



European Funds – 6billion
campaign
1st Webinar

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Developing a strategy- the first steps

Stakeholder analysis
Challenges Tree

Stakeholder analysis

- a person or group of people who have an interest in the cycling strategy
- interest in the projects to be designed.
- a technique to identify and assess their interests and potential
- will significantly influence the success of the strategy and its projects
- Useful to develop advocacy campaigns

Step to do it

Step 1: List all stakeholders

Step 2: Put them into categories:

- I. target groups
- II. Institutions
- III. Other

Further guidance:

<https://wiki.ict.op.ac.nz/CAH.Stakeholder-Analysis-in-the-Rouleur-Project.ashx>

Stakeholder analysis – example

	Institutions		Potential target groups			Others
STAKE-HOLDER						
Issues						
Interests						
Potential						
Interaction						
Other's action						

Stakeholder analysis example

Criteria	Example: Local authorities
Issues: what are key problems for this group?	Has some responsibility to ensure safety of community Want to promote healthier lifestyles
Interests: what motivates them?	Wants to ensure safer community Generate economy of region Be popular!
Potential: how they can contribute to the issues identified?	Knowledge of the local situation & power relations Has strategies and expertise in range of sectors
Interaction, how can the team relate to this group?	Through monthly local council meetings Requesting visits

Stakeholder analysis example

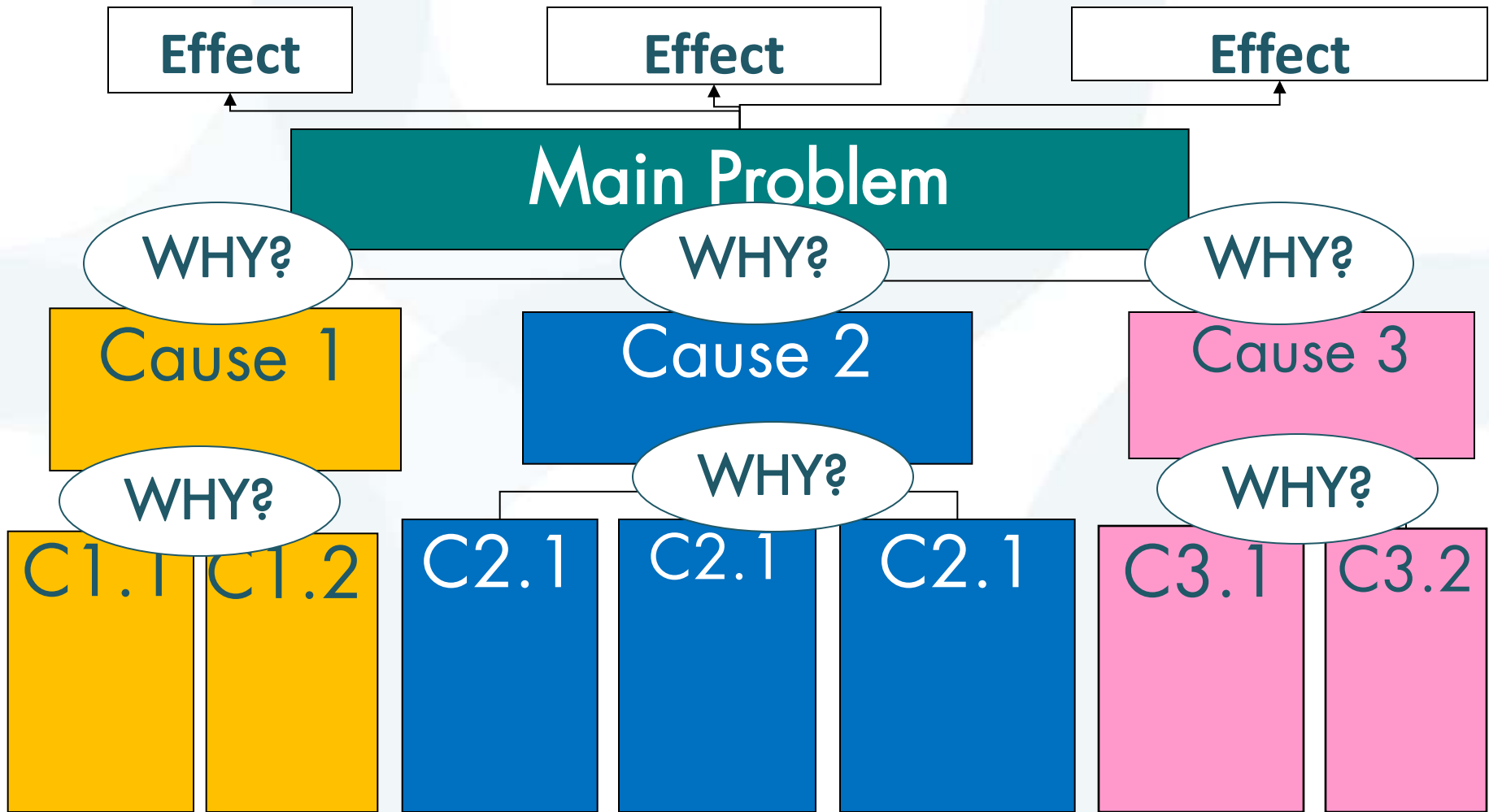
Criteria	Example: School children
Issues: what are key problems for this group?	Vulnerable to obesity Want to cycle to school or to sports facilities Family holidays
Interests: what motivates them?	Wants to ensure safer community Generate economy of region Be popular!
Potential: how they can contribute to the issues identified?	Hold huge influence over family decisions.
Interaction, how can the team relate to this group?	Through school and youth centre visits Facebook Holding special events

