



How to complete the STAKEHOLDER ANALYSIS

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Strengthening Farmland Protection Assessment Toolkit

Purpose:

The results of the stakeholder analysis help to understand the political context in which agricultural land use decisions are made. The purpose of the analysis is to assess the level of influence, importance, and involvement of groups and institutions that have a vested interest in agricultural land use planning within your area. Stakeholders might include farmers and ranchers organisations, food security groups, food policy councils, land trusts, etc. For present purposes, stakeholders do not include governments or their agencies, as they are embedded in the legislative framework.

Instructions

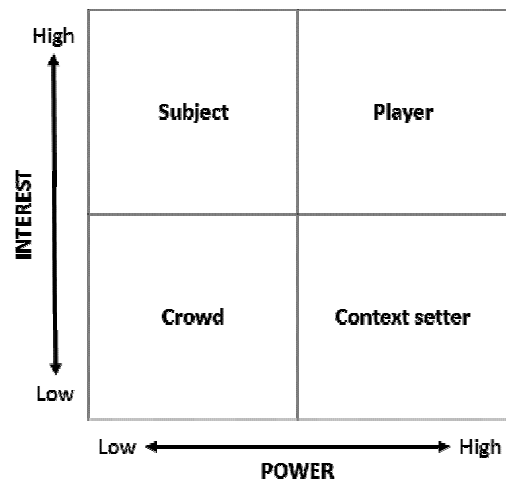
1. Identify stakeholders
2. Complete profile of each stakeholder. Use Stakeholder Profile form (below).
3. Assess overall level of interest and power of all stakeholders. Plot each stakeholder on the Power-Influence Grid (below).

Power-Interest Grid

Source: Eden and Ackermann (1998) cited in Bryson, John 2004. "What to do When Stakeholders Matter: Stakeholder Identification and Analysis Techniques." *Policy Management Review* 6(1): 21-53.

The power-interest grid, as shown to the right, helps to visualise the positions of individual stakeholders and the relations among them. The two dimensions of the grid – power and interest – speak to the reality that not all of the players who have an interest in agricultural land use planning also have power to influence decisions. The two-dimensional grid generates four categories of stakeholders:

- **Players:** have both an interest and significant power
- **Subjects:** have an interest but little power
- **Context setters:** have power but little direct interest
- **Crowd:** have little interest or power



STAKEHOLDER PROFILE

Stakeholder: **[name of stakeholder]**

Characteristics	Description of stakeholder
Type of stakeholder Political, public, industry, commercial/ private for-profit, nonprofit, public	
Stake: Player, Context setter, Subject, Crowd	
Mandate (of group, institution)	
Policy regime affiliation Farmland protection, food sovereignty, global competitiveness	
Role, position (e.g., committee)	
Power, authority, legitimacy Decision-maker, advisor, information provider, advocate	
Scope of influence Policy (aspirational), Policy (enforceable), Policy (enabling), Legislation (aspirational), Legislation (enforceable), Legislation (enabling), Governance, Public opinion	
Level of influence Ability to influence other stakeholders, formal links to other stakeholders, control of strategic resources, political status, possession of specialist knowledge	
Level of involvement Provided information or informed (Informed), Actively consulted (Consulted)	
Geographic scope Local (geo-political unit), Local (other) Regional (geo-political unit), Regional (other), Provincial, National	
Values, interests, goals	
Issues	
Resources	
Alliances, main partners, collaborators	

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STAKEHOLDER POWER-INTEREST GRID

Instructions:

1. Plot the name of each stakeholder in the appropriate cell. Use abbreviations whenever possible. Explain the abbreviations below.
2. Incorporate results, including the grid, into the assessment report.

INTEREST	High			
	Medium			
	Low			
		Low	Medium	High
		POWER		

List of abbreviations: