

# Stakeholder Engagement Plan Tool

## METHOD DESCRIPTION

### The purpose of the tool

- To analyze and categorize the stakeholders and plan the timing and methods of stakeholders engagement.
- Ideally follows the Quadruple Helix stakeholder analysis workshop.



**Workshop duration:**  
2.5–3 hours



**Who should be involved?**  
Ecosystem partners and stakeholders



**Participants:**  
10–15 (optimum)



### Suggestions for preparatory assignments

Think about the interests and influence of the previously identified stakeholders.



### Suggestions for follow-up activities:

Use the results as basis for the Communication, Dissemination, and Exploitation plans.



### Assets needed

Printed canvases for a face-to-face workshop (size A1 or A0 on the wall and printed personal A4 worksheets for all participants) OR online canvas(es) (preferably Miro)



### Other hints and tips

This tool can be used in different phases of the ecosystem lifecycle when new initiatives come along and require new stakeholder engagement plans.

## Instructions

### How to prepare for the exercise



Send a calendar invitation to a 2.5–3-hour workshop



Send a pre-assignment to the participants one week before the scheduled event with a list of identified stakeholders. Ask the participants to think how interested and influential the stakeholders are in the ecosystem and which of their processes would be relevant.



Print the necessary canvases (for F2F workshop) or set up the Miro board (for virtual workshop).

### How to run the workshop



Start with introductions, set the objectives, and encourage participant engagement.

Analyze the interest and influence of the stakeholders and categorize them in the interest/influence matrix.

Identify the areas of interest and influence of each stakeholder and plan suitable engagement methods for each category.



Agree on common goals (what do we want to achieve together?)



Summarize the results and plan for the next steps



Document the defined interest/influence matrix and the stakeholder engagement plan and share the summary document with the participants

EXPLORE PHASE