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| Title | Stakeholder engagement plan | Effective Date | 10.10.2024 |
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1. Purpose

In Valency International Côte d'Ivoire, a stakeholder engagement plan is a document that outlines the key facts to guide your engagement strategy and process, such as:

- What you want to achieve
- Who you hope to engage with (and their characteristics)
- What engagement activities you're undertaking
- How you'll report on the engagement


You might hear other phrases used, such as a **stakeholder management plan** or community engagement plan. In practice these look and function very similar to a stakeholder engagement plan but may have slightly different objectives.

2. Scope

A stakeholder engagement plan is, show you how to create one, list the key components in this type of plan and explain five levels of stakeholder engagement.

3. Roles and Responsibility


| Roles | Responsibility |
|---|--|
| Owner | In the case of a privately owned business, the owners have a significant stake in the organization's performance and outcomes |
| Plant Managers | Managers and leaders within the organization are responsible for decision-making and strategy implementation. This ensures that the project aligns with the company's goals. |
| Employees | These are the people working within the organization, from the frontline staff to the executives. Their roles and well-being are closely tied to the success of the project or business. |
| Health, safety and environment coordinator | On the occurrence and after completion of the investigation report followed by the lesson learnt report. Commencement and execution. Change in work methodology/new equipment |

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4. Primary roles of Stakeholders

The primary Roles of Stakeholders encompass a wide range of functions that are pivotal to the success and direction of a project or business. These Roles can be summarized as follows:

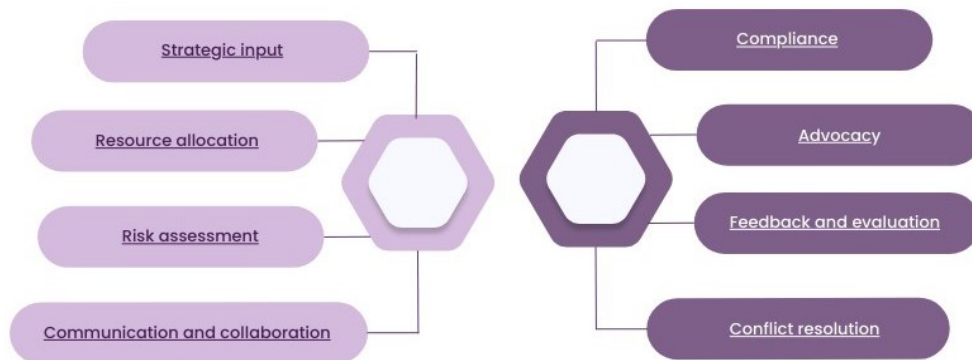
- 4.1. Plant Managers: Stakeholders actively participate in the strategic management of the organization, shaping its overall direction, setting goals, and formulating policies that influence the entire operation. Their involvement is integral to defining the organization's identity and mission.
- 4.2. Decision makers: Stakeholders act as decision-makers. They offer valuable insights and expertise to guide choices related to project strategies, resource allocation, risk management, and overall governance. Their input ensures that decisions are well-informed and aligned with the organization's goals.
- 4.3. Catalysts of growth: Stakeholders are instrumental in propelling the growth and expansion of the project or business. They actively contribute to this process by providing crucial support, investments, and necessary resources. Their involvement is a driving force for progress and innovation.
- 4.4. Acting as corporate conscience: Some Stakeholders serve as a moral compass within the organization. They ensure ethical and responsible business practices, holding the organization accountable for its actions. Their vigilance upholds the principles and values that define the organization's integrity.
- 4.5. Business supporter: Stakeholders offer critical support in various forms, including financial investments, industry expertise, and advocacy. These forms of backing are essential for the sustained success and prosperity of the project or business. Their support extends beyond monetary contributions, encompassing the guidance and endorsement that help the organization thrive.

