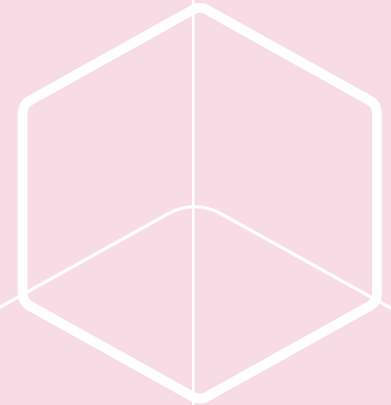


STEP 2  
**TASK 2.1**

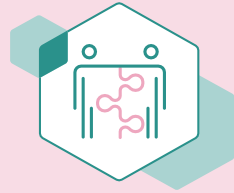
# Stakeholder matching tool

A tool to find and match relevant stakeholders in relation to the defined problem.





# Overview



## Purpose

- **Helps you to identify stakeholders** who are affected by, can influence or are relevant to addressing the problem
- Ensures that you **build a foundation for engagement** and coalition building

## Who is involved?

- Core team
- Stakeholders already engaged through the problem identification phase
- Community stakeholders from strategic communities in the target geography

## What is the output?

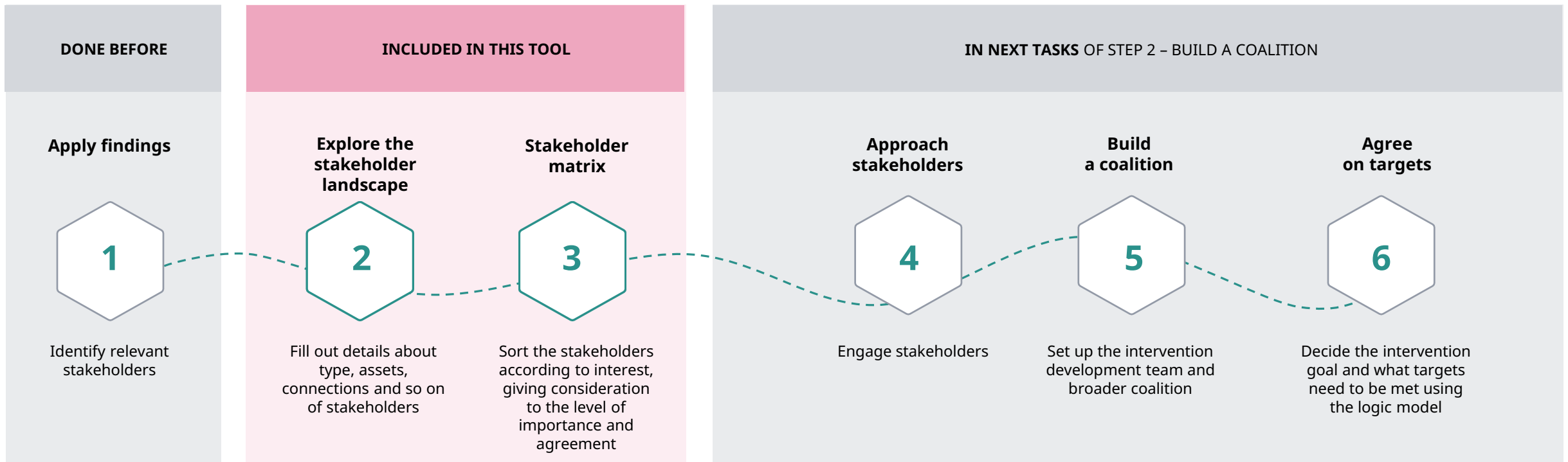
- An understanding of relevant stakeholders
- Stakeholders categorised by level of influence and interest
- A record of stakeholder interests and concerns
- A contact sheet of relevant stakeholders

# Conducting a stakeholder matching

**Stakeholder matching is a dynamic process** especially related to steps 1 and 2 of the Urban Diabetes Action Framework, but you should remain open to additional stakeholder involvement further on in the intervention development process.

Consider which stakeholders are relevant to your problem statement and can expand your working group with purpose.

