Generating a List of Stakeholders

Developing a list of stakeholders should occur to help identify the target audiences for an engagement project. Stakeholders refer to any person or group who have or feel they have an interest in an issue or decision, or who can affect or be affected by an issue or decision. The table below is intended to help identify all stakeholders.

From the beginning of the planning process, engagement projects should be designed to ensure all people impacted by an issue are included, including taking steps to ensure the engagement activity is inclusive for women, non-binary or trans individuals, persons with disabilities and minority populations. The Department of Municipal and Community Affairs (MCE), Community Engagement Branch, can help you work through this assessment.

Categories	List of Stakeholders
Groups that may be affected by an issue	
Groups that may care or have concerns about an issue	
Groups that have expertise that would be helpful to inform an issue	
Advocates of an issue	
Adversaries of an issue	
Groups who have a needed perspective on an issue, but who may be challenging to reach through typical engagement methods	

Once your list is generated, we encourage you to move on to the stakeholder mapping template or the stakeholder assessment tool to help identify interests and determine the best way to engage each category or sub-category.

Newfoundland & Labrador