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5. Responsibilities of Stakeholders

The Responsibilities of Stakeholders encompass a broad spectrum of actions and commitments that are indispensable for the smooth functioning of both projects and businesses. Let's explore the Responsibilities of a stakeholder:

Responsibilities of Stakeholders



- **Strategic input:** Stakeholders offer valuable insights, expertise, and guidance. They help define and refine the project's or organization's strategic objectives. Thus, they ensure alignment with its intended goals.
- **Resource allocation:** Stakeholders actively participate in the allocation of resources. This includes financial, human, or technological resources that are crucial for the successful execution of the project or the efficient operations of the business.
- **Risk assessment:** They identify potential risks and uncertainties that may impact the project or business. Stakeholders play an active role in risk management and mitigation strategies, making informed decisions to minimize adverse impacts.
- **Communication and collaboration:** Effective collaboration is maintained through open lines of communication. This ensures that all parties involved, including other Stakeholders, project teams, and relevant entities, work together towards common objectives.

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- **Compliance:** Stakeholders adhere to industry regulations, ethical standards, and legal requirements. This commitment ensures that the project or business operates within the boundaries of the law, maintaining its integrity.
- **Advocacy:** Stakeholders actively promote and support the project or business to external parties via their **Stakeholder Management Plan**. This involves advocating on behalf of the project to customers, regulatory agencies, investors, and the general public to build trust and support.
- **Feedback and evaluation:** They provide constructive feedback and participate in the evaluation of the project's or business's performance. This process helps identify areas for improvement, fostering continuous growth and development.
- **Conflict resolution:** Stakeholders address conflicts and disputes that may arise among Stakeholders or within the project or business. They work diligently towards amicable resolutions, thereby fostering a harmonious and productive environment.

6. Five levels of stakeholder engagement


Companies that have many stakeholders can find that each stakeholder falls under a different level of engagement. Typically, you may successfully improve engagement with the most important stakeholders by designing an effective communication strategy. Here are the five levels of stakeholder engagement:

- **Unaware**

This is the lowest level of stakeholder engagement that describes stakeholders who have little or no interest in a project. Typically, stakeholders in this category are simply unaware of the project and its impact. Increasing their engagement usually involves informing them about the project and describing its scope. In some instances, such as when an unaware stakeholder may have a significant impact on the project's success, it may make sense to schedule a one-to-one meeting with them to make the communication more personal.

- **Resistant**

Resistant stakeholders are those who know about a project or plan but are showing resistance to it. There are various reasons why they may show resistance. For example,

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they may prefer traditional and routine things. Dealing with resistant stakeholders usually involves listening to their arguments, determining their motivation and using this information to present the benefits they could have if they showed more engagement.

- **Neutral**

Neutral stakeholders are aware of the project, but they neither resist nor support it. In most cases, project managers choose to ignore neutral stakeholders, as they present no risk to a project's outcomes. In a situation when the project team identifies that a neutral stakeholder has a high level of influence or power, it makes sense to try and improve their engagement.

- **Supportive**


Supportive stakeholders are those who know about the project and approve of it. They're ready to support the organisation with whatever resources they have available, but they don't insist on making important operational decisions. In most cases, this is the level of engagement that project managers want to achieve with most stakeholders, except for those with the highest level of influence and power.

- **Leading**

Leading is the highest level of engagement. Leading stakeholders are aware of the project, know about its potential impact and want to be actively engaged in the processes that lead to the project's success. Reaching this level of engagement with highly influential and powerful stakeholders is the goal of many project managers.

7. Additional tips for keeping stakeholders engaged

- Show stakeholders you care: Actively showing stakeholders that you truly care about their support and opinion can help you win their approval and loyalty. It's also a great way to maintain healthy, long-term relationships with a company's stakeholders.
- Listen to their opinions: Many companies use aggressive methods to get stakeholders' approval just so they can proceed with a project. Expressing interest in what stakeholders

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are saying can help a company gain a new perspective on the project and even increase the chances of success.

- Remind them of the desired end results: Even if you decide to send regular project updates to stakeholders, it's important that you keep reminding them about your project's primary goal and how you envision the end results. This way, they can better understand what you want to accomplish and how it can benefit them in the long term.

8. Conclusion

Stakeholder Roles and Responsibilities. Understanding Stakeholders and their contributions is essential to achieving project success and business growth. They play various roles, manage organizations, make decisions, drive growth, act as the corporate conscience, and support business activities.