Stakeholder Mapping Canvas

Participatory Tool for Community Project Design

Purpose of this tool

This canvas guides you through a structured, visual process for identifying and mapping the key people, groups, and organisations relevant to your community facilitation project. Use it collaboratively — with community members where possible.

How to use this document

This template is designed to be filled in directly — on screen or printed. Fields marked with a dotted underline are for your input. Sections in blue boxes are guidance or instructions. You can adapt the language to fit your local context.

Step 1 – Name Your Project Context

Before mapping stakeholders, ground yourself in the project you are designing.

Project or initiative name:

Community / location:

Core issue or opportunity this project addresses:

Your role in this process:

Step 2 – Identify Your Stakeholders

Who counts as a stakeholder?

Anyone who: (a) is affected by the issue you are working on, (b) has influence over outcomes, or (c) has resources, knowledge, or relationships that matter. Cast a wide net — you can narrow down later.

Brainstorm all possible stakeholders below. Don't filter yet — include unexpected voices.

Youth & young people	Local organisations	Institutions & authorities	Informal groups & individuals

Step 3 – Map Influence and Interest

For each key stakeholder (or group), assess where they sit on two dimensions: How much do they influence this project? How much does this project matter to them?

The Four Quadrants

	← Low Interest High Interest →	
↑ HighInfluence↓ Low	**MANAGE CLOSELY** High influence, high interest. Core partners and allies. Involve deeply.	**KEEP INFORMED** High influence, lower interest. Keep on board. Don't overload.
	ENGAGE & LISTEN Lower influence, high interest. Often under-heard. Invest time here.	**MONITOR** Lower influence, lower interest. Stay aware. May become relevant later.

Step 4 – Who Is Missing?

The most important question in participatory mapping. Which voices are not yet represented? Why might they be absent? How could they be invited in?

Who is missing?	Why might they be absent?	How could we invite them?

Step 5 – Facilitator's Reflection

Complete this section after using the canvas with your community — or after your initial solo mapping.

What surprised me most about this mapping?

Which relationship do I most need to invest in?

What is one step I will take in the next two weeks based on this map?

This publication was co-funded by the European Union. Its contents are the sole responsibility of the author and do not necessarily reflect the views of the European Union.