



Mapping and Influencing your Stakeholders

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What will you need for this session?



3 worksheets



A pen



Participation



What we will cover in this session

1. What are stakeholders?
2. Who are stakeholders for climate and disaster risk finance and insurance?
3. Why engage stakeholders?
4. Stakeholder mapping and prioritization
5. Stakeholder engagement

Stepping into their shoes

Why does this matter?

- Find someone you do not know yet.
- Imagine you work for the National Disaster Management Agency.
- Your colleague is the Minister of Finance.
- In 3 minutes, explain why the Minister should finance your disaster risk finance project. Focus on why this is important to you and to the Minister.
- Switch roles



What are stakeholders?

- Stakeholders are both **people** (e.g. minister, colleague, politician, citizens) and **organizations** (e.g. ministry, parliament, local government agency, insurance company, media)
- Stakeholders **can affect** or **are affected** by your work
- Stakeholders can be **internal** and **external** to your organization – this changes depending on what organization / unit you are looking at (team, department, ministry, government, country, etc.).
- Stakeholders have an interest in what you do, **even if they don't know** (e.g. the poorest)

Who are stakeholders for DRFI?

Please take Worksheet 1.

- 2 minutes - list as many stakeholders as you can think of
- 5 minutes – compare and discuss with your neighbour
- Share back to the whole group



Worksheet 1: List stakeholders

Internal Stakeholders:

External Stakeholders:



Parliament /
Legislators

MOF Internal Departments
(e.g., Budget, Fiscal Policy, state assets, Treasury, Risk)

Business owners /
SMEs

Private Sector
(e.g., Insurance industry)

Your minister

Other ministries
(Minister, technical staff)

Donors

Your colleagues

PM/ President

Local Governments

International

Central Bank

Media

Civil Society

Organizations
(e.g., ADB, African Union, AfDB, WB, IMF,
UN Agencies)

Voters

Regulators

Farmers

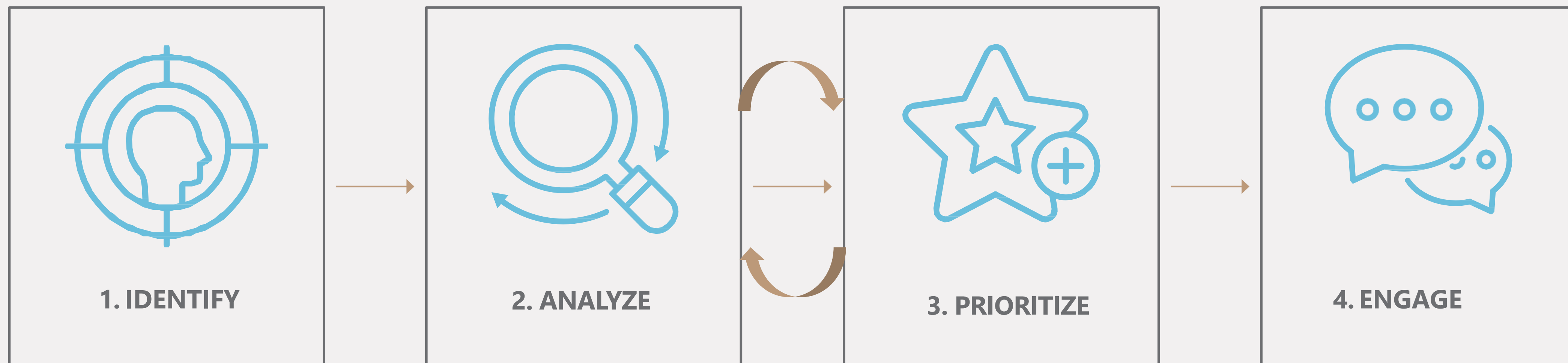
Affected
population

Why engage your stakeholders?

- Understand needs, interests, influence, and motivations of stakeholders
- Prioritize needs and interests
- Consider, respect, and reflect direct and indirect interests
- Manage existing and vested interests, build alliances and coalitions

To design and implement meaningful and successful work that achieves your policy objectives

Stakeholder mapping and engagement





Analyze

Motivations: What is important to each stakeholder?

Influence: How can they contribute (or block) your project?

