



How to monitor and assess the level of engagement of stakeholders in MAPs' activities?

Through the '[Stakeholder engagement assessment matrix](#)' SHERPA MAPs can see the effectiveness of stakeholder engagement activities throughout the life cycle and also identify gaps between the current and desired level of engagement in order to take actions and close these gaps.

How to read the Stakeholder engagement assessment matrix?

1
Every stakeholder falls into 1 of the following 5 categories:

1. **Unaware**: does not know about the project or its potential impacts on them
2. **Resistant**: aware of the project and its impacts, but not in support of it
3. **Neutral**: aware of the project, not resistant or supportive of it
4. **Supportive**: aware of the project, and supports it and its potential impacts
5. **Leading**: aware of the project and of its potential impacts, and actively ensuring its success.

If a stakeholder is in the 'neutral' category but should move into the 'supportive' category, this process can be actively tracked until the current status and the desired status are in the same column.

2

Each stakeholder are classified into their **current status (C)**, and their **desired status (D)**

Often, stakeholders start in the 'unaware' or 'resistant' categories but must be moved into the 'neutral' or 'supportive' categories

These difficult situations require active management

Tips when filling the matrix:

- The stakeholders can be identified by name or role.
- Key individuals should probably be listed individually.
- Less critical or large groups, like 'potential multipliers', may be listed as a group.
- Use the [Stakeholder register](#) to identify who should be listed and use the results to update the register.

See tools here

