

## Tool 3B.

### Stakeholder analysis and engagement assessment matrix

#### How to use this tool

- Identifying and engaging the right stakeholders is critical for synergized programming. The two matrices below can help to categorize who the key stakeholders are, how they currently influence the context for synergized programming and how to engage with them in the future.
- The cross-sectoral nature of synergized programming means that the stakeholder analysis and engagement should be done for both the WASH and the Nutrition sectors at UNICEF and in relevant government ministries
- Once completed and validated, there should be regular follow-up and updating of the matrices (appoint a person or group to do this)

### Stakeholder Analysis and Prioritization

To have a successfully synergized WASH and Nutrition program, pay due attention to the persons and entities which may affect or be affected by the program. The stakeholder analysis tool, in Table 3.1 below, is used to identify and prioritize the stakeholders based on their level of importance, power, expectations and interest in the program. The stakeholder analysis tool should be used internally by UNICEF and externally in national and subnational coordination platforms in the proposed intervention areas during the formative stage of WASH and nutrition programming. The results from the analysis will aid in ensuring that the right people are identified and engaged early in the program, thereby promoting the achievement of positive outcomes.

Table 3.1. Stakeholder analysis tool

Stakeholder Name, Category and Role	Level of Importance (Low, Medium or High)	Current Support (Low, Medium or High)	Expected Input from Stakeholder	Stakeholder Interest	How Stakeholder Can Support WASH and Nutrition Programming	How to Strategically Engage the Stakeholder
<b>Upstream</b>						
<b>Downstream</b>						

## Stakeholder engagement assessment matrix

Once the stakeholders have been identified and prioritized, there should be a continuous assessment of their engagement in synergized WASH and Nutrition programming. This can be achieved by periodically using the stakeholder engagement assessment matrix in Table 3.2 below to establish their level of engagement with the program. The following are the possible levels of engagement in a given program.

1. **Unaware.** The stakeholder is not aware of synergized WASH and Nutrition programming and its impact.
2. **Reluctant.** The stakeholder is aware of synergized WASH and Nutrition programming and its impact but is reluctant to change.
3. **Neutral.** The stakeholder is aware of synergized WASH and Nutrition programming and its impact but is neither opposed to nor supportive of change.
4. **Supportive.** The stakeholder is aware of synergized WASH and Nutrition programming and its impact and is supportive of change.
5. **Leading.** The stakeholder is aware of the program and its impact and actively promotes it.

It is the ultimate aim of the program to ensure that all stakeholders fall into either the supportive level or the leading level of engagement. Therefore, appropriate strategies and follow-up mechanisms should be employed to enable stakeholders to reach the desired levels of engagement.

Table 3.2. Stakeholder engagement assessment matrix

Stakeholder	Unaware	Reluctant	Neutral	Supportive	Leading