

Stakeholder Engagement Guide

Nature Based
Solutions in Cities



GoGreenRoutes



A MULTIDISCIPLINARY CONSORTIUM OF 40 ORGANISATIONS, PAIRING PARTICIPATORY APPROACHES AND CITIZEN SCIENCE WITH BIG DATA ANALYSES AND DIGITAL INNOVATION TO CO-CREATE "URBAN WELL-BEING LABS" IN SIX "CULTIVATING CITIES": BURGAS (BULGARIA), LAHTI (FINLAND), LIMERICK (IRELAND), TALLINN (ESTONIA), UMEÅ (SWEDEN) AND VERSAILLES (FRANCE).

THESE PIONEERING CITIES ARE IMPLEMENTING "NATURE-BASED SOLUTIONS" SUCH AS GREEN CORRIDORS, LINEAR PARKS, POCKET PARKS AND SHARED WALKWAYS TO ENHANCE THE PHYSICAL AND MENTAL HEALTH OF THEIR URBAN RESIDENTS. BY MAXIMIZING THE AVAILABLE PUBLIC SPACE PEOPLE CAN MOVE AROUND THE CITY MORE ACTIVELY, ENJOY THEIR FREE TIME AND INTERACT WITH OTHERS. AT THE SAME TIME, ECOLOGICALLY VALUABLE SPACES ARE RESTORED.



Introduction

What is this guide?

Guidance and a set of tools to establish a strong and consistent foundation for outreach and engagement when undertaking City projects in Nature Based Solutions, Regeneration, Housing etc.

Who is it for?

Any City Official carrying out a natural or built environment project that will impact locals and change the current environment.

Why is it important?

City community members must be meaningfully engaged to realise the potential of a co-created research approach. GoGreenRoutes seeks to pair participatory approaches with Big Data analyses and digital innovation to co-create Urban Wellbeing Labs to achieve this.

Goals for this Guide

Consistency across each Cultivating City

Clarity around process & expectations
Quality of engagement opportunities & outcomes

Alignment of phasing and strong feedback loop

Community Engagement <-> Design + Construction

Meaningful, fun engagement that adds value to the design

AND advances the project & fosters ownership

Regular coordination & communication between all parties

Formalized report-outs on key takeaways
Improved timelines

Knowledge Transfer to Seed Cities

A few notes

1. Many of the resources in this guide were built as a shared resource to make your lives easier, you are not required to use them, particularly if you have designers on staff.
2. You might not follow the guide in the exact order that it is written, this is because **engagement is an iterative process**. For example, you may refer back to the Tune In section a few months into the project if you need to contact more stakeholders.
3. We understand that you are all on different phases or timelines, some of what is covered in this document may not be relate to your specific project. However, it may relate to another project you are working on or to a new project you start.
4. Budget increases are rarely granted once the project has been awarded. You may see ideas today that are outside your current engagement plan budget, but can be considered for inclusion in future engagement plans.

Steps to engagement

1

Tune In

Understand the area and demographics.

2

Custom Build

Inform & organise engaging consultation events.

3

Make Impact

Listen and report back.

