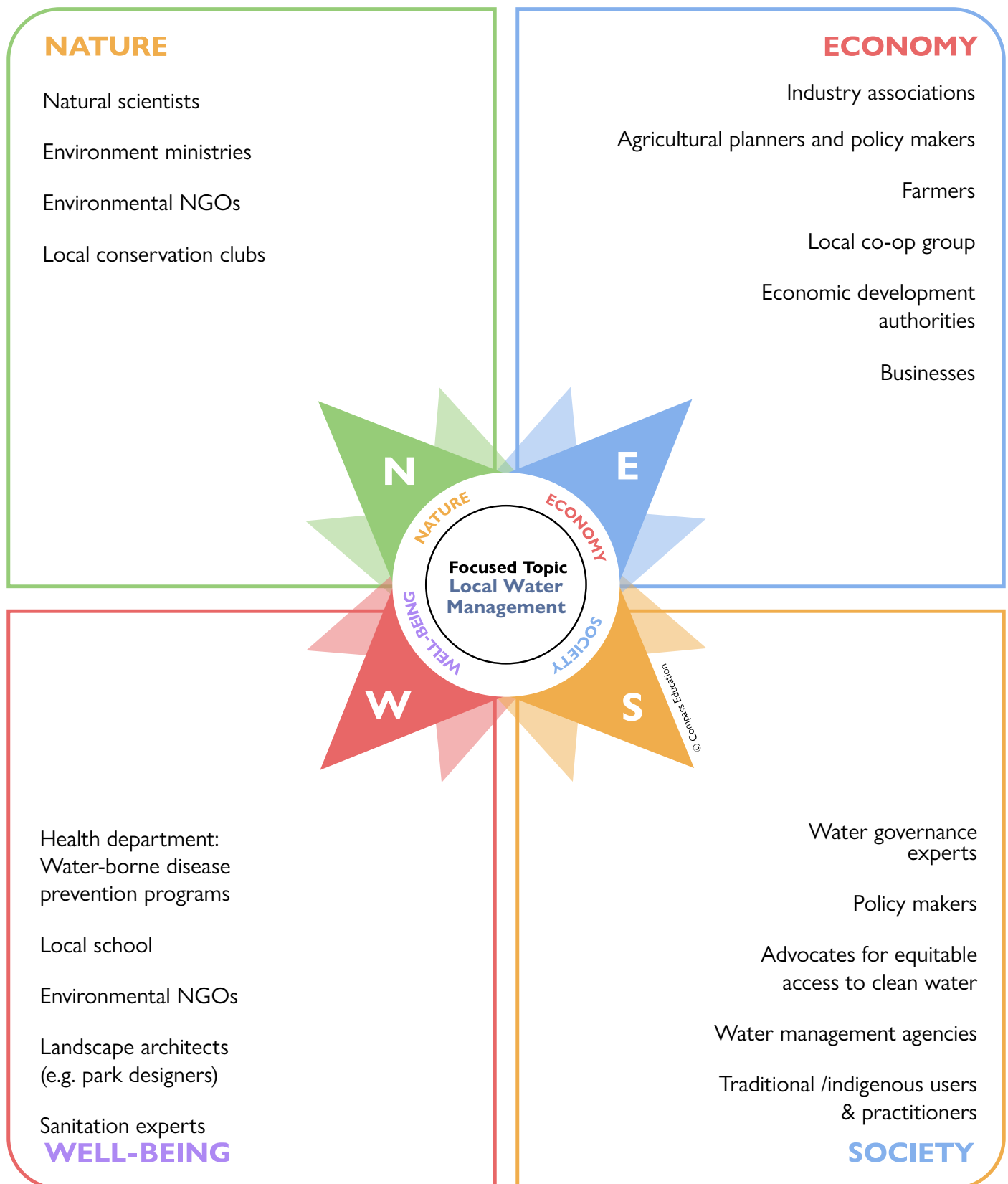
*Engage health & wellness organizations, mental & physical health advocates, and educational institutions that could have an interest in or be affected by the issue.*

### S is for Society

The institutions and structures that organize our collective life as humans, from government agencies to school clubs, as well as the cultural values that shape and guide them.

*Include community leaders, community-based organizations, social service providers, and specific demographic groups.*

## EXAMPLE: COMPASS STAKEHOLDER IDENTIFICATION





# STAKEHOLDER ANALYSIS

After compiling a comprehensive list of individuals and organizations who affect or are affected by your issue, it's both crucial and useful to assess their influence and impact using the Influence- Impact Matrix. This tool helps you to systematically identify and engage with stakeholders to maximize their support—and effectively advocate for your environmental issue.

## INSTRUCTIONS

### 1. Review Your Stakeholder List

Start by looking back at your stakeholder identification efforts. Ensure you have a comprehensive list of all relevant people and organizations.

