How to undertake a successful stakeholder mapping exercise?

Identifying and mapping stakeholders can give insight into potential influences of individuals, existing dependencies, networks, relationships and potential future collaborations.
Further cooperation possibilities (with those in support of the project) and potential conflict management (with those who oppose the project) can be identified.

Guiding questions for a wind project stakeholder mapping exercise are:

- Who are the relevant stakeholders* surrounding the project? (-> Establish a list for each project) How do stakeholders interact between one another?
- What drives stakeholders? (Refer to socio-economic context and add individual components, such as issues, emotions, interests, objectives, values, preferences, trust.)

Summary of key stakeholders:

Onshore Wind Industry	Political decision-makers (regional, national, EU level)	Citizens / Local residents	NGOs / Social groups	Cooperatives	Local businesses	Land managers	Community councils
Local development trust	Housing associations	Other existing community groups	Local environmental bodies	Local Chamber of Commerce	Energy suppliers	Financiers	Grid operators

The identification of stakeholders is a cyclic process – by exchange with one group you can identify further stakeholders, until you reach a near-complete picture.

Once appropriate contacts have been identified, these stakeholders can be invited to form a contact group or "community liaison group" to take forward further discussions, or any other appropriate method of working together can be developed.

Challenge & Debate: How can the most representable group be identified? What can be done when there is no community body present?
Further reading: The ESTEEM-Tool can help with more detailed stakeholder analysis.

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