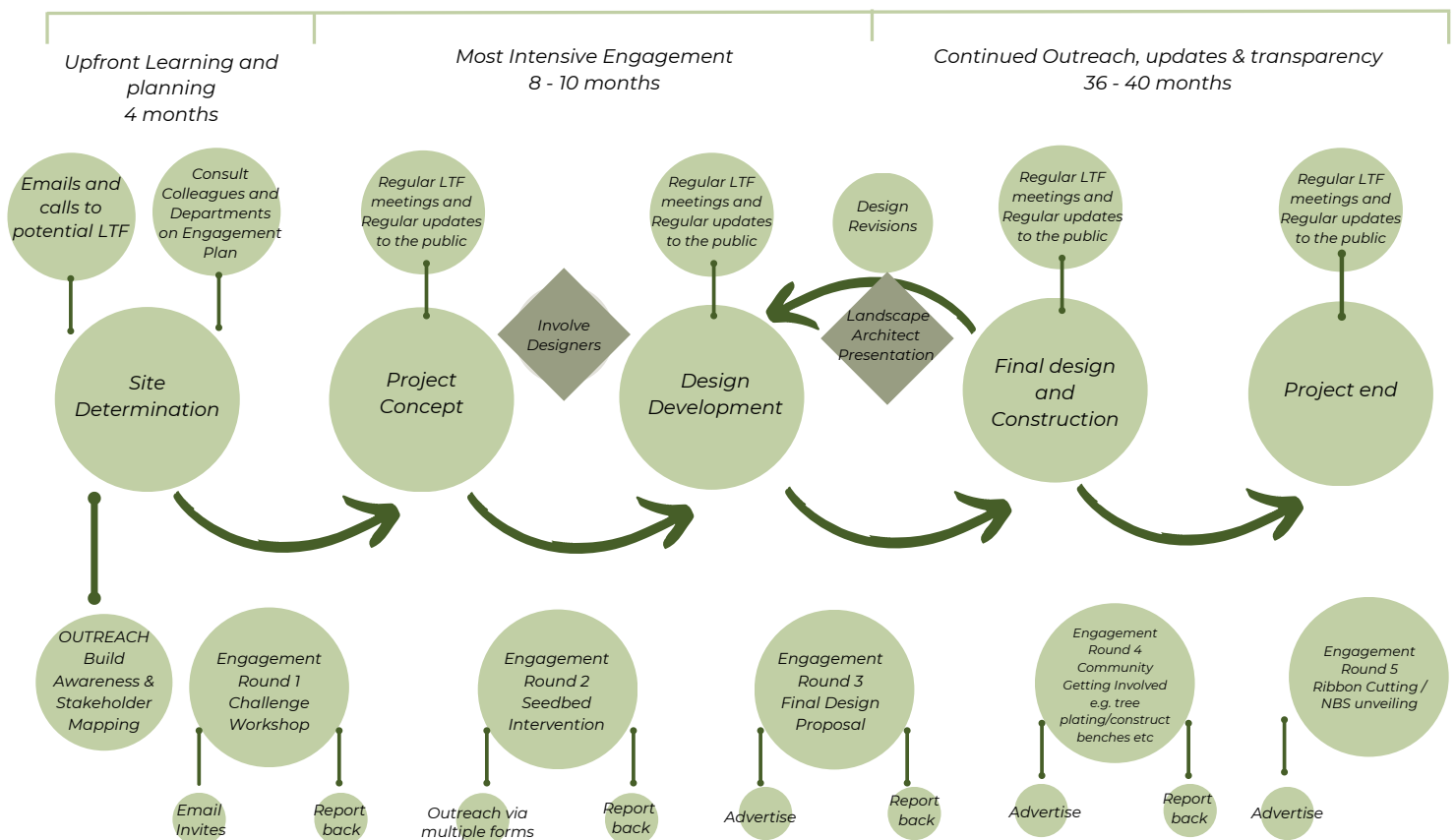
4

Empower

Build capacity of stakeholders and local community groups.

PROJECT ENGAGEMENT PROCESS

Co-creation and co-design of an NBS intervention or any development is an iterative process. It requires extensive communication and a number of rounds of engagement activities to ensure that the design is held accountable to stakeholder and community input.



Context Review

Time needed: ~14 hours

Output: Document that can be shared with all staff on the project to provide background and context

Population Review

Understand the demographic make up of the area. Who is usually part of public consultations & who is usually left out?

ACTION Identify any potential barriers that may need to be overcome, e.g. language, literacy, technical capacity, financial & social factors.

Previous Consultation

Ask colleagues if this community has been consulted with before and read any previous consultation reports.

ACTION Be aware of any tensions between the public and the city, possibly due to exclusion of particular groups. Ensure their inclusion in your process.

Policy Context

Review Policy Context relating to Consultation.

ACTION As a basis, follow statutory requirements and guidelines when consulting public e.g. your city or country may have specific legislation on consulting people with disabilities.

