Stakeholder engagement plan template

This template helps universities plan stakeholder engagement throughout the development and use of a digital twin. It includes guidance to help teams think through who to involve, how to engage them, and how to manage feedback.

1. Stakeholder identification

Identify all individuals or groups who have an interest in or could influence the digital twin project. Include internal departments (e.g., estates, IT, academic services), students, and external partners (e.g., consultants, tech providers).

Stakeholder/group	Role/interest	Contact person
E.g., estates team	Asset management, building operations	Jane Smith

2. Influence and interest mapping

Rate each stakeholder on how much influence they have and how interested they are. This helps prioritize how closely they should be engaged (e.g., monitor, inform, consult, involve).

Stakeholder	Influence (low/med/high)	Interest (low/led/high)	Engagement strategy (e.g., monitor, inform, consult, involve)
E.g., IT services	High	Medium	Consult on system integrations

3. Engagement activities

Plan what engagement activities you'll carry out. This could include meetings, workshops, surveys, emails, or pilot testing. Tailor the method and frequency to the stakeholder's role and interest.

Activity/channel	Audience	Frequency/timing	Responsible person/team
E.g., bi-monthly project update email	All stakeholders	Every 2 months	Project manager

4. Issues and follow-up actions

Record any questions, concerns, or suggestions raised by stakeholders and how they were addressed. This helps build trust and demonstrate responsiveness.

Issue/concern	Stakeholder	Action taken/outcome
E.g., concerns about student data use	Student union	Clarified data was anonymous and consent-based