



DECIDE Tool Card #6

Why?

To be aware of **all relevant stakeholders**, not only the ones already linked to your initiative.

 **Who?** Any initiative that needs to strengthen its relations

 **Time?** Before the set-up of an initiative as well as in the design and development stage

What?

Six macro categories of stakeholders should form the basis on your mapping framework.

1. **other initiatives** operating in the same market or location – embrace co-opetition!
2. **civil society organisations** and representatives of / from your community.
3. **public authorities** and **policy-makers**. Find the right institutions and the relevant departments and people within.
4. **expertise**. Knowledge and support don't only come from business transactions.
5. **SMEs** and **businesses** that can fill in your organisational gaps and support your operations.
6. and last, **investors**. Go beyond the usual suspects and think of innovative mechanisms such as crowdfunding, P2P lending, impact bonds etc.

Stakeholders Mapping Framework

Searching for stakeholders that are related to your initiative can benefit from a structured approach. Below a framework you can use as foundation for your stakeholder mapping.

