



Danube Transnational Programme  
**Danube SKILLS**

*Increased institutional capacity in Danube navigation by boosting joint transnational competences and skills in education and public development services*

## ***WP 2- 2.2. Stakeholder Management***

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***RSOE***



**Danube SKILLS Partner Meeting**

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Project co-funded by European Union funds (ERDF, IPA)



J. King  
Modern Analyst



*"Our main goal is to please our stakeholders... except when their processes are complex... or when they have too many requirements... or when they are hard to deal with."*



### Stakeholder definition:

*An individual, group or organization who may affect, be affected by, or perceive itself to be affected by a decision, activity or outcome of the project.*

*(PMBOK Guide, 5th Edition)*



Process name	Process description
Identify Stakeholders	<i>Identifies</i> people, groups, or organizations that could <i>impact or be impacted</i> by a decision, activity, or <i>outcome of the project</i> . Analyzes and documents their interests in and influence on the project.
Plan Stakeholder Management	Develops appropriate management <i>strategies</i> to effectively <i>engage stakeholders</i> throughout the project.
Manage Stakeholder Engagement	<i>Communicates and works with stakeholders</i> to meet their needs/expectations, address issues as they occur, and support stakeholder engagement.
Control Stakeholder Engagement	<i>Monitors</i> overall project stakeholder relationships, adjusts strategies and plans for engaging stakeholders.

Source: PMBOK Guide, 5th Edition



### Who?

(target group/stakeholders/users)



### What?

(message/questions)



### How?

(actions/methodology)



### When?

(schedule)





<p><b>Keep Satisfied</b></p> <ul style="list-style-type: none"> <li>• Leverage existing meetings</li> <li>• Presentations</li> <li>• Organisational briefings</li> </ul>	<p><b>Manage Closely</b></p> <ul style="list-style-type: none"> <li>• Personal briefings</li> <li>• Workshops</li> <li>• Risk &amp; issue awareness</li> <li>• Presentations</li> </ul>
<p><b>Monitor</b></p> <ul style="list-style-type: none"> <li>• No specific communications</li> <li>• Monitor messages from this group</li> </ul>	<p><b>Keep Informed</b></p> <ul style="list-style-type: none"> <li>• Newsletters</li> <li>• Posters</li> <li>• Flyers</li> <li>• Website</li> <li>• Programme email address</li> </ul>
Low	High

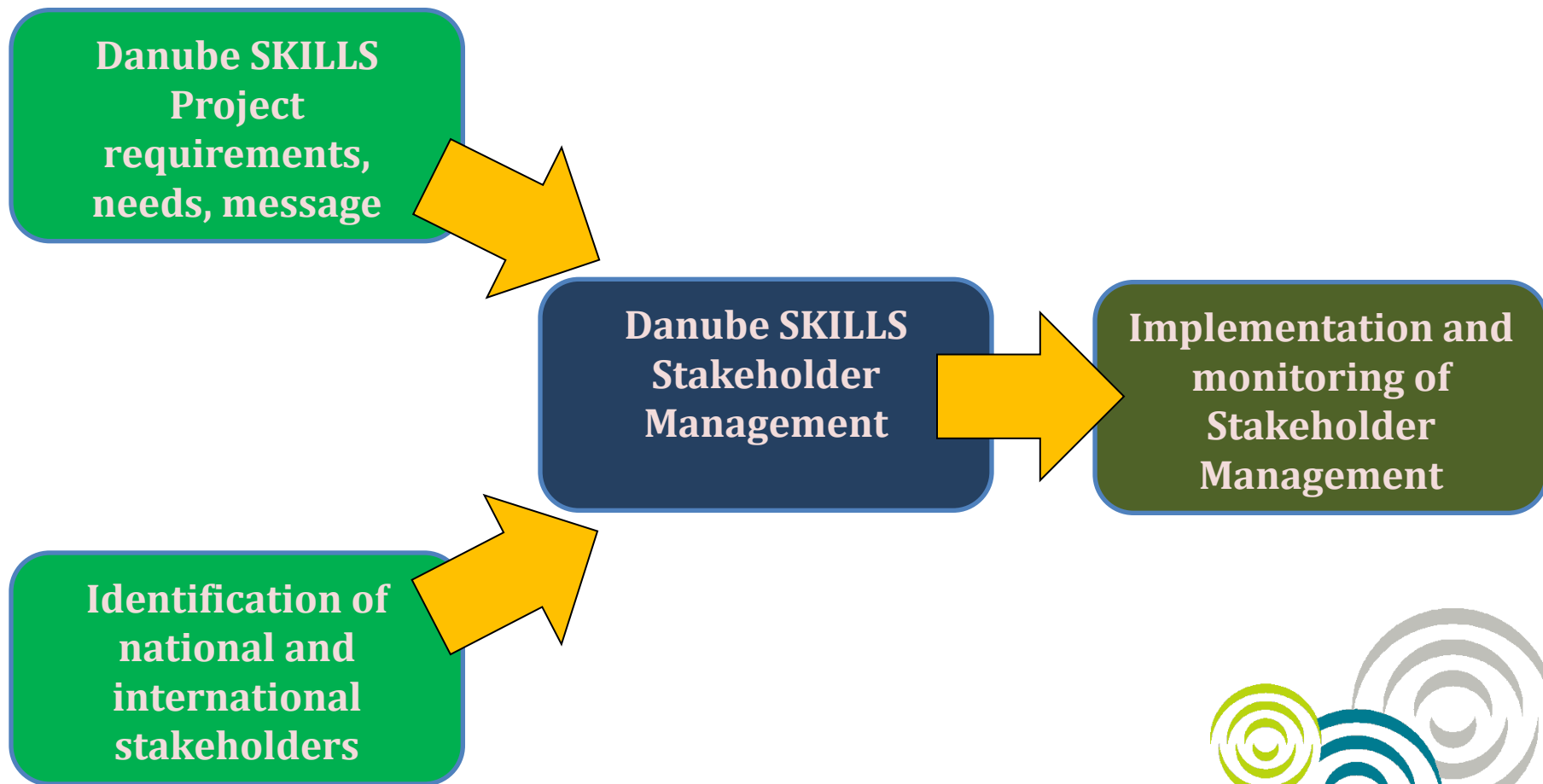


### Other IWT projects planning stakeholder consultation:

- Fairway
- Danube Stream
- Green Danube
- Daphne
- DANTE
- RIS COMEX
- etc...







Stakeholder, contact	Stakeholder category	Interest	Influence / power	Communication tools to be used	Schedule of actions	Actual status of attitude (target)
Name of organisation, contact (email, phone)	Skipper / Authority / Logistics / Education / etc.	low / medium / high	low / medium / high	newsletter, consultation, invitation to forum	- YearQ, action - YearQ, action	supportive / neutral / resistive



### Tasks:

- National stakeholder identification and analysis (table)
- International stakeholders identification and analysis
- Identification of projects with similar target groups, coordination with them (e.g. combining national forums and survey)
- Monitoring stakeholder management





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**Thank you for your attention!**



■ Danube Transnational Programme area



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