Module 2

Mapping Context & Stakeholders

www.**ecooptransition**.eu

e-coop

Enabling communities to respond to energy, social and environmental needs

TABLE OF CONTENTS

Enabling communities to respond to energy, social and environmental needs

INTRODUCTION

01

INTRODUCTION

In this module, we will explore the process of mapping context and stakeholders in cooperative initiatives.

Mapping context involves understanding the broader socio-economic, political, and environmental factors that influence the project, while identifying stakeholders helps in recognising individuals or groups impacted by or influencing the project.

By the end of this module, you will understand how to analyse the project context and stakeholders to inform strategic decision-making.

02

MAPPING THE PROJECT CONTEXT

Introduction to Project Context Mapping

In this section, we will delve into the definition, significance, and techniques for analysing the project context, which plays a pivotal role in shaping cooperative initiatives.

Understanding the project context is essential for cooperative project managers and stakeholders as it provides valuable insights into the external factors that may influence project outcomes.

Definition of Project Context

Project context encompasses the broader socio-economic, political, and environmental factors that exert influence on a cooperative initiative. These factors include demographic trends, regulatory frameworks, market conditions, cultural dynamics, and technological advancements.

Understanding the project context is vital as it enables stakeholders to identify opportunities, anticipate challenges, and assess potential risks associated with the cooperative project. By gaining a comprehensive understanding of the project context, stakeholders can make informed decisions and develop strategies to mitigate risks and capitalise on opportunities.

03

TECHNIQUES FOR ANALYSING SOCIO-ECONOMIC, POLITICAL, AND ENVIRONMENTAL FACTORS

Data Analysis

Utilising data to identify trends, patterns, and correlations relevant to the project context. Data sources may include demographic data, economic indicators, market research, and environmental assessments.

Trend Analysis

Examining historical data and forecasting future trends to anticipate changes and developments that may affect the project. Trend analysis enables stakeholders to adapt their strategies and plans to emerging trends and market dynamics.

Stakeholder Consultations

Engaging with stakeholders to gather insights, perspectives, and feedback on the project context. Stakeholder consultations provide valuable qualitative information that helps identify priorities, concerns, and expectations.

Enabling communities to respond to energy, social and environmental needs

TOOLS FOR CONDUCTING CONTEXTUAL ANALYSIS

This section introduces tools such as **SWOT** *(Strengths, Weaknesses, Opportunities, Threats)* and **PESTLE** (*Political, Economic, Social, Technological, Legal, Environmental*), which provide frameworks for systematically evaluating the project context.

These tools enable stakeholders to identify key drivers and constraints that may impact the project's success.

SWOT Analysis

SWOT analysis helps identify the project's internal strengths and weaknesses, as well as external opportunities and threats. By assessing these factors, stakeholders can develop strategies to leverage strengths, address weaknesses, capitalise on opportunities, and mitigate threats.

PESTLE Analysis

PESTLE analysis examines the external factors affecting the project, including political, economic, social, technological, legal, and environmental factors. By analysing these factors, stakeholders gain a comprehensive understanding of the external environment and its implications for the project.

Enabling communities to respond to energy, social and environmental needs

SWOT ANALYSIS

SWOT analysis is a strategic planning tool used to identify the internal strengths and weaknesses of a project, as well as the external opportunities and threats it faces.

Strength – Are internal factors that give the organisation or project a competitive advantage over others.

Weakness – Internal factors that place the cooperative at a disadvantage or hinder its ability to achieve it objectives.

Opportunities – External factors in the environment the cooperative could use to its advantage or capitalise on to achieve your goals.

Threats – External challenges that may pose risks to the collaborative's success.

PESTLE ANALYSIS

PESTLE analysis is a strategic framework used to assess and analyse the external macro-environmental factors that can impact an organisation, project, or business venture.

Political: Factors related to government policies, regulations and stability that may influence your cooperative.

Economic: Economic conditions, trends, and market dynamics that can affect the cooperatives financial performance and operations.

Social: Social and cultural factors such as demographics, lifestyles, and cultural attitudes that may impact your cooperative's activities and relationships with stakeholders.

PESTLE ANALYSIS

PESTLE analysis is a strategic framework used to assess and analyse the external macro-environmental factors that can impact an organisation, project, or business venture.

Technological: Technological advancements, innovations, and developments that can create opportunities or threats for the cooperative's products, services, or operations.

Legal: Legal frameworks, regulations, and compliance requirements that the cooperative must adhere to in its operations and activities.

Environmental: Environmental factors such as climate change, sustainability concerns, and ecological trends that can affect the cooperatives operations, reputation and sustainability.

IDENTIFYING STAKEHOLDERS

03

Defining Stakeholders

Stakeholders are individuals or groups who possess an interest in or are influenced by the objectives, actions, and results of the cooperative project.

