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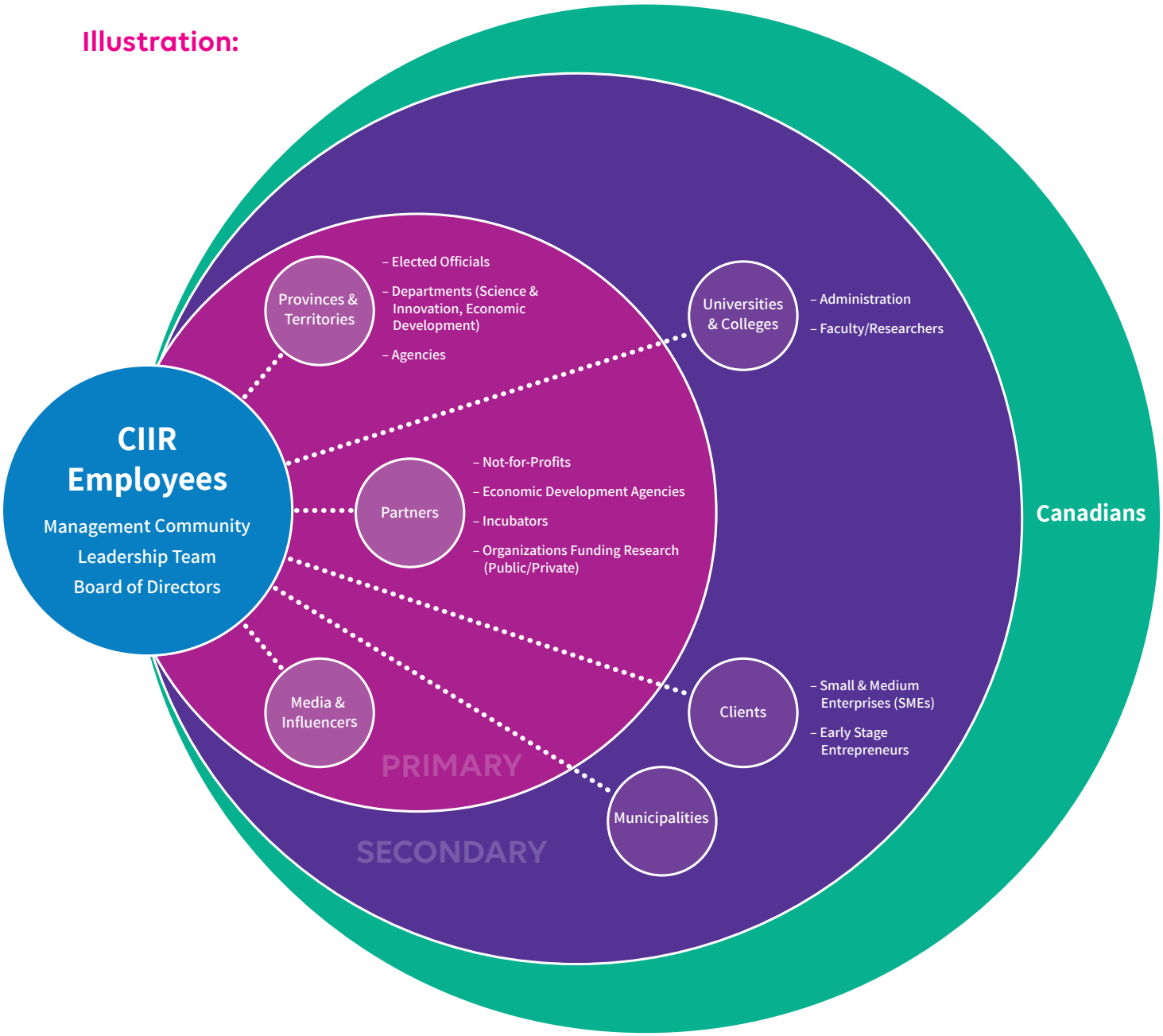
Ecosystem Model of Stakeholder Mapping

The ecosystem model conveys a strong sense of the relative proximity of the relationship of the organization to different stakeholder groups. It also lends itself to communications planning as it presents a relative prioritization of the stakeholders.

Illustration:



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Assessment:

Pro's

- The model works particularly well among organizations that reach a broad stakeholder group only indirectly (as illustrated by "Canadians" above)
- The method allows for presenting priority categories of stakeholders
- The structure is easy to understand and remember

Con's

- The model does not show the relationship between stakeholders
- The structure does not contain any information about the quality of the relationship

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