

Stakeholder Mapping

Analysis of the stakeholder ecosystem in the Western Balkans

January 2024

Mapping is an important strategic tool to identify actors, programmes, policies, initiatives and best practices relevant to the project activities and to make the information available to a broader community. The stakeholders have potential for and interest in the EU-Western Balkans cooperation and the regional cooperation within the Western Balkans region.

Partners of the Horizon Europe funded project POLICY ANSWERS have contributed to the stakeholder mapping which is presented on the Western Balkans Info Hub: <https://www.westernbalkans-infohub.eu/ecosystem-of-engagement/>

What are the type and scope?

We mapped stakeholders according to the following characteristics:



Organisational type:
government entities,
academia, industry,
civil society



Territorial scope:
stakeholders operating
at a multinational,
regional, national or
sub-national level



Geographical scope:
stakeholders with a
specific focus on the
EU and the Western
Balkans economies

What are the topics?

Thematic domains and cross-cutting areas in which the stakeholders operate are intersecting:

- Thematic domains based on the Western Balkans Agenda: Research and Innovation (R&I), Education, Culture, Youth, and Sport¹
- Cross-cutting areas: Green Deal, Digitalisation, Healthy Societies, Underrepresented Groups, Gender Equality, etc.

What is the purpose?

The mapping fulfils various objectives:

- A strategic tool to effectively manage relationships, make informed decisions, mitigate risks, and ultimately achieve successful cooperation
- Instrument for enhancing strategic management, facilitating knowledge sharing, aligning with goals, fostering continuous improvement, guaranteeing consistent application of best practices and strategic management

Source

¹More information available at: <https://www.westernbalkans-infohub.eu/documents/western-balkans-agenda-short-summary/>



What are the achievements?

By the beginning of 2024, the following results were achieved:

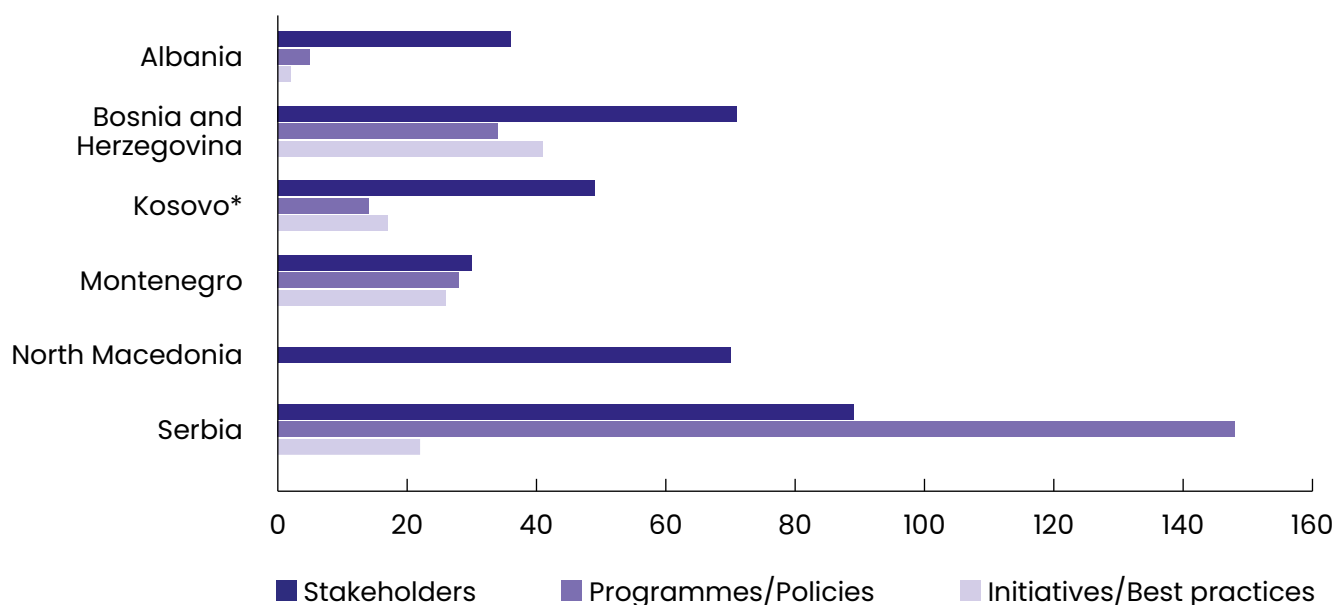
1. Stakeholder mapping:

- Between 350 and 400 stakeholders were mapped in the Western Balkans economies
- Approximately 150 regional stakeholders were mapped, some of them being located in the Western Balkans, others located elsewhere but with relevance for the Western Balkans

2. Mapping of programmes, policies, initiatives and best practices:

- More than 200 national programmes and policies were mapped in the Western Balkans, including national strategies and action plans
- More than 100 initiatives and best practices were identified in the Western Balkans
- Almost 200 programmes and policies and more than 170 initiatives and best practices on regional level were also identified
- A list of relevant programmes and initiatives at the EU level was compiled, some of them are being implemented in the Western Balkans; a more detailed mapping is planned for 2024

Mapping in the Western Balkans (in absolute numbers)



The mapping contributes to the other Work Packages of the project and to the related activities by providing information and contacts of relevant stakeholders, possibly involving them in project activities.

Mapped data is available on www.westernbalkans-infohub.eu and will be updated during the project's lifetime.

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.