They can range from individuals directly affected by the project to larger entities that may have indirect implications due to their relationship with the project's goals.

By acknowledging stakeholders, cooperative initiatives can ensure that decisions consider a broader spectrum of perspectives and potential impacts, creating greater inclusivity and accountability.

On the following slide you will see different types of stakeholders.

Types of Stakeholders

Community Members: Residents, local organisations, and groups directly impacted by the project within the community.
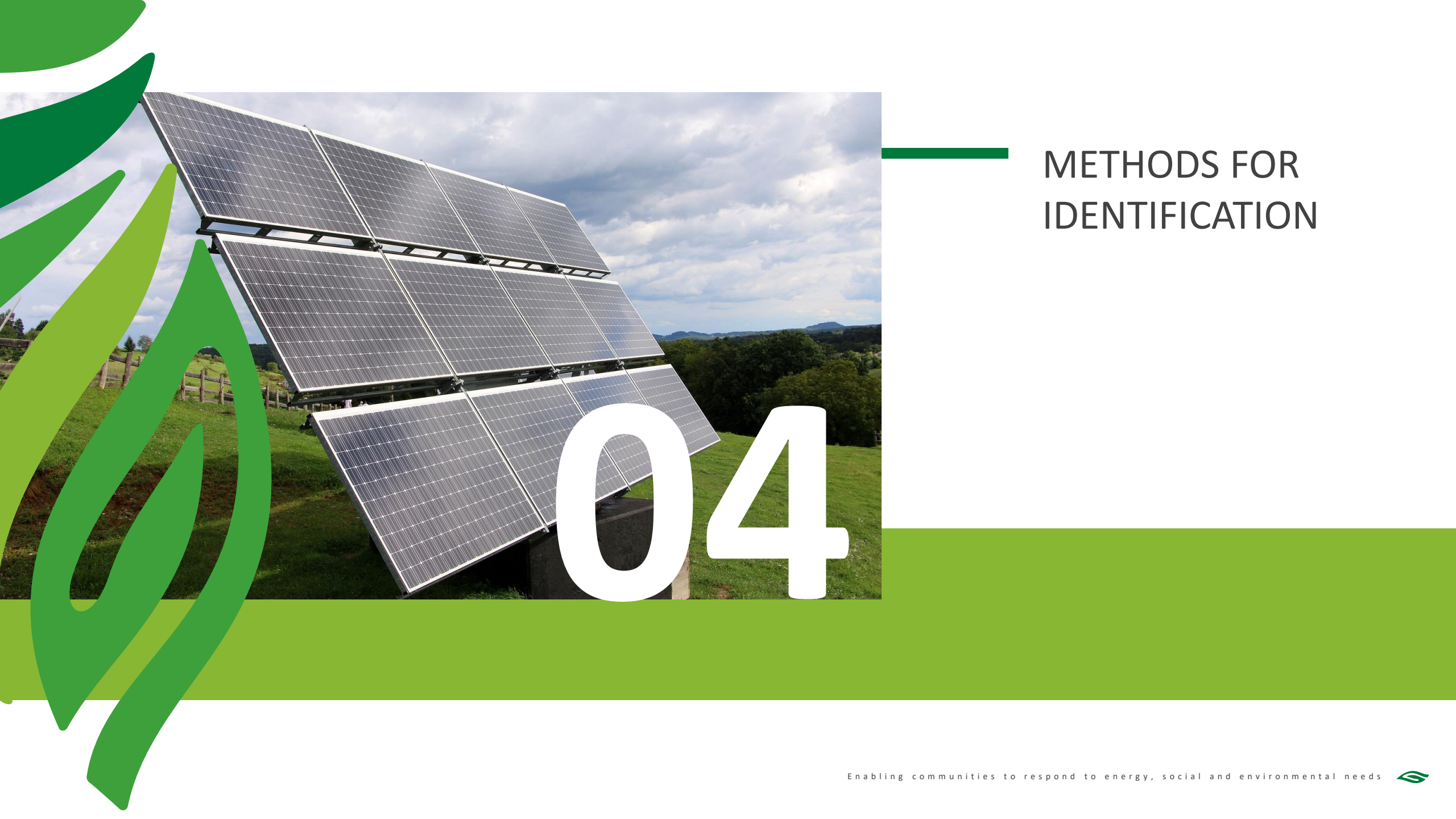
Government Agencies: Municipal, regional, or national authorities responsible for governance, regulation.

Non-Governmental Organisations (NGOs): Civil society organisations, advocacy groups, or charitable entities that deal with causes related to the project.

Businesses: Private sector entities ranging from small businesses to large corporations.

