



## Stakeholder prioritisation

**What is it?** This activity enables you to identify priority groups or individuals to engage with by thinking about their **need for** and **influence on** a project.

**How to use it?** Go through your *Stakeholder Database* (you can find this tool in the Understand phase of the Proximity of Care guide), and list different stakeholders in the four categories on the right.

As much as possible, try to answer the following key questions:

- Who are the key stakeholders that can affect or be affected by this project? What kind of interest, influence and/or resources do they bring to the project?
- What power do those most affected by the project as well as other stakeholders have to create or resist change, to hold others accountable, to exercise influence?
- Who are the potential 'champions' and 'blockers' of progress around the project? What options are there for working with these stakeholders?

This categorisation can further lead you in determining what type of engagement activities to use, and help you in effective resource allocation.

**Keep in mind:** It would be ideal to repeat this process along the project development, as stakeholder needs and interests will change.



**Format**  
template, team workshop



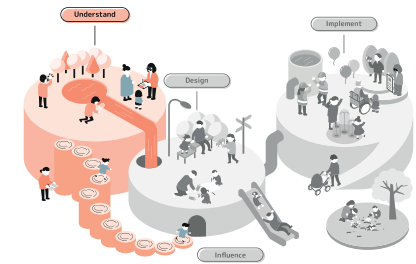
**Group size**  
small



**Time**  
2 hours



**Facilitation experience**  
moderate

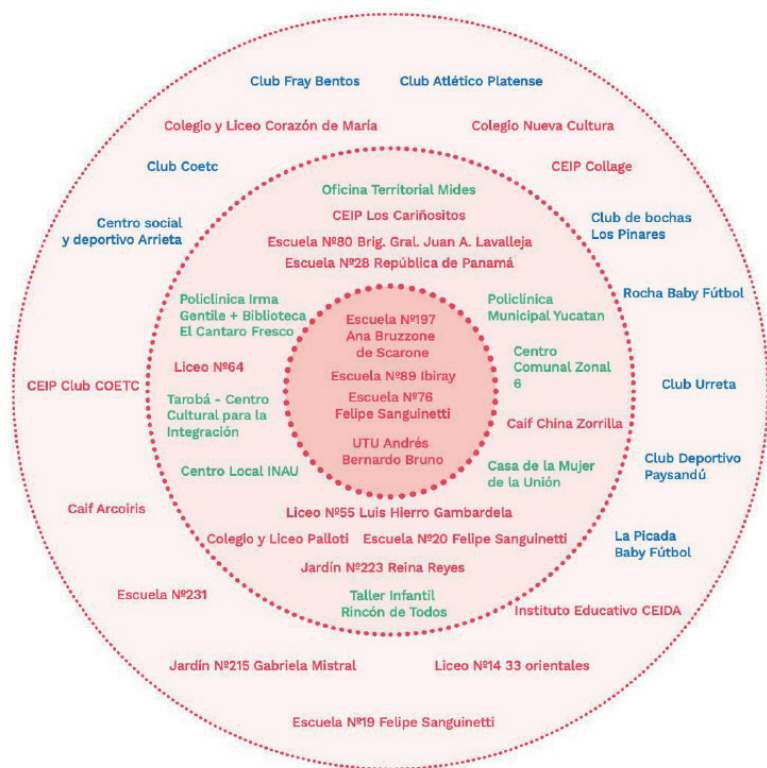
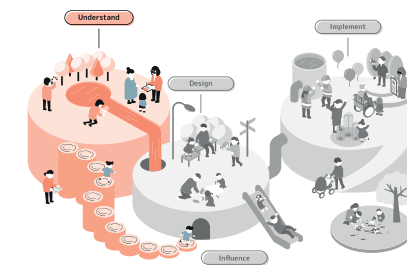




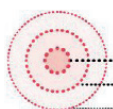
## Stakeholder prioritisation #example

Stakeholder prioritisation by **Espacio Ludico** for “Sensing the City” project proposal in Montevideo (left), and by **Ciudad Emergente** for “Valdivia Neighbourhood of Care” project proposal in Valdivia (right) (October 2022)

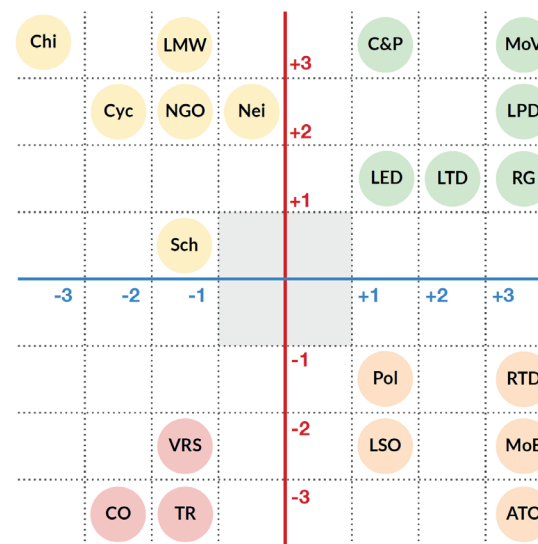
- Format**  
template, team workshop
- Group size**  
small
- Time**  
2 hours
- Facilitation experience**  
moderate



### REFERENCES



**23 educational institutions**  
**9 sport centers**  
**8 others**



- RTD / Regional Transit Department - Seremi MTT
- MoE / Ministry of Education
- ATO / Association of Truck Owners
- Pol / Police
- LSO / Local Store Owners
- VRS / Vehicle Repair Shop
- CO / Car Owners
- TR / Timber Retailers
- LED / Education Dept.
- NGO / Local NGOs
- Chi / Children
- LMW / Local Mobility Workgroup
- Cyc / Cyclists
- MoV / Mayor of Valdivia
- RG / Regional Government
- LTD / Transport Dept.
- LPD / Planning Dept.
- C&P / Caregivers and Parents
- Nei / Neighbors