

## Annex 6: Identifying allies and opponents

**Aim:** To present findings from stakeholder analysis in diagram form in order to see who your allies and opponents are.

Stakeholders with high power, and interests aligned with the issue, are actors it is important to fully engage and bring on board. If trying to create policy change, these people are the targets of any campaign. At the very top of the 'power' list will be the 'decision-makers', usually members of the government. Beneath these are people whose opinion matters - the 'opinion leaders'.

		H i g h	Level of influence on issue			
		M e d				
		L o w				
-3	-2	-1	0	+1	+2	+3
Level of agreement with your position						
Opponents			Undecided		Allies	