### 2. Assess Each Stakeholder's Influence

Determine how much power each stakeholder has over the environmental issue. Ask yourself these questions:

- Which stakeholders have the most influence or power to affect the change I am working on?
- Are they able to influence environmental policies or projects?
- Do they have access to funding, expertise, or information?
- Are they recognized experts or thought leaders in the environmental issues I am focusing on?
- Do they have connections that can help mobilize support?
- Are they able to shape public opinion or awareness?
- Are they able to enforce environmental regulations or policies?

### 3. Evaluate Each Stakeholder's Impact

- Assess how much each stakeholder is affected by or can affect the issue you are focusing on. Consider:
- Who are the stakeholders that could be most impacted by changing the environmental issue?
- Will they benefit from or be harmed by environmental changes?
- How will environmental policies affect their daily life or their organization's operations?
- What financial consequences will they face?
- How will their community be impacted?
- How will their public image be affected?
- What legal or regulatory consequences will they encounter?

### 4. Categorize Stakeholders Using the Matrix

Use the Influence and Impact Matrix provided on the next page to map each stakeholder. The Matrix has two axes:

- The horizontal axis represents the level of influence (low to high).
- The vertical axis represents the level of impact (low to high).

### 5. Place Stakeholders in the Appropriate Quadrants

Based on your assessment, write down each stakeholder's name or organization in one of the four quadrants.

- High Influence/High Impact (top right quadrant): Key players who are critical to the main issue and your advocacy efforts.
- High Influence/Low Impact (top left quadrant): Stakeholders who can sway others but are less directly impacted.
- Low Influence/High Impact (bottom right quadrant): Those significantly affected but with less power to change outcomes.
- Low Influence/Low Impact (bottom left quadrant): Stakeholders who are less involved but still worth considering/monitoring.



- Use the result of this analysis to help you design your stakeholder engagement strategies based on the quadrant each stakeholder falls into.
- Recognize that resources are limited and you cannot engage with all stakeholders equally. Identify a few key stakeholders from the High Influence/High Impact quadrant to focus your efforts on, as their support will be critical to your success.
- Stakeholder dynamics can change over time. Regularly review and adjust your stakeholder analysis and engagement strategies to reflect any changes in a stakeholder's influence, impact or priorities.

## REFLECTION QUESTIONS

Discuss these questions with your team mates:

- Were there any stakeholders whose influence or impact was challenging to assess? If so, why?
- What did we learn from this stakeholder analysis process? Were there any surprises or insights gained about certain stakeholders that we did not anticipate?

## STAKEHOLDER ANALYSIS - INFLUENCE AND IMPACT MATRIX



NOTE: Each box (quadrant) in the matrix provides specific advice on how to engage with stakeholders based on their position.

# STAKEHOLDER CONSULTATION PLAN TEMPLATE

Creating a Stakeholder Consultation Plan is essential for engaging and involving relevant parties. Below is a template that you can customize based on the specific issue you're working on. You may want to print or replicate this template onto a larger A0 size poster paper to make it easier to fill out with your team. *Use the information you have gathered from the “Sustainability Compass Stakeholder Identification” and the “Stakeholder Influence and Impact Analysis” to support your stakeholder consultation planning.*

**Step 1: In Column A,** list the key stakeholders that you have identified earlier using the Sustainability Compass and Stakeholder Analysis tool.

**Note:** Focus on the stakeholders who you feel have enough influence and impact with regards to your issue.

**Step 2: In Column B,** brainstorm why you feel it is important to talk with each of the stakeholders that you listed. Is it because of their influence on others, in policy making, law enforcement or education? Or is it something else, like the impact that this issue has on their lives and livelihoods?

**Step 3: In Column C,** discuss with your team and identify the best methods to engage the stakeholders—you want to be able to meet them and get their perspective in a safe and open manner. Depending on the type of group or the individuals, you will need to tailor your engagement and consultation methods accordingly.

**Step 4: In Column D,** you should try to identify the type of information that you want to find out from each stakeholder. Each stakeholder will be somewhat different as they will see the issue from different “points of view” (POV). So, depending on what relationship they have to the issue that you are addressing, they will provide different feedback. Discuss with your team and others and determine what type of information you will likely get from them. This step will assist you in coming up with some good and precise questions to use during your stakeholder consultations.

**Step 5: In Column E,** after you have thought about and recorded what you want to find out from each stakeholder, it will be time to brainstorm the specific questions you will ask them during the consultation. Good questions should be short, concise and clearly related to your topic. Your questions should mostly be “open-ended” questions that can have multiple possible answers, some of which can belong—in particular during focus group discussions and interviews. Survey questions should mostly come with multiple choice answers, true/false answers, or be answered in short sentences.

**Step 6: Column F** of your Stakeholder Consultation Plan is for recording the most current and correct contact information for each stakeholder group, organization or individual. This might be their email, their WhatsApp or Line number, their Facebook page or Instagram profile, or their website if they are an organization. Also try to find out and record what is the best time of the year, month, week and day that they would be available to engage with you.

