



ClieNFarms
Climate Neutral Farms

ClieNFarms Scaling Toolbox

The Visual Map

Stakeholder Analysis

The Visual Map will help you analyse your landscape of stakeholders and give you a comprehensive map of synergies, conflicting interests, and interdependencies between actors. The Visual Map is a tool from the [The Visual Toolbox for Systems Innovation](#).

Purpose

Mapping stakeholders is a visual exercise and analysis tool. Individual stakeholders are rated on two or three key attributes (e.g., influence and expertise) and then mapped onto a graph, to see differences and to find affinity groups or conflictive relationships. Depending on the stage of stakeholder engagement you are in, different combinations of attributes will be useful, yielding different answers. The most used criteria are Influence, Necessity or Urgency, Relevance, Interest, Attitude, Adaptation or Resistance to Change and Expertise

Expected outcomes of applying the tool
A visual map with the differences between actors in behaviour, role, and attitude to the challenge, as well as the power relationships amongst them. As a result, you can produce different engagement strategies to apply depending on the specific stakeholder. These strategies are the practical outcome derived from the maps.

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

You can find a stepwise guide to applying the tool in the [Visual Toolbox for Systems Innovation on pages 41 to 53](#).

Suggested follow up steps

After mapping out your stakeholder network you may want to go deeper and perform an in-depth network analysis. If that is the case, then go for the Stakeholder Universe. If not, you can write out your engagement strategies and put them into practice by launching your participation process.

Links and references

[The Visual Toolbox for Systems Innovation on pages 41 to 53](#).