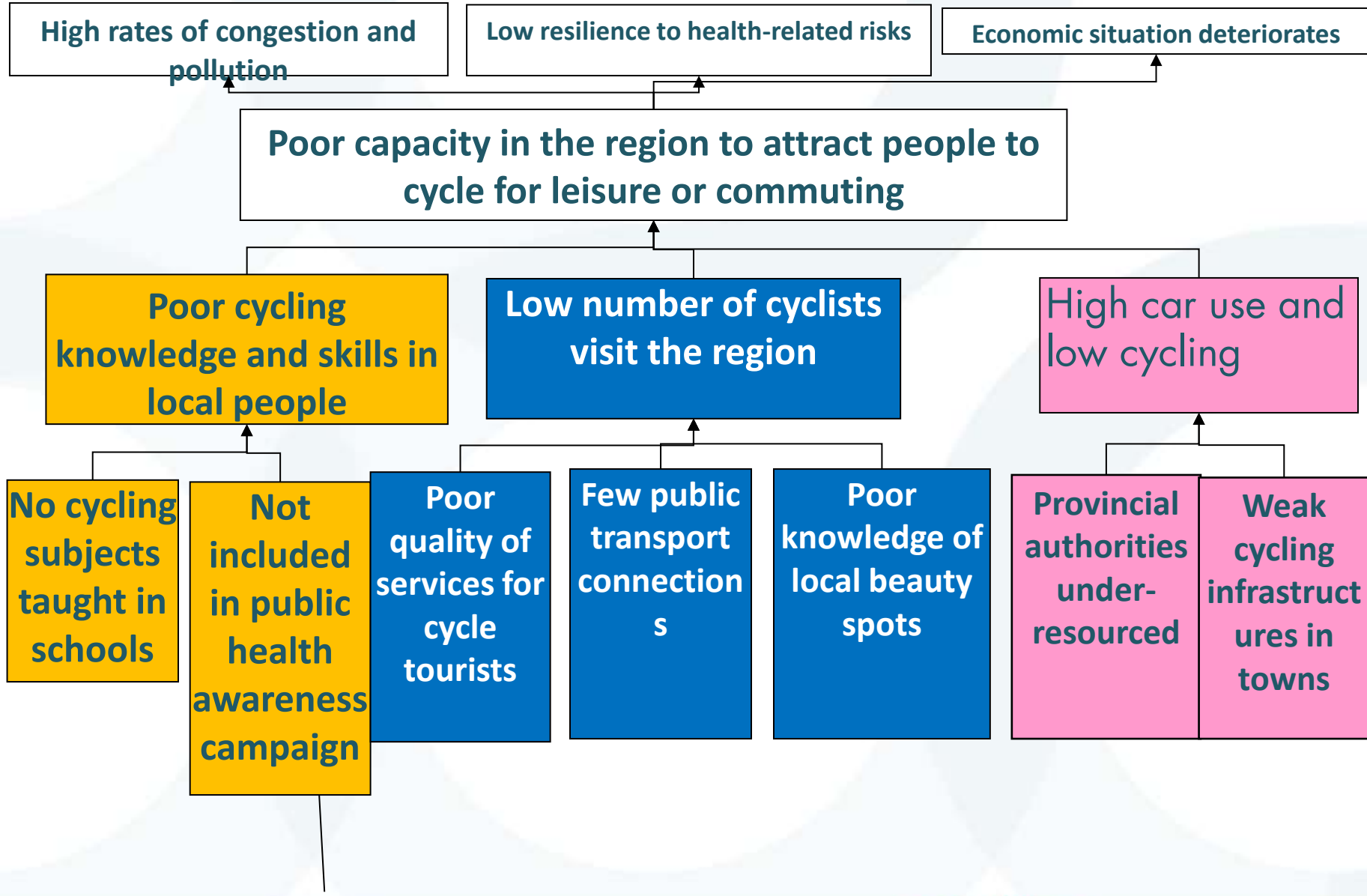
Why-Why Tree

- an uncomfortable or negative situation that is difficult to cope with
- Problem analysis is thoroughly studying one or more problems, identifying their causes, and deciding whether and how to tackle them.

Steps to do it

- **Step 1:** Discuss in a group the various issues that have been identified
- **Step 2:** Identify and agree on the core problem(s) to be addressed.
- **Step 3:** Identify and analyse the causes and effects of the core problem(s). Involves repeatedly asking the question “why does this problem





Further support...

<http://www.ecf.com/advocary/eu-funding-2/>

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Next webinars:

2nd August

2nd-3rd September