

Title: Stakeholders Map

Give a flip chart paper to every participant and ask them to write in the middle of the paper the main activity of their SME (responsible organisation). This should be expressed in one sentence – in the best case formulated in three words only. Examples for SMEs could be “We produce screws”, “We clean offices” or on the side of NGOs “We protect nature” etc.

Tag every flip chart paper on the walls of your seminar room.

In the first round of 15 minutes let the participants walk free and easy from chart to chart. Ask them to write in short catchwords values that could either be reached, or on the other way, be violated by the activity written down on each chart. If possible, the participants should take care about assigning their associations into appropriate groups of already written catchwords.

For the second round of 15 minutes the participants should note types and/or names of organisations they identify as stakeholders related to values written down on each flip chart.

After closing this practical exercise – which is a mix of the creativity methods brain walking and mind mapping – every participant can take his own flip chart back home with him and use it for reflecting his own stakeholder dialogue and CSR strategy.