## The process



## WORKSHEET 1

# Explore the stakeholder landscape

- Use this worksheet to generate a complete list of stakeholders
- The questions used here are prompts and are not exhaustive

### 1. Questions to ask

### 2. Try to develop your line of enquiry

Explore beyond the obvious answer

### 3. Fill in your answers below

Answer the question in column 1

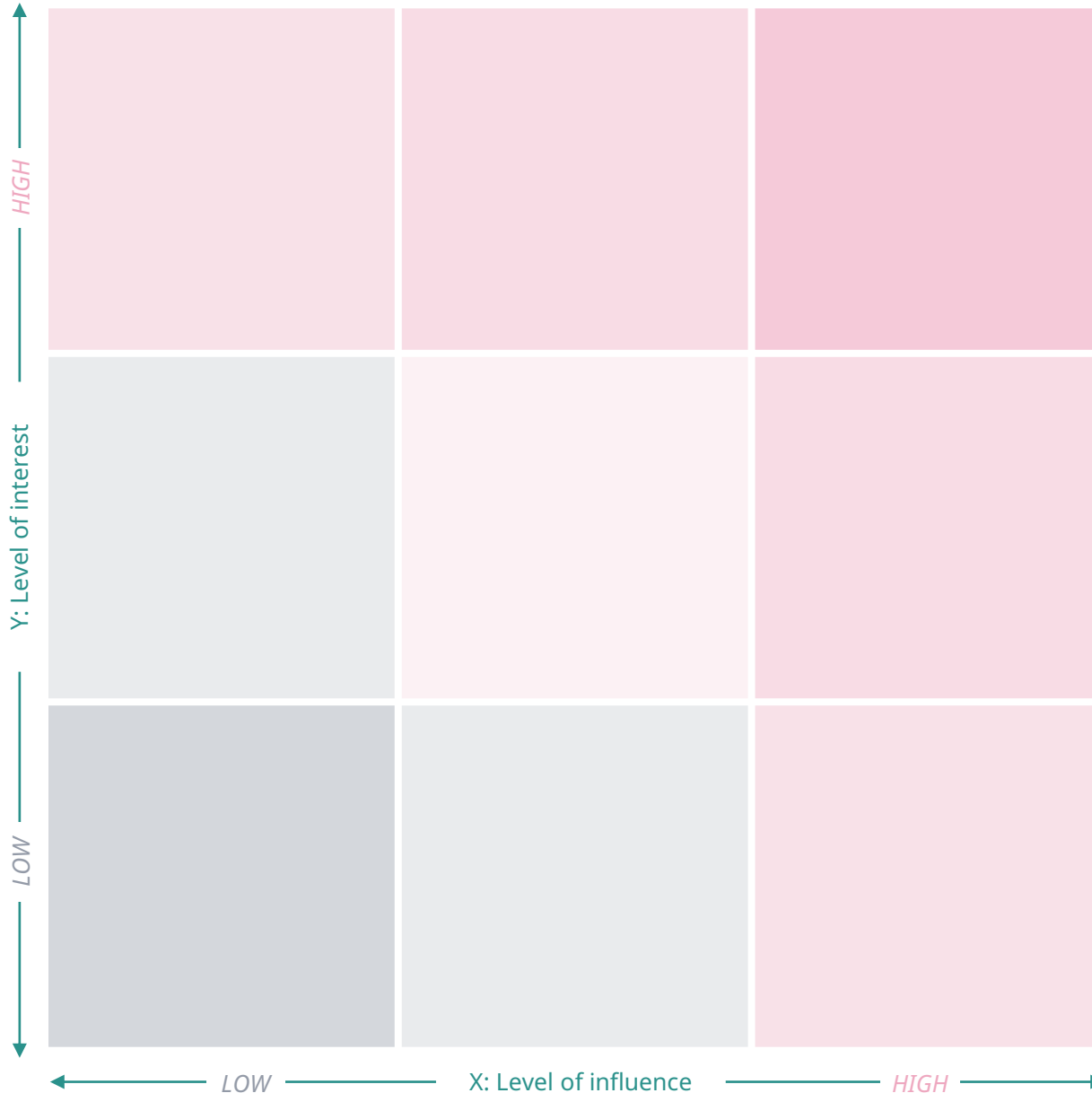
<p><b>Who is affected by the problem?</b></p>	<p>Consider secondary impacts, for example family members</p>	
<p><b>Who would be affected by a potential intervention?</b></p>	<p>Who will receive it? Might a healthy-eating campaign negatively impact local fast food outlets?</p>	
<p><b>Who are the critical enablers of your intervention?</b></p>	<p>What are local politicians' priorities? Who are the key decision-makers or influencers in the problem ecosystem?</p>	
<p><b>Who could be relevant to include in the core team?</b></p>	<p>Who can help you develop the intervention? In other words, who has a stake in the development of the intervention? Are there any organisations or community bodies that could increase your reach?</p>	

## WORKSHEET 2

# Stakeholder matrix

Distribute the stakeholders identified in worksheet 1 in the matrix.

