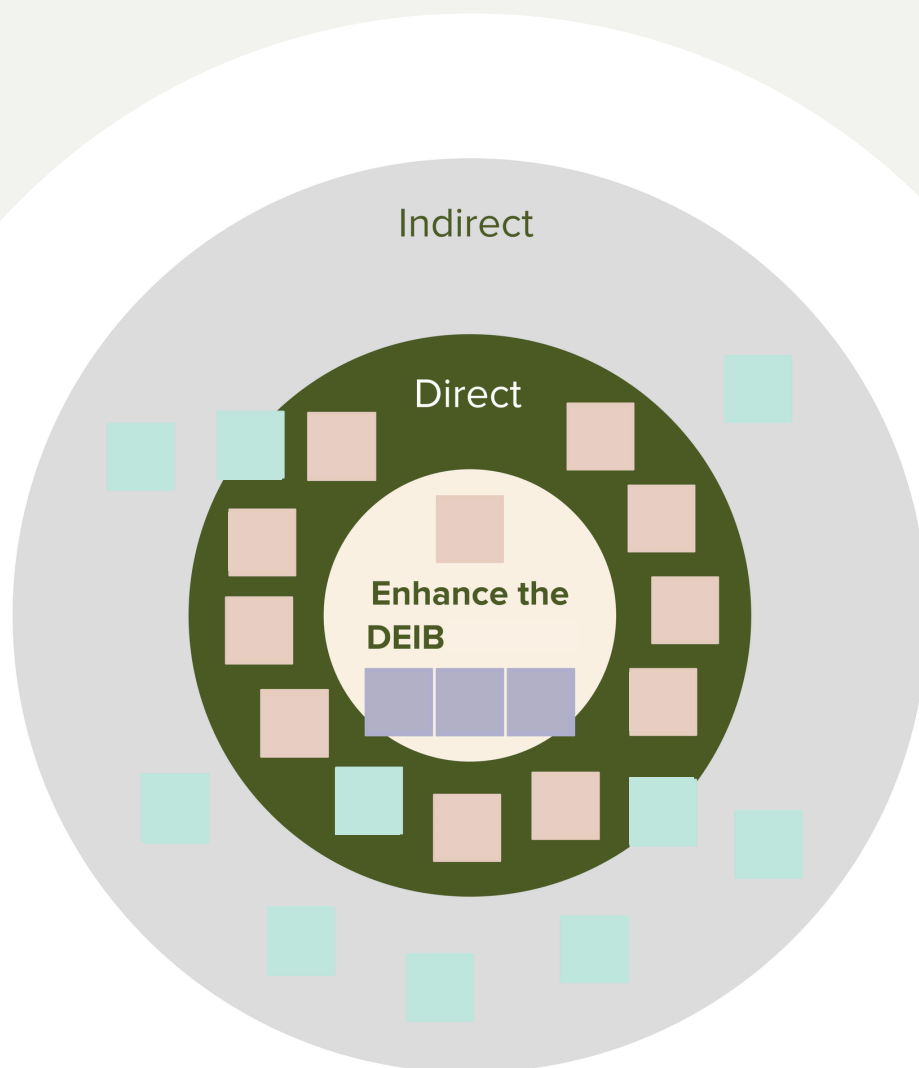


TC Stakeholder Map



QB Consultancy and Tidy Communities (TC) identified approximately 23 stakeholder groups that see a direct or indirect impact with the project's initiative to "enhance the DEIB of TC".

Utilizing Mendelow's (1981) model for stakeholder analysis, these identified groups were then considered and prioritized across a matrix with a dimension for stakeholder influence and a dimension for stakeholder interest, in respect to the project initiative.

Based upon this analysis, four stakeholder groups were prioritized for engagement. The first stakeholders consist of potential partner nonprofit organizations that intersect DEIB with activism or an interest in the outdoors. The remaining stakeholder groups (staff, board, and volunteers) were re-categorized as TC, as they all exist within the organization.

References

Mendelow, A. L. (1981). Environmental scanning: The impact of the stakeholder concept. International Conference on Information Systems 1981 Proceedings. <http://aisel.aisnet.org/icis1981/20>