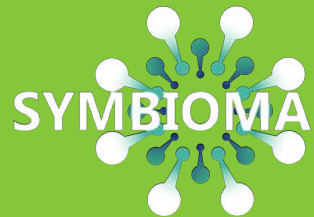


Stakeholder Analysis



Northern Periphery and
Arctic Programme
2014-2020



EUROPEAN UNION
Investing in your future
European Regional Development Fund

Step 1: Map out all your stakeholders

1. Create a list of stakeholders,
 2. Sort them accordingly: core, direct and indirect stakeholder (see Figure 1).
- You should be inclusive
 - Take time to identify as many as possible. Especially indirect stakeholders can include actors that you have not been thinking of before.

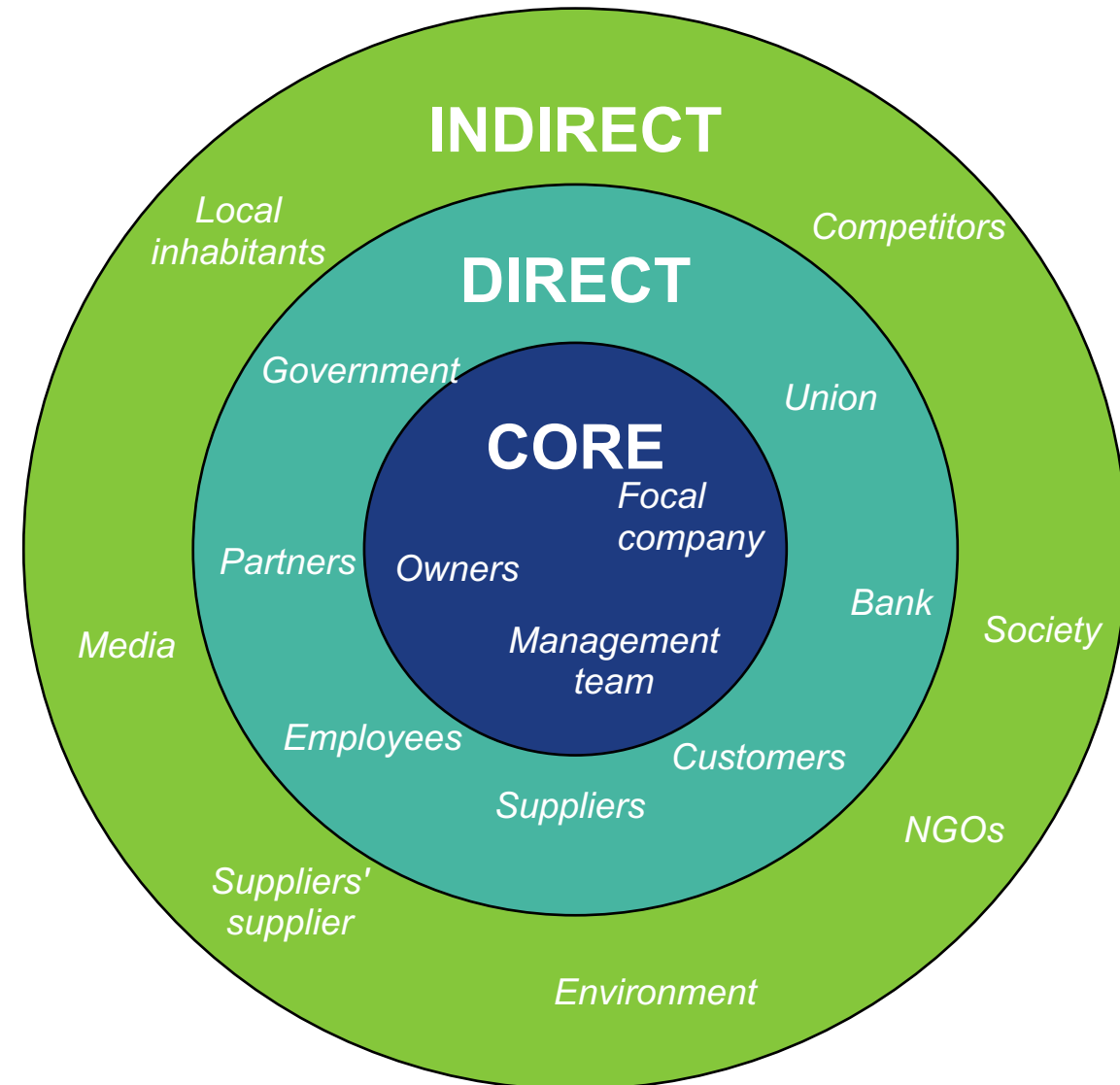


Figure 1

Step 2: Map the power and interest

Analyse all stakeholders (from step 1) based on their power and interest (see Figure 2).

Y-axis - Power: how can the stakeholder direct or influence your company and other stakeholders

X-axis - Interest: the degree to which a stakeholder will be affected by your company.

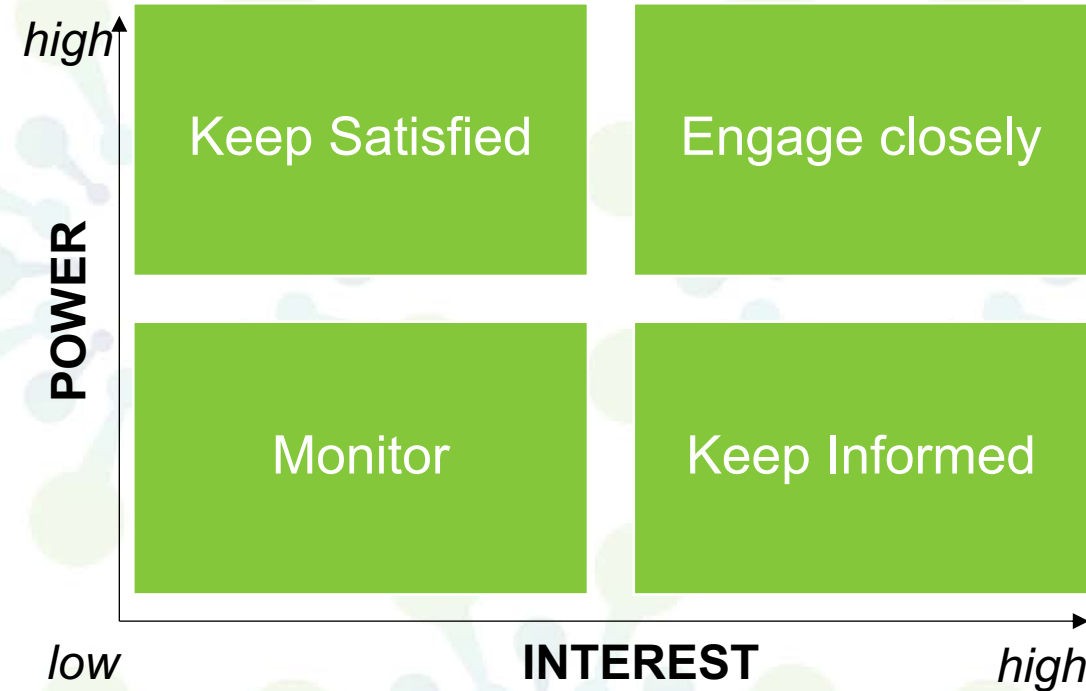


Figure 2

Step 3: analyze whom to move and how

- Analyse if there are any stakeholders that you would like to have a *different power or interest*. This can be both decreased or increased power/interest. Maybe you would like to decrease the power of investors or increase the interest of partner organizations.
- Based on this analysis you need to make an action plan where you state actions that would lead to the desired shift.