- On the **y-axis**, consider the stakeholders' **level of interest** in addressing the problem and how important the problem is to them.
- On the **x-axis**, consider the stakeholders' **level of influence** and how this can help towards achieving the problem goal.

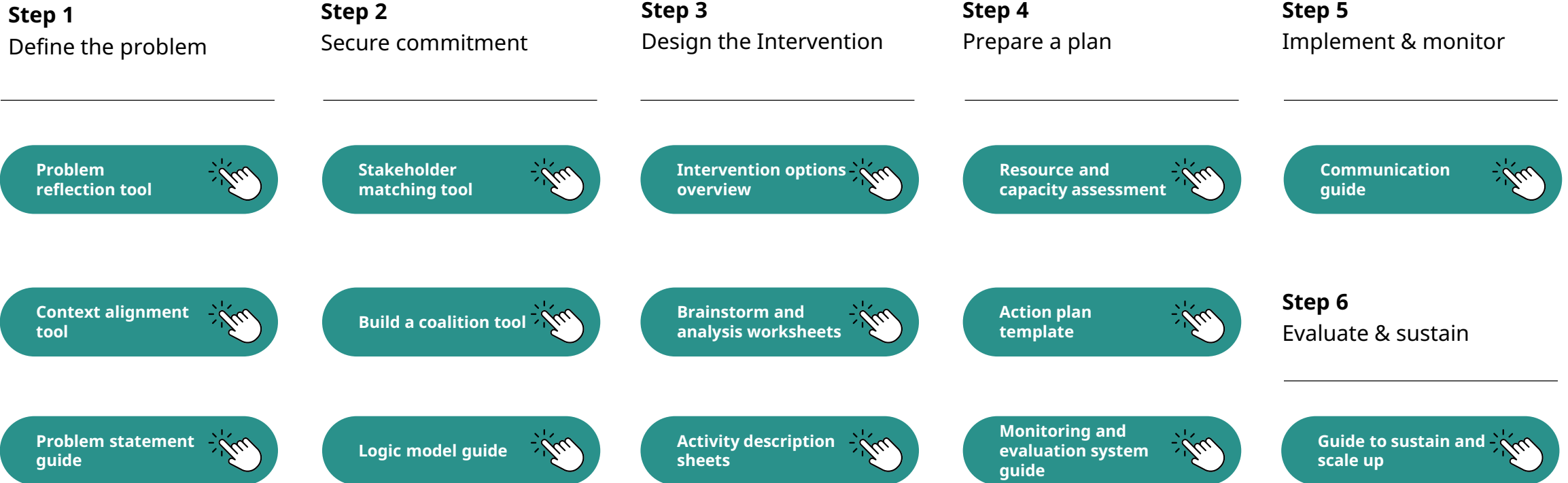


#	Rank stakeholders	Perceived level of trust			
		1	2	3	4
1		1	2	3	4
2		1	2	3	4
3		1	2	3	4
4		1	2	3	4
5		1	2	3	4
6		1	2	3	4
7		1	2	3	4
8		1	2	3	4
9		1	2	3	4
10		1	2	3	4
11		1	2	3	4
12		1	2	3	4

Scale: 1 = low trust  
4 = high trust



# Other tools available from the Urban Diabetes Action Framework



# More information and feedback

Please share your experience of working with this tool so that we can develop and improve our tools to support the development of effective interventions.



Get in touch 

Urban Diabetes Action Framework 

[citieschangingdiabetes.com](https://citieschangingdiabetes.com)







# cities changing diabetes

The Cities Changing Diabetes programme works to map the problem of obesity and type 2 diabetes in cities, share learnings and act as a catalyst for meaningful action, which can help bend the urban diabetes curve.

In partnership, we are calling on every city to ask itself:

*'What will it take to bend the diabetes curve in our city?'*

## 30+

More than 30 partner cities

## 150m+

Representing more than 150 million citizens<sup>1</sup>

1. United Nations, Department of Economic and Social Affairs, Population Division (2014). World Urbanization Prospects: The 2014 Revision.