STAKEHOLDER ENGAGEMENT PLAN

Stakeholder Group/Sector	Stakeholder	Stakeholder sub-group	Matrix category	Likelihood of engagment	Type of Communication	What is the stakeholder's likely involvement?								
						Strategic Direction	Regulatory/ planning/ Legislative role	Potential customer	Potential supplier	Potential funder/ partner	Provision of expertise/ information	Promotion of carbon reduction	Need to meet carbon reduction/energy efficiency requirements (e.g. CRC)	Economic development/ job creation
Below is an example for how to complete an engagement plan for your own stakeholders.														
National Government	Scottish Government	Department/Working Group	Key player	Green	Face to face, e-mail	•	•			•	•	•		•

Reduction in fuel poverty/ Fuel prices	Promotion of research and new technology	Promotion of city image	**What is the engagement aiming to achieve?**
•	•	•	e.g. support, data, expertise,resource, decision-making, awareness, coordination, investment