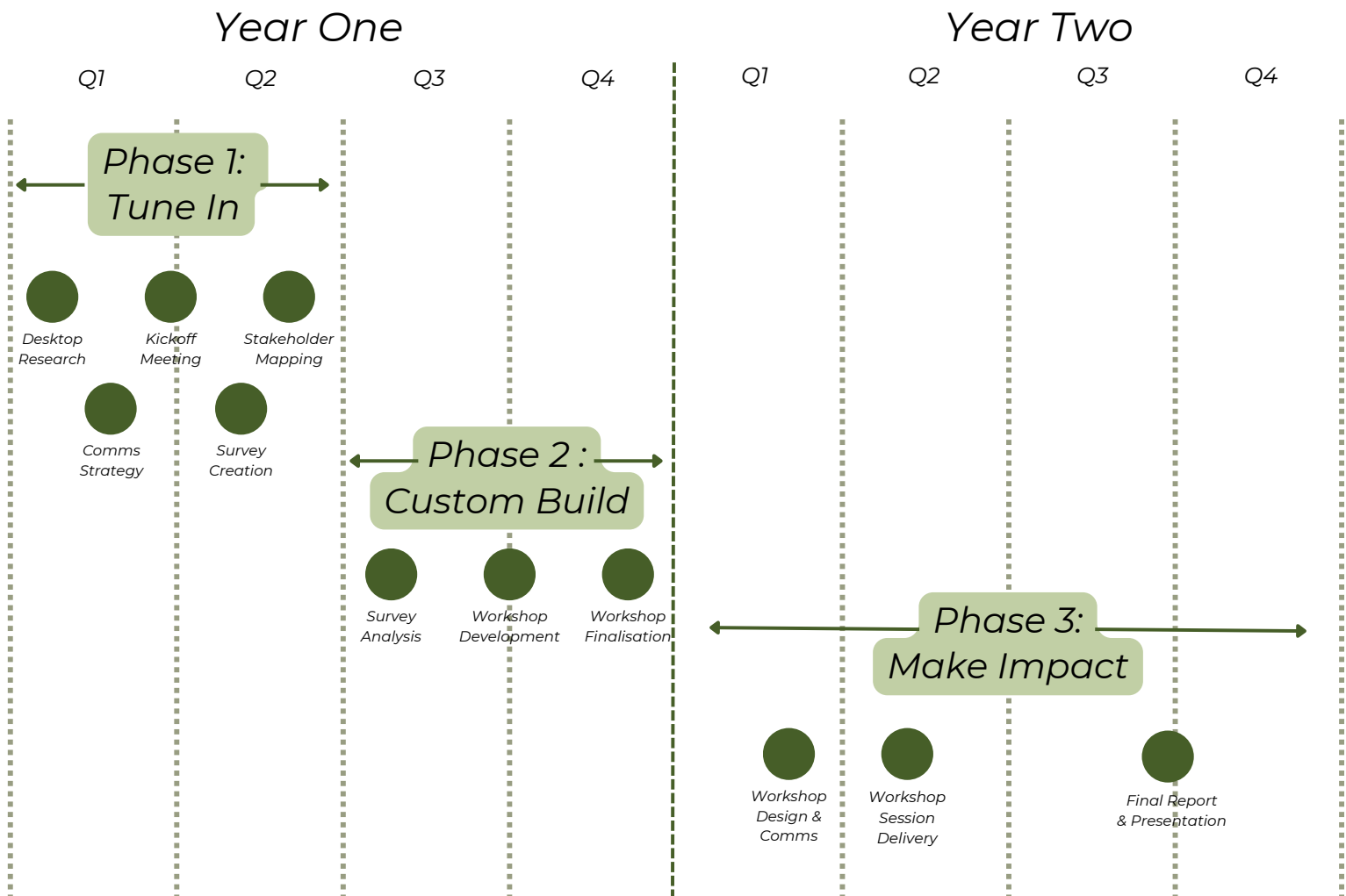
Tune In Checklist

<input type="checkbox"/>	Context Review
<input type="checkbox"/>	Budget and Scope Review
<input type="checkbox"/>	Internal Workshop
<input type="checkbox"/>	Stakeholder Mapping
<input type="checkbox"/>	Communication Strategy and Key Messaging Document
<input type="checkbox"/>	Communication/media plan and Outreach Material
<input type="checkbox"/>	Stakeholder Calls
<input type="checkbox"/>	Surveys

BUDGET AND SCOPE REVIEW

Consider the full timeline of the project and direct expenses when developing a communication strategy and engagement plan so that it fits within your budget.

