



Stakeholder and Gender Analysis

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Purpose

This session will

- ❖ Explain the need for stakeholder analysis;
- ❖ Present the steps of the process;
- ❖ Identify a tool to facilitate the analysis;
- ❖ Underline the need for a gender analysis at all stages.

Stakeholders: what they are and why they matter

➤ What is a stakeholder?

- A person, group, partner organization inside or outside the organization which could **benefit** or otherwise **be affected** by the project/program.

➤ Why do stakeholders matter?

- In RBM you develop desired outcomes and other aspects considering all stakeholders and ideally in dialogue with stakeholders in order to **develop meaningful plans** and design effective processes.
- In order to collect relevant information, stakeholder analysis is an operational component of RBM.

The eight steps of a stakeholder analysis

- Step 1: **Planning** the Process: To maximize effectiveness and efficiency, it is vital to **coordinate planning** of its stakeholder analyses to make sure all members of the organization are able to identify and gather the information they require.
- Step 2: Defining the Mission and Purpose **Statements**: This step in conducting a stakeholder analysis is to define the purpose of the analysis, identify the potential users of the information, and devise a plan for using the information through **sharing and comparing** information
- Step 3: **Identifying** Key Stakeholders: Develop a list of all possible stakeholders; determine if they are **primary or secondary** stakeholders :
- Step 4: Adapting the **Tools**:
- Step 5: **Collecting** and Recording the Information
- Step 6: Filling in the Stakeholder **Table**
- Step 7: **Analyzing** the Stakeholder Table
- Step 8: **Using** the Information

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- Step 3: **Identifying** Key Stakeholders: Develop a list of all possible stakeholders; determine if they are **primary or secondary** stakeholders :
- Step 4: Adapting the **Tools: Information** (data or qualitative knowledge) on stakeholders is the main objective of the analysis, so it is vital for tools be adjusted to these needs.

The eight steps of a stakeholder analysis (continued)

- Step 5: **Collecting** and Recording the Information: Establish the **logistics**: set appointments; face-to-face interview, Skype, Zoom?; make sure you are meeting the right person.
- Step 6: Filling in the Stakeholder **Table**: This step's objective is to **summarize** with precision and accuracy the notes from the interviews to be inserted in the stakeholder analysis matrix (next slide).
- Step 7: **Analyzing** the Stakeholder Table: The analysis should focus on comparing information and **developing conclusions** about the stakeholders' relative importance, knowledge, interests, positions, and possible allies regarding the sector and interventions.
- Step 8: **Using** the Information: Stakeholder analysis has the potential to be useful in many ways: expanding the organizations's **network**; create a critical mass of **support and leverage** during negotiations; enhance **credibility** among less supportive stakeholders; increase the chances of **outcomes** of implemented interventions; create a solid base for **planning** of new interventions and their outcomes; serve as a database for an **evaluation**.

Example of a stakeholder analysis matrix

Stakeholder Name	Contact Person <i>Phone, Email, Website, Address</i>	Impact <i>How much does the project impact them? (Low, Medium, High)</i>	Influence <i>How much influence do they have over the project? (Low, Medium, High)</i>	What is important to the stakeholder?	How could the stakeholder contribute to the project?	How could the stakeholder block the project?	Strategy for engaging the stakeholder

Why Talk About “Gender” In Organizations?

- Organizations, including Government Ministries and research institutes, are NOT gender-neutral entities.
- Gender issues are sometimes **visible** and sometimes **invisible**.
- Gender equality isn't only an important issue for women.
- Workplace gender equality is directly related to overall economic performance:
 - better national economic growth
 - increased productivity
 - increased inflow of highly qualified employees
 - better overall organizational performance
- Gender equality is relevant inside the organization and in the services/activities.

Gender Analysis Practice

- Gender analysis is about asking questions and gathering information.
- We respond to those questions in our project design, implementation, monitoring and evaluating.
- Possible questions:
 - What is the issue I am working on?
 - How do women experience this issue? How do men experience this issue?
 - What knowledge do women have on this subject? How do they engage with this issue?
 - What knowledge do men have on this subject? How do they engage in this issue?

Best Practices: Sex-disaggregated Data

Sex-disaggregated data: data collected from participants, stakeholders, employees, etc.

Disaggregate by multiple identity factors: gender, age, geography, etc.

This practice creates higher quality data and helps us with a gender analysis.

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