Each stakeholder group brings its unique perspectives, resources, and motivations to the cooperative project, enriching the collective effort with diverse insights and contributions.
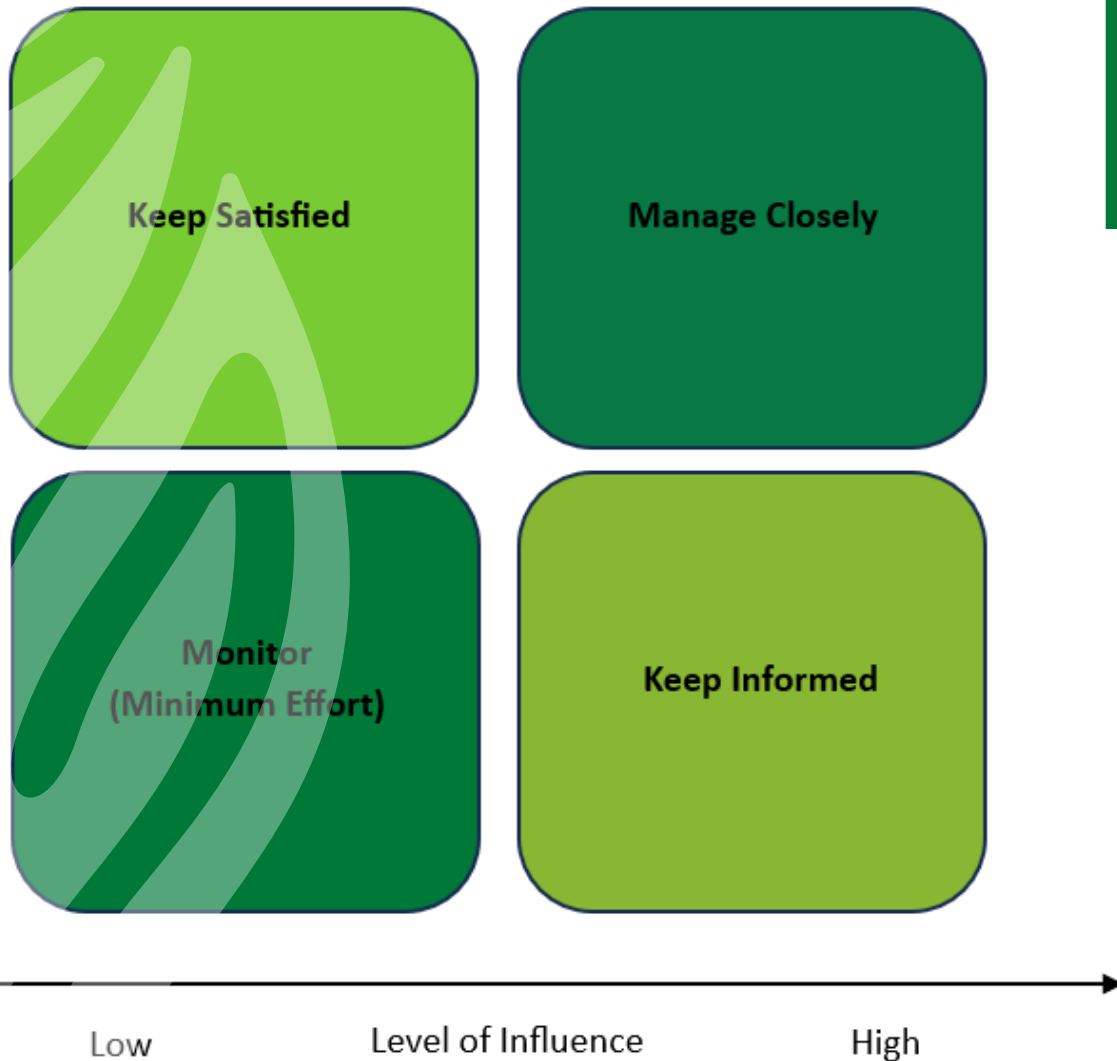
METHODS FOR IDENTIFICATION

04

Stakeholder Map

Keep Satisfied

Manage Closely

Monitor
(Minimum Effort)

Keep Informed

Low   Level of Influence   High

Stakeholder Mapping

Stakeholder mapping is a four quadrant table that allows project managers to categories stakeholders by their level of interest and influence in a project.

Within the Stakeholder map, the Y-axis outlines the stakeholders' level of influence. In other words, it signifies their ability to alter the cooperative requirements or outcomes. The X-axis represents the stakeholders' level of interest, which corresponds to the degree they're impacted by project outcomes.

You should be left with a clear understanding of each stakeholder's relationship with the cooperative, which will then dictate the frequency of your communication with each stakeholder and what information they should receive.

Focus Groups

Focus groups bring together representatives from different stakeholder groups for facilitated discussions on project-related topics.

Typically moderated by a facilitator who guides the discussion and ensures that all participants have the opportunity to share their perspectives. They can be conducted in-person or virtually, depending on logistical considerations.

