

# Stakeholder Mapping & Engagement Strategy







**Nadia Nadesan**

[Platoniq]

**Gabrielle Aguilar van Gend**

[Netherlands Institute for Sounds & Vision]

## What we are going to do

-  Go over case studies
-  Overview of Stakeholder Mapping
-  Get into our Groups
-  Map our Stakeholders + Outline our Engagement strategy
-  Feel free to use your worksheets or get creative with the butcher paper
-  Share back on observations including tensions, surprises, and insights



# Case Studies

With Camila

# Nordsaga Museum

A Living Lab for Co-Creating an Inclusive Digital Experience for the Community



REGIONAL HISTORY MUSEUM



Trondheim, Norway

**Problem:** The "Nordsaga Museum" has observed underrepresentation and limited engagement of marginalized groups in its activities and narratives.

**Challenge:** How can the "Nordsaga Museum" co-create an accessible and meaningful digital experience that actively involves marginalized groups in the Trondheim community in the narration and exploration of the history of Trøndelag?

# Creative Roots

A Living Lab for the Future of Local Cultural Heritage



CULTURAL ASSOCIATION



Matera, Italy

**Problem:** "Creative Roots" has observed a progressive decline in interest and participation among younger generations.

**Challenge:** How can "Creative Roots" renew its approach to the valorization of intangible cultural heritage, making it more attractive, interactive, and participatory for young people (18-35 years old), leveraging the opportunities offered by digital technologies and actively involving the local community in the co-creation process?

# Libros Vivos

A Living Lab for the Intergenerational Hybrid Library of the Future



PUBLIC LIBRARY



Valencia, Spain

**Problem:** The library risks operating as a collection of parallel services for different age groups, rather than as a true hub of intergenerational connection.

**Challenge:** How can the "Libros vivos" co-create and implement innovative services, spaces, and activities that actively promote interaction, mutual learning, and joint creation between different generations (young people, adults, and seniors), leveraging both the physical and digital resources of the library?

# Echoes of the Present

A Living Lab for Community-Driven Digital Archiving in Eastern Europe



REGIONAL STATE ARCHIVE



Krakow, Poland

**Problem:** It primarily functions as a repository of historical records, with limited active engagement from the broader community, particularly in the documentation of contemporary life and the sharing of personal narratives.

**Challenge:** How can the archive co-create a digital platform and participatory framework that empowers the community, including underrepresented groups, to contribute their own digital materials and stories related to contemporary social and cultural life, enriching the archival record and fostering a sense of shared memory ownership?

# Creative Common House

A Living Lab for Neighborhood Cultural Revitalization



CULTURAL HUB



Berlin, Germany

**Problem:** It primarily functions as a repository of historical records, with limited active engagement from the broader community, particularly in the documentation of contemporary life and the sharing of personal narratives.

**Challenge:** How can the RSAoM co-create a digital platform and participatory framework that empowers the community, including underrepresented groups, to contribute their own digital materials and stories related to contemporary social and cultural life, enriching the archival record and fostering a sense of shared memory ownership?



# KunstKring Connect

A Living Lab for Digital Engagement and the Local Art Community



CONTEMPORARY ART GALLERY



Utrecht, Netherlands

**Problem:** Despite a solid reputation within the art community, "KunstKring Connect" is experiencing limited digital interaction with its audience and a not always high participation rate in online events and initiatives.

**Challenge:** How can KunstKring Connect co-create an innovative digital strategy and online platform that significantly increases audience engagement (both local and online), promotes greater interaction with artworks and artists, and strengthens the connection with the local art community of Utrecht?

# Tides of Change Museum

A Living Lab for Reimagining Coastal Heritage Through Digital Storytelling: Co-Creating a Youth-Focused Video Game



MUSEUM



County Clare, Ireland

**Problem:** Despite a solid reputation within the art community, "KunstKring Connect" is experiencing limited digital interaction with its audience and a not always high participation rate in online events and initiatives.

**Challenge:** How can KunstKring Connect co-create an innovative digital strategy and online platform that significantly increases audience engagement (both local and online), promotes greater interaction with artworks and artists, and strengthens the connection with the local art community of Utrecht?

# Stakeholder mapping is a visual method to

- Identify the key people and groups connected to your project
- Understand their **roles, influence, and relationships**
- Spot who holds power or who is most impacted
- Prioritize **who to engage with — and how**



# Why Stakeholder Mapping?

Ensures your process is *participatory*

Helps you involve the *best people at the right time*

Lays the groundwork for a **stronger, more inclusive business model**



## 3 Part Stakeholder Mapping

The stakeholder mapping exercise aims to help you practice answering the following questions:



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**How will you  
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**How will they  
benefit? What  
relationships will  
your nurture for  
the future of your  
project?**

# Part 1: Who is a Stakeholder?

A **stakeholder** is anyone who may be **influenced** by the CHO's practices and participatory activities — whether **directly or indirectly**, **positively or negatively**.

