



***Step 2: Identify and Get to Know
Your Stakeholders***

Chile 2013

Which perspectives should be involved in your project?

You can use a **situation assessment** to understand:

- Who might be impacted
- Who should be involved
- What concerns they bring to the table



How do I do a situation assessment?

- **Phase 1:** Internal Assessment (Step 1 of the Guide)
- **Phase 2:** External Assessment (Identifying a broad range of stakeholders)



How do I identify the full range of stakeholders?

- Interviews-move from the known to the unknown
- Asset mapping- a good brainstorming technique
- Other ideas?
- Organized stakeholders vs. grassroots stakeholders: both are important



Who is the public?

Some groups to consider....

- Youth
- Religious Community
- Formal Schools
- Mass Media
- Political Community
- NGOs and other groups with specific interests
- Indigenous Peoples
- Private Sector
- Civil Society Community
- Professional Associations

What kinds of questions should I ask?

- How do you view the current situation?
- Who is affected?
- How would you like to be involved?
- What's next?

Building relationships is key!

You can't shake hands with a clenched fist.

—Gandhi



Why do a situation assessment?

- Clarify the problem or opportunity to be addressed and the decision to be made
- Define approach to public participation
- Identify stakeholders and their concerns
- Reveal information gaps or misunderstandings early
- Identify potential constraints on the process
- Surface issues that will need to be considered in the decision process

Is this often done in Chile? Why or why not?

What does a situation assessment tell you?

1. Key stakeholder voices that must be engaged for a credible process
2. Main stakeholder concerns, issues, and interests
3. Specific opportunities where public input can help to shape the decision
4. Any issues or constraints that may affect public participation

What can I do with the results of a situation assessment?

- Determine the appropriate level of public participation (Step 3 of the Guide)
- Recommend a design or plan for a public participation process.

Where to Look on the Guide

- Public Participation Situation Assessments
- Public Participation Process Design, Step 2: Identify and Get to Know Your Stakeholders

