

# Module 9



**Human activities are central to ecosystem management**

**Stakeholder identification and management is critical to success**

**Here we help with identification, and with setting priorities**

**We use an intimate debate format as active learning**



# Module 9



**Human activities are central to ecosystem management**



# Stakeholders

- Stakeholders are people and institutions with something to gain or lose from the ways the catchment is managed
- *Stakeholder Analysis* is a technique to identify key people who are or have to be convinced management actions will benefit their definition of successful catchment management



# Catchment Stakeholders

- In groups of 5-7, how do you organize stakeholders participation processes
- In plenary discussion, what problems do you experience?



# Awareness, information and action

- Think of common practices?
  - Brushing
  - Use of plastics
  - Management of waste
  - Repair of leaking pipes etc.
- Why are good practices not widely adopted?



# Roles of stakeholders

Function	Stakeholder roles
Planning	Problem identification, priority setting, situation analysis, approval.
Resource allocation	Advisory, monitoring and reporting, decision making.
Regulation	Monitoring, reporting, permitting



# Catchment Stakeholders

- You discussed conceptual models and ecosystem value with stakeholders during the field trip
- Transpose that to your home catchment. In plenary, generate a list of stakeholder groups and identify key stakeholders for each group (5 min)



# Who are your stakeholders?

Ask:

- Who is affected by your work?
  - Who has influence or power over it?
  - Who has an interest in a successful or unsuccessful outcome?
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- Stakeholders may be organisations and/or people; communication occurs with people
  - Need to identify the correct individual stakeholders in a stakeholder organisation



# Types of Stakeholders

Participation	Characteristics
Manipulative	Participation is simply a presence
Passive	People participate by being told what has been decided or done
By consultation	People participate by answering questions. No share in decision-making
For material incentives	People participate in return for food, cash or other material incentives. Local people have no stake in prolonging practices
Functional	Participation is seen by external agencies as a means to achieve project goals, especially reduced cost. May participate by forming groups to meet predetermined project objectives
Interactive	People participate in joint analysis, which leads to action plans and the formation or strengthening of local groups or institutions
Self-mobilization	People participate by taking initiatives independently of external institutions. They develop contacts with external institutions for resources and technical advice but retain control over how resources are used

# Power Dynamics

- In small groups, use the power/interest grid to identify the location of each principal stakeholder from the list (5 min)

Onion Diagram



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		Interest	
		Low	High
Power	High	Keep satisfied	Manage closely
	Low	Monitor (minimum effort)	Keep informed

# Local Context

- **Communicate early and often with stakeholders to build support and ensure they understand benefits of your project**
- **Be sensitive to local and cultural context**
- **In some settings, open discussion is appropriate and positive**
- **In other settings, such a discussion might violate traditional or expected roles**



# Catchment Stakeholders

- In small groups, choose two stakeholders for pollution control; summarize your understanding of their position with regard to management initiatives (10 min)

**Current (C ) and Desired (D) position about intervention for each stakeholder class**

<b>Stakeholder name and title</b>	<b>Block</b>	<b>Let</b>	<b>Help</b>	<b>Make</b>	<b>Diagnosis of stakeholder position</b>	<b>Recommended action to move person/group to desired position</b>

Adapted from work by Fred Nader, NLT

# Workshop Catchment Stakeholders

- In plenary, compile stakeholders among groups from the previous slide to plan communication (20 min)

Stakeholder names & roles	Importance (Low, Med, High)	Current level of support (Low, Med, High)	What do you need from this stakeholder?	What is important to this stakeholder?	What is your strategy for enhancing support from this stakeholder?

# Module 9



**Human activities are central to ecosystem management**

**Teaching style is highly personal; does this debate structure seem comfortable?**

**Are there other ways you have engaged stakeholders?**

**Can you picture yourself leading this module?**