Focus groups facilitate dynamic interactions and brainstorming among participants, leading to valuable insights and perspectives.
They also allow stakeholders to react to and build upon each other's ideas, creating a world for collaboration and teamwork.

Focus groups provide immediate feedback on project concepts, proposals, or initiatives, enabling real-time adjustments based on stakeholder input.

Surveys and Questionnaires

Surveys and questionnaires are tools for collecting quantitative data on stakeholder preferences, needs, and expectations.

They can be distributed electronically via email, web forms, or survey platforms, or in print format for face-to-face administration. They typically consist of multiple-choice, open-ended questions.

Surveys can be administered to a large number of stakeholders simultaneously, making them efficient for gathering data from diverse groups.

Surveys provide standardised questions and response options, enabling easy comparison and analysis of stakeholder feedback.

Document Analysis

Document analysis is a systematic approach to reviewing pertinent documents such as project plans, reports, policies, and regulations to identify stakeholders mentioned, who could be influential to your cooperative.

By scrutinising these documents, project managers can glean valuable insights into existing relationships, dependencies, and potential areas of conflict or collaboration among stakeholders.

Document analysis serves as a crucial step in stakeholder identification, offering a comprehensive understanding of the project's scope, objectives, and the roles and responsibilities of various stakeholders.

05

ANALYSING STAKEHOLDER RELATIONSHIPS

Understanding Stakeholder Dynamics

Stakeholder dynamics refer to the complex interactions, relationships and interests among individuals or groups involved in your cooperative.

Understanding these dynamics is a crucial step for the project as it allows you to be able to anticipate potential conflicts, build alliances, and ensure effective engagement.

Stakeholder dynamics may vary based on factors such as people's goals, priorities, power dynamics, and levels of influence within the project.

Strategies for Analysing Stakeholder Dynamics

There are various strategies to analyse stakeholder relationships effectively.

Interviews: One-on-one or group meetings with key stakeholders to gather insights into their perspectives, interests, and concerns.

Group Discussions: Organising facilitated discussions with certain groups or individuals to explore common themes, identify emerging trends and issues as well as encourage collaboration.

Questionnaires: Are a great way to be able to collect quantitative data on their preferences, expectations, and satisfaction levels.

Tools and Frameworks

There are several tools that are available to assist you in visualising and understanding your stakeholders and their relationships.

Power-Interest Grid: A grid based tool that categorises stakeholders based on their level of power or influence and their level of interest in your project.

Influence Diagrams: Are visual representations of stakeholder relationships, indicating the flow of influence, dependencies and interactions among each other.

The Importance of Relationship Analysis

Relationship analysis is a critical point for you and your cooperative to assess the strength and quality of stakeholders and their relationship with yourself and your cooperative.

By evaluating the relationships, you can identify potential allies, anticipate resistance and reduce conflicts effectively.

It also helps you identify key influencers and champions who can advocate for your cooperatives objectives and raise support form other stakeholders.

06

BEST CASES

Community of Biccari (Italy)

Introduction: The Community of Biccari is a cooperative model in Italy that creates social aggregation and addresses collective needs through shared responses. It involves around 200 members from diverse backgrounds and age groups.

Stakeholder Engagement: Emphasises citizen involvement with 200 diverse members, creating community-based mapping and engagement.

Context Mapping: Identifies local needs, utilises resources, and enhances social innovation through understanding socio-economic dynamics and local skills.

Social Innovation: Builds shared responses to ensure effective resource utilisation and community skill integration.

Find out more on **page 29** of our Good Practice Compendium

Coole's Ecological Community (Ireland)

Introduction: Coole's Ecological Community in County Offaly, Ireland, focuses on sustainable living, biodiversity conservation, and community education. It involves community members, environmental organisations, and educational institutions.

Stakeholder Mapping: Involves community members, environmental groups, and educational institutions in sustainable practices.

Community Education: Promotes sustainable living and biodiversity conservation through community education and outreach.

Local Context: Enhances environmental stewardship by utilising local resources and engaging diverse stakeholders.

Find out more on **page 46** of our Good Practice Compendium

CONCLUSION

07

Conclusion

In conclusion, mapping project context and stakeholder is vital for the success of cooperative initiatives. By understanding the broader socio-economic, political, and environmental factors influencing projects, and identifying key stakeholders and their dynamics, then you can anticipate challenges, build alliances, and create effective collaboration.

Using techniques such as stakeholder mapping, analysis and relationship assessment, enhances project strategies and ensures the outcomes align with stakeholder expectations.

e-coop

Enabling communities to respond to
energy, social and environmental needs

Thank you

Any Questions?

**Follow our
journey here**

www.ecooptransition.eu

Co-funded by the
Erasmus+ Programme
of the European Union