



ClieNFarms
Climate Neutral Farms

ClieNFarms Scaling Toolbox

The Stakeholder Universe

Stakeholder Analysis

The Stakeholder Universe is a quick and visual network analysis tool. It is a great tool to not only visualise the connections between actors in system's network but also how these connections work and how they might evolve and affect the system innovations you are planning. The Stakeholder Universe is a tool from the [from The Visual Toolbox for Systems Innovation](#).

Purpose

You can use the Stakeholder Universe whenever you have a collection of stakeholders somehow related to your project, you should carry out an analysis of such a network to understand how it works and how it can influence the process of the project. It should be done in the early stages of the project and after identifying and characterizing your main stakeholders. As any other dynamic system, actors' networks evolve. Therefore, you should repeat the building process every now and then and whenever you know the current situation has varied.

From a systemic approach, the most crucial step when studying stakeholders is to map out the relations among them and analyse the network they form. Stakeholders surrounding your project are not a collection of individuals with standalone behaviours, resources, and capacities to influence the project. Rather, they are a functional system in which emergent behaviours not previously expected or foreseen from an individualistic perspective, can surface.

Mapping out an actor network can reveal potential connections and collaborations as well as patterns of connection/disconnection, flows of knowledge and resources which, in return, can be seen as flows of power.

Expected outcomes of applying the tool

A comprehensive and visual depiction of stakeholder network built according to their stance on the project and the relationships between actors. Thereby you get a formidable insight into the network performance now and over time, identifying patterns of connection and resources flows.

Preparation

You should carry out a network analysis after having identified and characterised your stakeholder environment. You will need to gather information about how they relate to each other and how fluxes or resources, ideas, or anything pertinent work.

Step-by-step guide to using the tool (Recipe)

Please find step by step guide in [The Visual Toolbox for Systems Innovation](#) on pages 54-61.

Suggested follow up steps (links to other tools)

After completing the Stakeholder universe, you are ready to go for the stakeholder engagement phase by drawing up your participation plan. Nevertheless, you might want to go deeper in your understanding of the network performance and potential evolution. If that is the case you can opt to do a metric analysis of the network, studying its connections, distribution, and segmentation variables.

Links and references

[The Visual Toolbox for Systems Innovation](#), pages 54-61.