

IPA- EU SUPPORT TO THE COORDINATION AND IMPLEMENTATION OF BOSNIA AND HERZEGOVINA'S NATIONAL YOUTH POLICY



SEMINAR "YOUTH POLICY INTERACTIVE STAKEHOLDERS MAPPING"

**WHAT IS THE ROLE OF THE STAKEHOLDERS IN
RELATION TO THE 8 FIELDS OF ACTION WITHIN THE
EU YOUTH STRATEGY"**

BANJALUKA, 14 NOVEMBER 2012.



YOUTH POLICY




SEMINAR III AND IV - TOPICS



- 1. Youth Policy Interactive Stakeholders Mapping** and their role to the eight fields of action within the EU youth strategy;
- 2. Strengthening of interactive inter-institutional capacity of the CCYI** and communication channels with stakeholders under here the open method of coordination used as a tool;

DEFINITION OF THE STAKEHOLDER



 stakeholder – any institution / organization / party that has an interest in the success and ongoing operation of an organization / initiative / programme / movement



LET'S IDENTIFY THE STAKEHOLDERS



- Our stakeholder is anyone who:
 - has a political OR economic stake in the proposed policy
 - has an administrative role in the proposed policy
 - will be harmed by the proposed policy
 - will benefit from the proposed policy
 - has taken a public stand on the proposed policy

LET'S DEFINE OUR STAKEHOLDERS...



We need to answer the following Qs:

1. Who are our potential stakeholders?
2. Do we all share common interest?
3. Whether and – if so – different perceptions may jeopardize joint core understanding of the common benefit?



NOW, WE ARE GOING TO...



- **List** all your stakeholders.
- **Map** stakeholders by their degree of interest, power and support.
- **Analyze** stakeholders by their influence and your relationship to them.



STAKEHOLDER RELEVANCE MATRIX



Power	Level of interest	
	Low	High
	Low	A) minimal effort
High	C) Keep them satisfied	D) Key players!



HOW TO ACHIEVE AND MAINTAIN DIALOGUE WITH STAKEHOLDERS?



- A Multi-Stakeholder Dialogue (MSD) aims to bring relevant stakeholders or those who have a ‘stake’ in a given issue or decision, into contact with one another (Felix Dodds)
- context, stakeholders, issues, participants and objectives will determine the design of the dialogue,
- Dialogue with stakeholders is not happening on its own – **THIS HAS TO BE MANAGED PROCESS**

CCYI IS MANAGING THE DIALOGUE... HOW DO WE DO IT?



Group task:

- Each group to come out with the elements for the communication strategy with identified stakeholder group (see Matrix: A, B, C, D).

REVIEW OF THE IDENTIFIED STAKEHOLDERS AND...



- Let's review the identified stakeholders and check relevance of the matrix
- CCYI activities in relation to different types of stakeholders
- Multi – stakeholder dialogue principles

THE END OF A LONG DAY



- Thank you for your patience and participation.