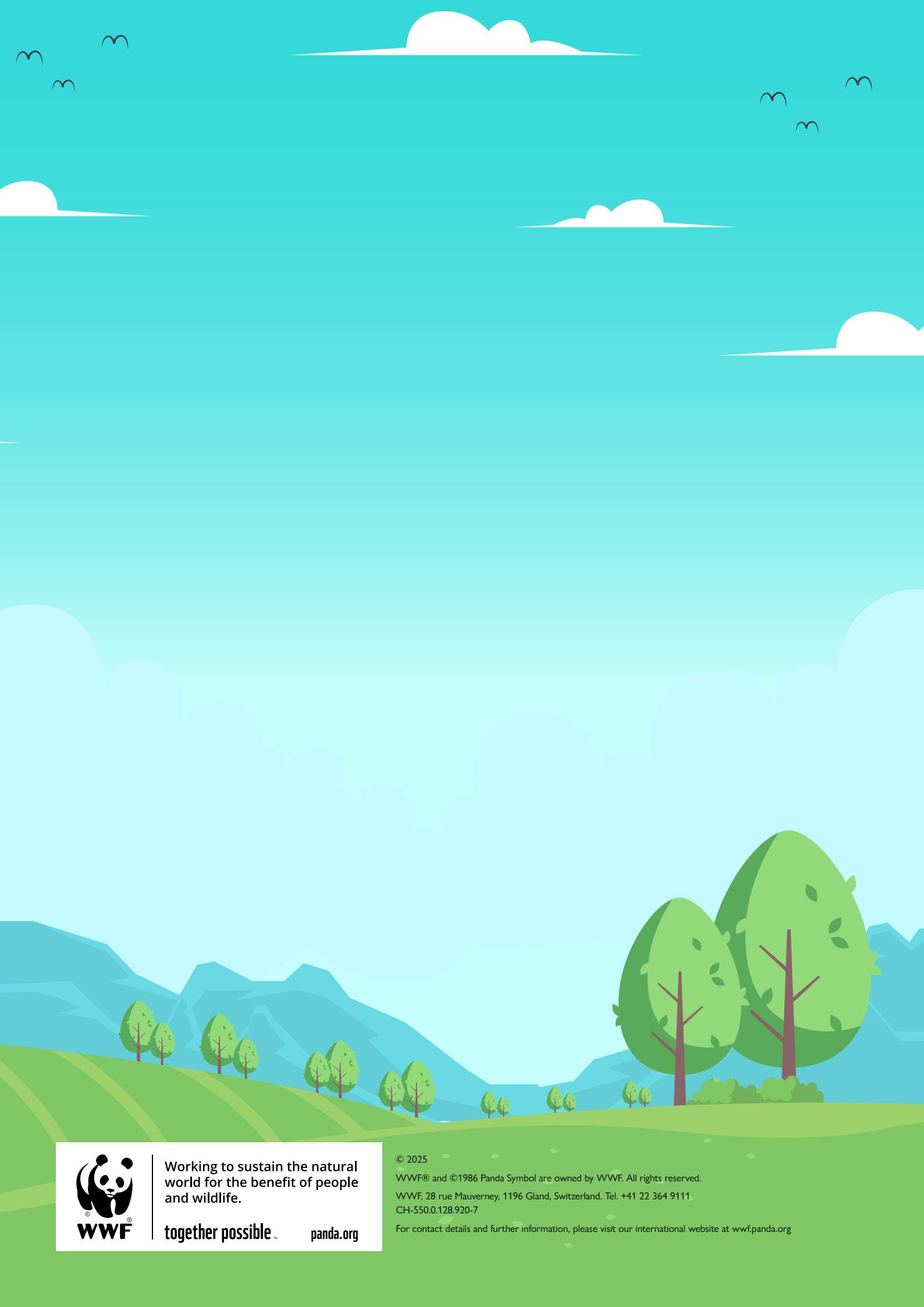


## STAKEHOLDER CONSULTATION PLAN TEMPLATE

Column A	Column B	Column C	Column D	Column E	Column F
Stakeholder	Why it's crucial to talk to them	How to engage them?	What to find out from them?	Questions to ask	How to contact them (and the best times to do so)
<u>Example</u> Elders in the community	<u>Example</u> They have lived in this community for many decades, which means they have experience and have likely observed the changes in the environment over time.	<u>Example</u> In-person interviews; focus group discussions; and possible video interviews	<u>Example</u> How overall environmental quality, ecosystem health, and biodiversity in and around the community has changed over time.	<u>Example</u> <ul style="list-style-type: none"> <li>Are there any plants or animals that you saw, or were present in the ecosystem near the community that you do not see anymore?</li> <li>What climate factors have changed since you were a child? (e.g. rainfall)</li> <li>What is your opinion as to why these plants and animals no longer exist here</li> </ul>	<u>Example</u> Visit their home in the morning (late morning)







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