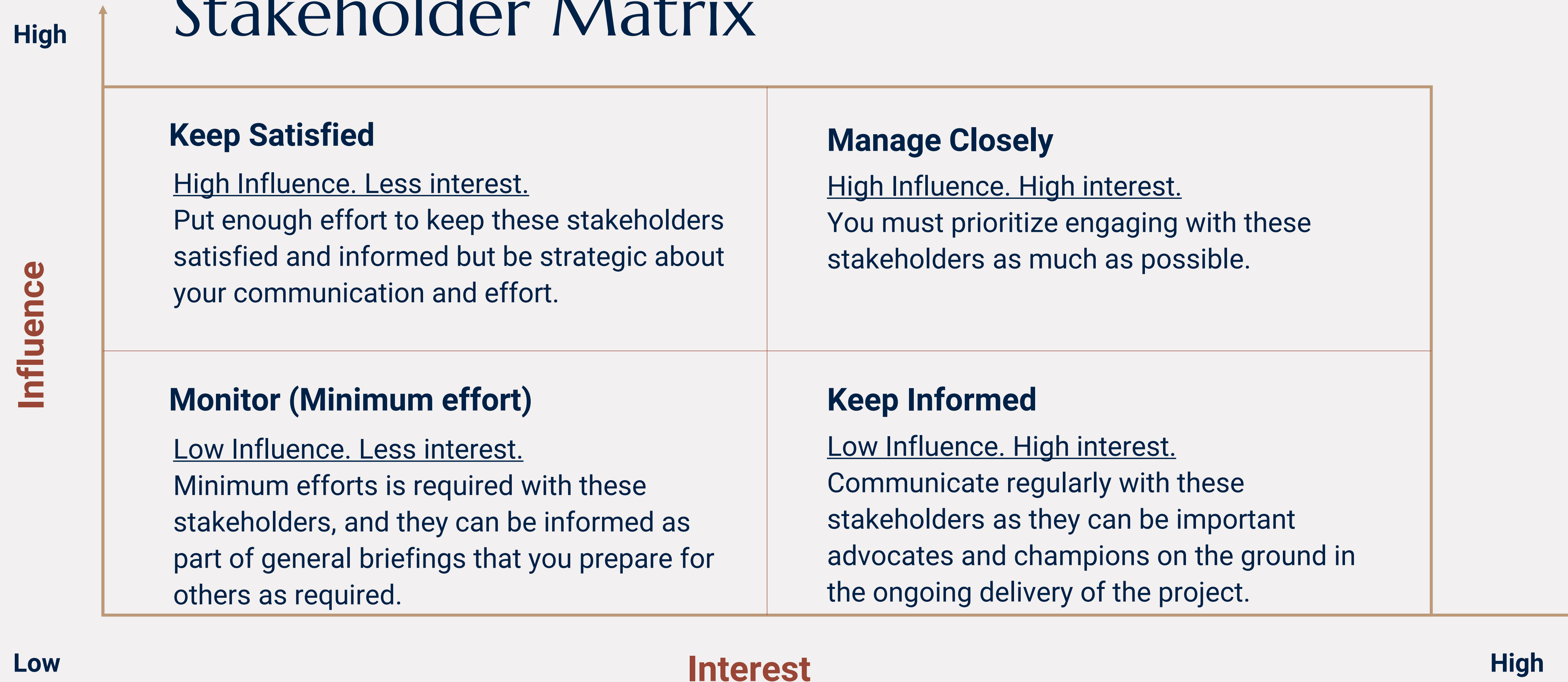


Prioritize

Interest: How invested are they in your project and its outcomes?

Impact: Is their influence and ability to support (or hold up) your project significant or relatively limited?

Stakeholder Matrix



Stakeholder Mapping

Please take Worksheet 2.

- 5 minutes – list the most important stakeholders for your project
- 5 minutes – discuss and sharing back to the whole group

Worksheet 2: Stakeholder Matrix





Engage

- 1. Give voice and provide value.** People like to be heard and consulted. Show how stakeholders can contribute and provide value to the project. Equally show how you provide value to them and make their day job easier.
- 2. Build lasting relationships and trust.** Strong relationships translate to better collaboration. Invest in relationships over time rather than just when you need something. This builds trust, instead of a transactional mindset.
- 3. Engage rather than manage.** Stakeholders are independent individuals – engage them respectfully and listen to their views to optimize your chances of influencing their choices and securing their support.
- 4. Consult, early and often.** The purpose, scope, risks, and approach of projects will often be unclear to your stakeholders – particularly at the beginning. Early and regular consultations helps build demand driven projects and gain the support of relevant stakeholders.
- 5. Communicate, clearly and targeted.** Not everyone responds to the same style of communication – adjust to the style, format, and channels that reaches your stakeholders. Don't expect them to find your information.

Worksheet 3: Preparing a stakeholder engagement plan

1. Take Worksheet 3
2. Complete a plan for stakeholder engagement for risk finance and insurance in your country
3. (Either for a specific project you are working on or generally for risk finance progress)

Worksheet 3: Stakeholder Engagement Plan

Stakeholder	Interest	Power	Key reason to engage	Communication Frequency	Communication Method
<i>Media</i>	<i>Uncovering interesting stories for readers, good headlines</i>	<i>Ability to influence readers/ general public</i>	<i>Buy in from public, Risk management, avoid negative press</i>	<i>Monthly?</i>	<i>Press Conference Press release Interviews, TV / Radio</i>



Worksheet 3: Stakeholder Engagement Plan

Stakeholder	Interest	Power	Key reason to engage	Communication Frequency	Communication Method



Thank you!

For more information go to:

DRFI STAKEHOLDER MAPPING TOOLKIT

[https://www.financialprotectionforum.org/
publication/stakeholder-mapping-toolkit-0](https://www.financialprotectionforum.org/publication/stakeholder-mapping-toolkit-0)





To delete – for time planning only

What we will cover in this session

1. Introduction 5
2. Stepping into their shoes 10
3. What are stakeholders? 5
4. Who are stakeholders for climate and disaster risk finance and insurance? 15
5. Why engage stakeholders? 5
6. Stakeholder mapping and prioritization 20 (10 lecture + 10 worksheet)
7. Stakeholder engagement 5
8. Preparing a stakeholder engagement plan 10