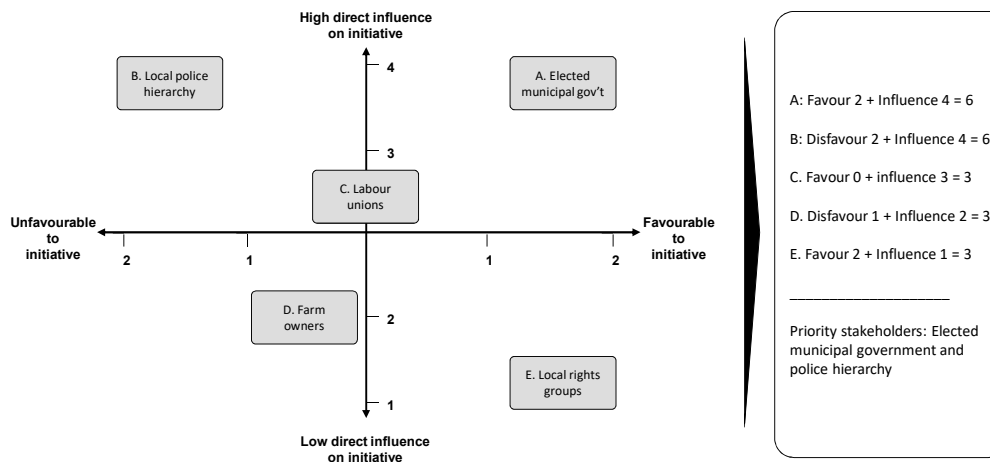


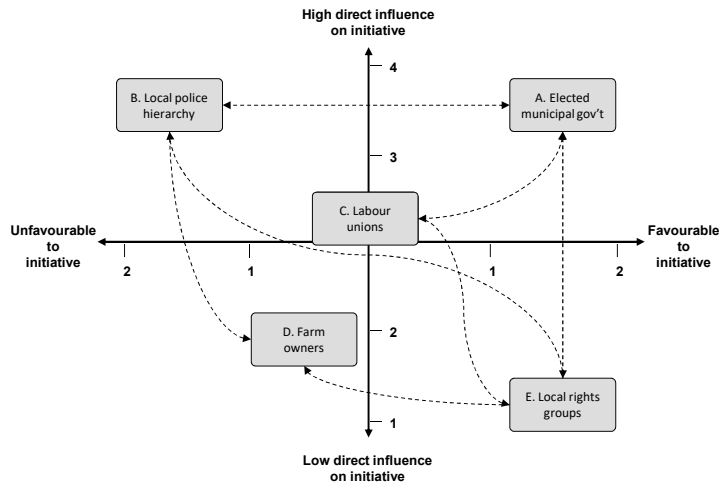
Key Actor/Mobilizer Mapping Purpose

- When designing and implementing a project within a conflict-affected context, it's important to identify the local stakeholders with influence on your activities, and the conflict, and how favorable or unfavorable they may be to your activities.
- If your design isn't engaging those with actual influence, or not addressing those who might actively work to undermine your efforts, then your activities may be ineffective, or do harm.
- The key stakeholder/mobilizer mapping helps to answer the questions:
 - Which actors do we need to engage in order to succeed?
 - Which are the key mobilizers – for better or for worse?
- **Strengths:** bring together knowledge; good to track change over time; an easy way to present who the most significant parties are and why
- **Risks:** Sensitive process to carry out and produce; Biased if not carried out with different groups; Limiting if not repeated over time

Step 1: Have group identify and then place each stakeholder/group in the appropriate quadrant (and place within the quadrant) depending on its level of direct influence on the initiative (y axis) and whether it is favorable or unfavorable to the initiative (x axis).



Step 2. Next, draw arrows to show which groups have direct communication with other groups.
Step 3. Add up the X and Y axes numbers, and then add the number of arrows coming into or out of each group.
 Those with the highest numbers are your priority stakeholders.



When we add communication with other actors to the original sum of influence, the prioritisation can change:

A: $6 + 3 = 9$

B: $6 + 3 = 9$

E: $3 + 4 = 7$

C: $3 + 2 = 5$

D: $3 + 2 = 5$

Priority stakeholders:
 Elected municipal government, police hierarchy, local rights groups

Channel Research

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EXAMPLE OF A KEY ACTOR MAP

