



LASER PULSE encourages researchers and practitioners to collaboratively identify key stakeholders to inform, consult or engage throughout their project using a Stakeholder Map and Stakeholder Engagement Plan. Photo courtesy of Purdue University

## Embedded Research Translation Stakeholder Analysis

### WHAT IS EMBEDDED RESEARCH TRANSLATION?

LASER PULSE defines *Embedded Research Translation* as an iterative codesign process among academics, practitioners and other stakeholders in which research is intentionally applied to a development challenge. Core to this approach to translation are four pillars: **partnership**, **process**, **product**, and **dissemination** (see image below). Additional information on the Embedded Research Translation model can be found on the [LASER PULSE website](#).



Four pillars of Embedded Research Translation

### WHY INCLUDE STAKEHOLDERS IN EMBEDDED RESEARCH TRANSLATION?

A key component of LASER PULSE's Embedded Research Translation model is the collaboration of researchers and practitioners in development research projects. Involving stakeholders in all phases of a research project results in translated products that are custom designed for the development challenge and to the needs of the users of the product(s).

By ensuring stakeholder involvement and buy-in from the start of the project, the translated products are more likely to be adopted and applied by these key actors, enabling greater uptake and broader impact than researchers and their translation partners would be able to achieve on their own. A thorough stakeholder analysis will assist project teams to identify key influential stakeholders through stakeholder mapping, and to plan how to engage with stakeholders throughout the research project.

## WHO ARE STAKEHOLDERS?

Stakeholders include community-based organizations, nonprofits, government entities or private-sector enterprises that should be informed, consulted or engaged throughout the research project. They are not direct members of the project team, yet they have valuable insights to contribute to the project and have a major role in the wider application of the research findings and research translation product(s).

Project teams should carefully identify and consider the needs and perspectives of a wide range of stakeholders to ensure that the research translation products are applicable beyond the partners directly involved in the project, and to ensure that they ultimately lead to greater impact. Consider specifically targeting two to three key stakeholders throughout your project for more active involvement and toward tailoring final materials.

## HOW TO INVOLVE STAKEHOLDERS IN EMBEDDED RESEARCH TRANSLATION

LASER PULSE has developed two stakeholder analysis tools, a Stakeholder Map and a Stakeholder Engagement Plan, that provide the basis for how to identify key stakeholders in your project area and involve them meaningfully in the research project. These tools should be used at the beginning of the research project and updated throughout the research process.

Download a template of the [Stakeholder Map](#) and [Stakeholder Engagement Plan](#). Then edit it and fill it in with your research team.

Use the following questions to guide discussions between research team members as you conduct the stakeholder analysis:

### WHO?

- Whose voice can improve the implementation of policy or practice?
- Which actors, organizations or institutions should know about this research?
- Who is directly implicated in the research translation products?
- Who can enhance the use of research translation products to address development challenges?
- Who can influence the application and generation of impact from the research?
- Are the perspectives and knowledge of typically marginalized populations included? *E.g., women, youth, minorities.*

### WHERE?

- Through which local contexts could collaborations be formed? *E.g., in community groups, regions, professional networks.*
- What levels would be the most effective for scaling up the translated products? *E.g., community level, national level, international level.*
- Within the organizations identified, which individuals would it be most effective to have consistent contact with over the length of the entire project? *E.g., the president of an organization might be the most effective contact to motivate a group, but in a different organization it could be a technical advisor.*

### WHEN?

- How can you involve stakeholders throughout the initiative, not just during end-of-grant dissemination?
- Are there certain times of the year when stakeholders may be more or less available and interested in engaging with your team? *E.g., national holidays, seasonal variabilities, elections or political cycles, and annual events such as conferences.*
- When during the project cycle could you collaborate directly with stakeholders? *E.g., developing research questions, collecting data, designing products, implementing dissemination activities.*

## TOOL ADAPTED FROM:

CRS. 2015. *ProPack I: The CRS Project Package; Project Design Guidance for CRS Project and Program Managers*. Baltimore: Catholic Relief Services.