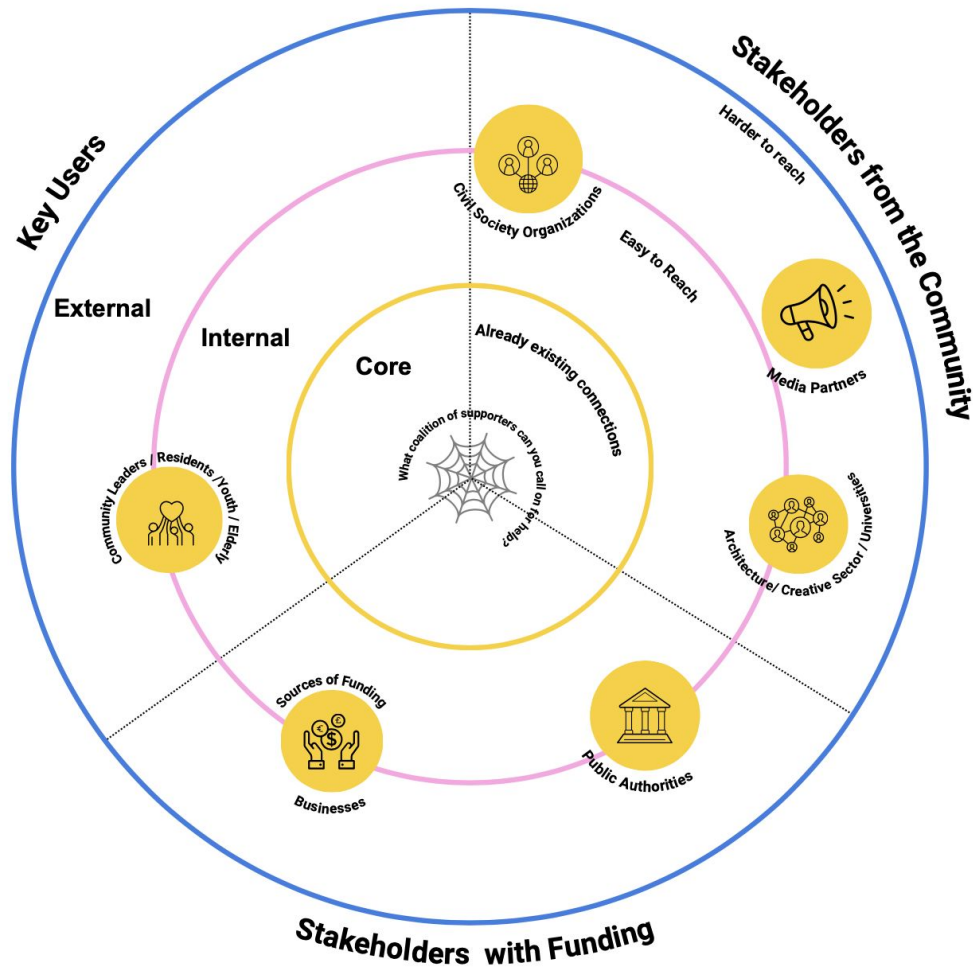
This includes people who may not take part in decision-making, but who are still affected by the outcomes — like the broader public.

## By sector:

-  Government (local, regional, national)
-  Private sector (for-profit companies)
-  Civic sector (non-profits, NGOs, community orgs)
-  Citizens / society at large



# Part 1: Who is a Stakeholder?



## Part 2: Outline Engagement

- Helps **clarify how to effectively engage** different groups.
- **Surfaces the dynamics** between your initiative and stakeholders.
- Identifies value mismatches and partnership opportunities.
- Fosters strategic stakeholder management and long-term relationships.



# Engagement Strategy

Strategy	Definition
<b>Inform</b>	Share updates, activities, and decisions. Use newsletters, reports, and announcements.
<b>Consult</b>	Gather feedback to refine the programme and integrate stakeholder perspectives via surveys, focus groups, open forums.
<b>Co-create</b>	Actively involve stakeholders in shaping outcomes—invite to workshops, co-design sessions, and decision-making discussions.
<b>Co-own</b>	Share accountability and long-term responsibility through advisory boards or governance roles.

## Part 3: Aiming for Impact

The final part of this mapping exercise helps you reflect on **how different stakeholders are engaged** across a project or programme not just in terms of what they do, but also:

- What they **receive**
- How they **benefit**
- Whether **long-term relationships** are being nurtured

# Presenting Your Case

1. For this exercise, use your case studies to imagine 3–5 stakeholders. Describe each stakeholder throughout every stage of the mapping process.
2. We will have the last 15 minutes for each group to present their mapping, lessons learned, and insights.



## Use the Tools That Work for You

You're free to use the printed worksheets provided —  
**or** go big and bold by creating your own version on the large paper!



Mix and match



Make it visual



Adapt it to fit your team's style

The important thing is to capture your thinking in a way that works for **you**.



# It's Not One-and-Done!

Stakeholder mapping is **iterative**  
– come back to it often.

New people may emerge as your  
project evolves. Update your  
map regularly!



# Questions?





We're going to work in groups so let's set up our space!