

# Stakeholder Engagement Strategy



INTERLACE uses an inclusive, participatory approach to enable stakeholders to collaboratively address urban challenges and develop solutions. Stakeholders share knowledge, expertise and perspectives for the development of projects or activities tailored to the local context, and to learn from their experiences. INTERLACE sees this as a broad, inclusive and continuous process to achieve accepted outcomes.

## Why is stakeholder engagement important in urban nature based solutions projects?

- Enables the inclusion of different knowledge, expertise and perspectives;
- Busts silo thinking: stimulates interaction and knowledge exchange between stakeholders;
- Tailors the project or activity to the local context and needs;
- Results in higher applicability, impact, credibility, equity, acceptance and innovative approaches.



Stakeholders weigh the importance of environmental issues in their cities using the pebbles distribution method (Chemnitz, Germany). - Ivan Gajos





Citizen engagement event on world bicycle day in Parque Metropolitano La Sabana (San Jose, Costa Rica). - Javier Méndez and Dennis Alvarez



## **INTERLACE** Roadmap to stakeholder engagement or power relations, separate engagement activities might

The timeline is not fixed (nor are the why, who and how) Update after new insights , occur during review.

## How?

#### Choose an appropriate format

**Consider:** • your objective and identified stakeholders; potential sensitivities, conflicts, power relations; • your resources and the resources a stakeholder needs to participate.

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Create a timeline of when to organize each activity, including objectives, stakeholders and format.

When?

#### Consider:

• realistic timelines to realize your work between engagement activities; • to not overburden your stakeholders.

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A PART

PEVIEN

Identify stakeholders in relation to the 'call to action'. For awareness, you might engage when your aim is to consult.

• who is affected by, interested in, or has influence on the project; can you reach the stakeholder(s) or do you need an intermediary;

Examples of a 'call to action': to consult, to test, to exchange knowledge, to raise awareness, to decide, to learn.

#### Why?

Who?

Identify which stakeholders

you want to engage.

**Consider:** 

• what is the added value for you and the stakeholders.

Create a clear objective for each engagement activity. Include a 'call to action' and the added value for engaging with stakeholders.

#### The INTERLACE approach to stakeholder engagement

- Engage stakeholders as early as possible, continuously and meaningfully;
- Work in short cycles with regular feedback loops;
- Be inclusive: include underrepresented and vulnerable stakeholders;
- Build relationships to increase trust, acceptance and willingness to participate;
- Develop a clear vision of your project or activity together with the stakeholders, to include their needs and expectations.

#### Reflect & Improve

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Reflect on the engagement activity based on stakeholder feedback and your own observations. Distill actions for improvement for upcoming engagement activities. ncooperate in the planning of vour next activities.

### Feedback

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Collect feedback from the participants on how they appreciate the engagement activity and communication. Do something with this feedback and inform them about it.

#### Invitation

Script

Make a detailed

script or playbook

for the engagement

activity, containing

methods,

steps, timing,

etc.

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ENGAGE

Invite your stakeholders with a tailored messaae. Include the objective, what is

expected, the added value and practical information. Consider the best method to reach vour stakeholders.

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#### **Roles**

Be clear and transparent about the stakeholder role, before and during the engagement activity: • what is (not) possible; • what is done with their input; • who has the decision power.

#### Follow-up

After each engagement activity, communicate about the progress made, what happens next and how everyone can stay involved. Include what happened during the event, what the outcomes are and follow up on issues raised.

Evaluation is an indispensable step to make sure you are on the right track and to incorporate a feedback-loop and reflection.

# **INTERLACE** resources relevant to stakeholder engagement



Consult the complete Stakeholder Engagement Strategy to read more about:

- Engagement roadmap;
- Minecraft gaming event as an example;
- Good practices;
- Troubleshooting;
- Stakeholder mapping (stakeholder roles & groups).

Download: https://interlace-hub.com/product/30607





The Guidance on gender, cultural and ethics-related **considerations** provides support for professionals implementing urban restoration activities, focusing on inclusive stakeholder participation. It offers clear guidance for implementation of inclusive engagement activities and monitoring, in the European and Latin American context. **Download:** www.interlace-project.eu/node/193

The INTERLACE project uses an agile workflow, an iterative way of working in short cycles, allowing for early feedback to learn and improve faster and deliver more value. Consult the Agile guidance to read all about it.

**Download:** https://www.interlace-project.eu/ node/216



For tips and learnings on virtual city-to-city exchange, consult the Cookbook on virtual interactive exchange formats for cities.

**Download:** www.interlace-project.eu/node/205

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