Create a high level time table at the beginning of the project. This may change over the course of the project so ensure that you review & update this document regularly.



Example of high level timeline

Stakeholder Map

Groups that should be represented:

- Academia/Education
- Arts & Cultural Organisations
- Youth Groups
- Elderly Population
- Local Businesses
- Local Community Groups
- Residents Associations
- Sports Groups
- Elected Members / Councillors
- Charities
- Environmental Groups
- Accessibility Organisations
- New Communities (refugees, asylum seekers)

Create list of stakeholders on Google Sheets or Excel and keep track of contact.

Click on this link to fill in a [stakeholder list template](#).

Tip

Begin by identifying key stakeholders in the area who can tell you about other stakeholders and assist in promoting consultation events.

- Members of residents associations – will help you reach residents
- Principals of schools – will help you reach parents of children in the neighbourhood & engage with children
- Organisers of community groups
- Creches/Nursery schools
- Business owners
- Environmental groups leaders

Ask colleagues and the community department of your municipality – they have likely worked with some of these people before and can link you to them. If not, you will find most of these contacts through a web search

TIME NEEDED:

Large project: 8 hours
Medium Project: 4 hours
Small project: 2 hours

You may have one list for KEY stakeholders (Local Task Force) and another list for all other stakeholders and community members

Communication Strategy

This is a document that outlines the strategy for non-statutory community engagement for your project. This should take 3 hours to complete with some time for edits within your team.

This document should include:

1) Aims and Objectives

- Agreeing on a clear aim will help identify engagement objectives, anticipated outcomes and help to determine the scope and depth of the engagement. This can range from consultation, to involvement in decision-making, through to community and voluntary groups delivering projects and services. Providing information on proposals, plans or services is part of any communication plan to support engagement but is not in itself community engagement.

2) Key Messaging

3) Engagement Fundamentals

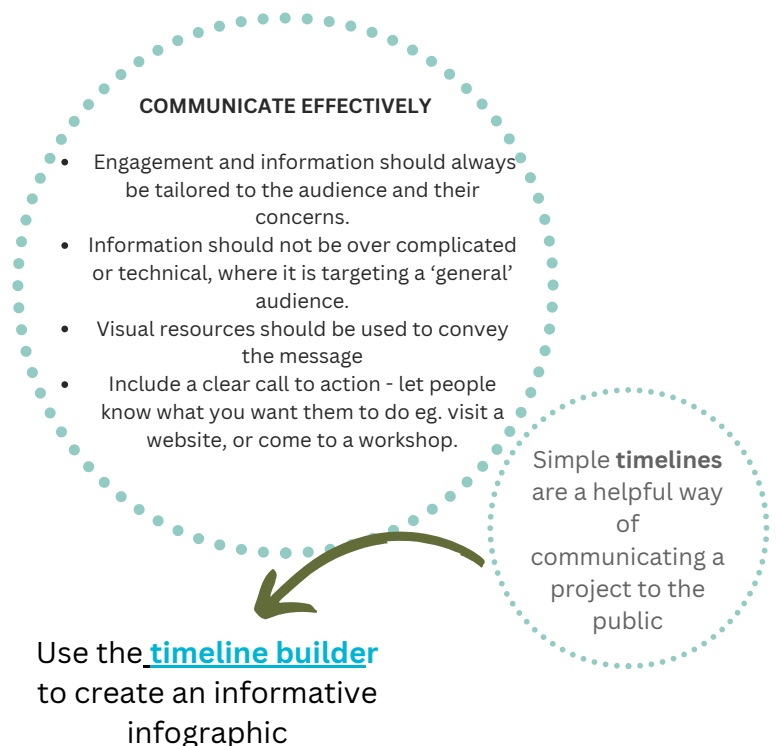
4) Outreach Methods

5) Stakeholders

6) Risks

7) Important Deadlines

Work with the
Communications Department
of your municipality on this



Aims & Objectives



Setting clear project goals

Setting clear aims & objectives from the outset will help keep your communications activity on track throughout the project.

Aim: What is the overarching goal you hope to achieve with your communication strategy? Ideally you will have one clearly focused aim.

- Raise awareness of the project with X group
- Inform as many community members as possible about consultation events
- Encourage X group to directly contribute to a co-created design

Objectives: What specific things will you need to do to achieve your aim?