ODI RAPID. 2020. [The Alignment, Interest and Influence Matrix \(AIIM\)](#).

OXFAM. 2008. [Quick Guide to Power Analysis](#).

Tools4Dev. n.d. [Stakeholder Analysis Matrix Template](#).

## TOOL 1: STAKEHOLDER MAP

LASER PULSE encourages researchers and practitioners to collaboratively identify potential key stakeholders for their research project through stakeholder mapping (see example Stakeholder Map below). These initial discussions should take place in a formal workshop or virtual

brainstorming session, and should be updated as connections are made throughout the research translation process and if the project receives recommendations from other stakeholders. Note that while there may be a wide range of stakeholders that a project should consult, not all of them will have the

same levels of knowledge, impact, influence and interest in engaging with the team. The Stakeholder Map is a tool to determine the level of engagement that will be required of each stakeholder by identifying their levels of knowledge, impact, influence and interest in the research project.

Stakeholder institution name	Contact person and contact details	Knowledge How much does the stakeholder know about the research topic? What is their area of expertise? <b>Low   Medium   High</b>	Impact How much does the research project or translation product impact and/or benefit them? <b>Low   Medium   High</b>	Influence How much influence will they have on generating impact from the research translation products? <b>Low   Medium   High</b>	Interest How much interest do they have in participating? <b>Low   Medium   High</b>	Engagement level Based on impact, influence and interest, decide on the level of engagement: <ul style="list-style-type: none"> <li>• <b>Informed</b> = Communicate plans and decisions early and often</li> <li>• <b>Consulted</b> = Solicit for input on decisions</li> <li>• <b>Active</b> = Must actively participate and have a vote in decision-making</li> </ul>
<i>E.g., Youth group</i>	<i>E.g., Mary email@email.org 123-456-7890</i>	<i>E.g., High; Extensive knowledge of agricultural market and agricultural methods</i>	<i>E.g., High; They could be the end users of the technology developed</i>	<i>E.g., High; If they do not use the new technology, then there will not be an impact</i>	<i>E.g., Low; They are hesitant to work with researchers</i>	<i>E.g., Active</i>



## TOOL 2: STAKEHOLDER ENGAGEMENT PLAN

After completing the Stakeholder Map and identifying the relevant stakeholders for a project, LASER PULSE encourages the team to develop a plan for engaging with these key actors. The Stakeholder Engagement Plan (see example below)

should be filled out in discussions between the researchers and practitioners on the team to capture when, who and how to inform, consult or engage the stakeholders identified in the mapping activity above. Note that each phase of the project

will have different engagement needs, and this template will outline a plan to reflect the changing needs. Each project team will have different needs and may decide on the best time to involve stakeholders.

Stakeholder name	Contact person and contact details	How should these stakeholders be engaged?	When will these stakeholders be engaged?	What are the planned outcomes or deliverables from the activity?
<p><b>Stakeholders to inform</b></p>				
<p><b>Stakeholders to consult</b></p>				
<p><b>Stakeholders to actively engage</b></p>				
<i>E.g., Youth group</i>	<i>E.g., Mary email@email.org</i>	<i>E.g., The research team will engage at regular intervals with the youth group through workshops to explain the research and technology to be developed and to be able to tailor it to their needs. It is important to be transparent about the research to build trust.</i>	<ul style="list-style-type: none"> <li><i>E.g.:</i> <i>Focus group interviews 07/01/2021</i></li> <li><i>Feedback workshop 08/15/2021</i></li> <li><i>Prototype workshop 12/1/2021</i></li> <li><i>Training workshop 05/1/2022</i></li> </ul>	<i>E.g., The interviews will identify the priorities of the youth group. The series of workshops will contribute to the codesign of the technology, testing the prototype, and preparing the youth to be able to champion it in their communities.</i>

