SUPPORT OF INFLUENTIAL STAKEHOLDERS

Indicator Phrasing

English: number of influential stakeholders who publicly support the advocacy efforts

French: nombre de parties prenantes influentes qui soutiennent publiquement les efforts de plaidoyer

Spanish: número de partes interesadas influyentes que apoyan públicamente los esfuerzos de incidencia

Portuguese: número de partes interessadas influentes que apoiam publicamente os esforços de advocacia

Czech: počet vlivných zúčastněných stran, které veřejně podporují advokační úsilí

What is its purpose?

The indicator measures the extent to which the advocacy campaign managed to mobilise public support from influential people, institutions or companies.

How to Collect and Analyse the Required Data

Determine the indicator's value by using the following methodology:

1) **Determine who can be considered an "influential stakeholder".** This can include politicians, scientists, artists, social media influencers, institutions, and companies. What matters the most is that their public support can effectively contribute to the campaign's success.

2) **Define what can be counted as "publicly support"** – i.e. what does an influential stakeholder need to do to be considered to be publicly supporting the advocacy efforts? Remember, this might be different for different stakeholders – e.g. a social media influencer versus a politician.

3) **Conduct interviews with the project staff and review relevant resources** (e.g. media outputs, reports, meeting minutes, etc.) to determine the number of stakeholders who publicly supported the advocacy efforts – in line with the criteria defined in points 1 and 2.

Disaggregate by

Disaggregate the data by the type of stakeholders and other criteria relevant to the context and focus of the intervention.

Important Comments

1) **Supplement this indicator with qualitative information** on how the different stakeholders support the campaign, whether their support led to any result, etc.