

**Stakeholder Analysis Matrix<sup>1</sup>**

Program issue: \_\_\_\_\_

Proposed activity: \_\_\_\_\_

Date: \_\_\_\_\_

<b>Name of stakeholder organization, group, or individual</b> National, regional, or local?	<b>Stakeholder description</b> Primary purpose, affiliation, funding	<b>Potential role in the issue or activity</b> Vested interest in the activity	<b>Level of knowledge of the issue</b> Specific areas of expertise	<b>Level of commitment</b> Support or oppose the activity, to what extent, and why?	<b>Available resources</b> Staff, volunteers, money, technology, information, influence	<b>Constraints</b> Limitations: need funds to participate, lack of personnel, political or other barriers
Government sector						
Political sector						
Commercial sector						

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Non-governmental sector						
Other civil society target audiences						
International donors						

<sup>1</sup> Adapted from Brinkerhoff, D. and B. Crosby, *Managing Policy Reform: Concepts and Tools for Decision-makers in Developing and Transitioning Countries*, Kumarian Press, CT, 2002 and POLICY, *Networking for Policy Change: An Advocacy Training Manual*, 1999.



UiO : University of Oslo