- Identify where group X get information on city issues and events
- Engage influential stakeholders for group X to help spread the message
- Get X amount of people to register for a consultation even

Try and stick to 2–3 objectives max. If you need more, prioritise them into primary & secondary objectives.

Tip

When setting aims & objectives, always think **SMART**:

Specific: Be as detailed as possible, focus on a tangible outcome.

Measurable: What does success look like for this goal? How can this be measured?

Achievable: Be realistic on what is achievable within the project scope.

Relevant: Relate your goals clearly back to the project brief.

Time-bound: Set a realistic timeline for when you hope to achieve your goal

Key messaging

Tailoring your message to your audience

Your key messaging will form the basis of all communications material. It should:

- Outline the project context and goals in a clear, straightforward manner
- Be as short & concise as possible, while still containing all essential information
- Avoid technical jargon and very formal language. Reflect how people actually speak.
- Use simple language that is accessible to all

A good place to start is to think about how you would describe the project to a friend or family member over dinner?

Refer back to your key messaging often through the project to ensure that all communications material is consistent and follows the above principles.

Fundamentals

For Communications and Community Engagement



BE TRANSPARENT

Ensure all necessary parties are kept in the loop and encouraged to attend relevant engagement events to minimize unexpected feedback down the road.



BE ACCESSIBLE

Make sure your language can be easily understood by everyone. Consider what media channels the community actually uses and talk to them there. Do not assume that everyone has access to or is comfortable with using the internet or social media, this should not be your only channel.



FOSTER OWNERSHIP

Build a sense of project ownership among community members through the engagement process to advance long-term stewardship goals.



CONVENE AUTHENTIC CONVERSATIONS

Community members are experts who can provide valuable input to inform the design. Make sure engagement touchpoints are designed to give them opportunities for meaningful input.



COMMUNICATE WITH KEY LOCAL STAKEHOLDERS

Regularly communicate with locals. As experts on the community and the site, they will be the first people other community members will ask about the project. E.g. resident's associations, principals of schools



CUSTOMIZE YOUR ENGAGEMENT STRATEGY

Know your scope, and scale your community engagement efforts accordingly. Get to know the community, and tailor your approach to reach the people.



BALANCE VISION WITH PRAGMATISM

Manage expectations and communicate limitations of what is and is not possible given the scope, budget.



HOLD THE DESIGN ACCOUNTABLE TO COMMUNITY INPUT

Always make sure that input from community consultation is documented, analyzed, and reflected in site designs. Provide a summary to the community of how their input informed the design. If feedback couldn't be implemented, explain why e.g. scope, budget, or other site constraints.

Best Practices

For Communications and Community Engagement

Be Equitable

- Adopt an inclusive definition of 'the community'
- Gender, Inclusion and Diversity
- Safe, non-judgmental space
- Remove barriers to participation
- Design the process with the community
- Cultural competency

Address language and accessibility

- Use clear & simple language
- Consider tapping into local immigrant networks
- Include an accommodations disclaimer on all invites/flyers
- Use graphic-heavy materials
- Don't rely on online methods

Build trust

- Get to know people
- Build a stakeholder list from the outset
- Communicate consistently and work closely with trusted leaders
- Share your past experience and values
- Cultivate a sense of ownership
- Show appreciation for everyone's time and expertise

Be Transparent

- Clarify project parameters early to align expectations
- Provide connections to other City resources and supports
- Balance institutional and community desires
- Communicate openly about delays in the construction process
- Update public timelines

Internal Workshop

Can take 2-7 hours to prepare, carry out and circulate minutes after

Investigate: who needs to be present from which departments within the municipality.

Circulate invite and agenda: explain the purpose and how the consultation will run.

Overview of draft materials: Comms strategy, social media, press release, flyers, posters, presentations, project website, brochures, and the stakeholder list. (you may need two meetings for this)

Brainstorm:

- Parameters: What can be feasibly consulted on and influenced by the community?
- Consult IAP2 spectrum of consultation (see next page). Where do we sit? Be very honest.
- What background info or training do the community need in order to engage?
- What quick wins can we give or what can we compromise on?
- What will we do with ideas that can't be implemented?
- Who needs to be involved in the process and when?

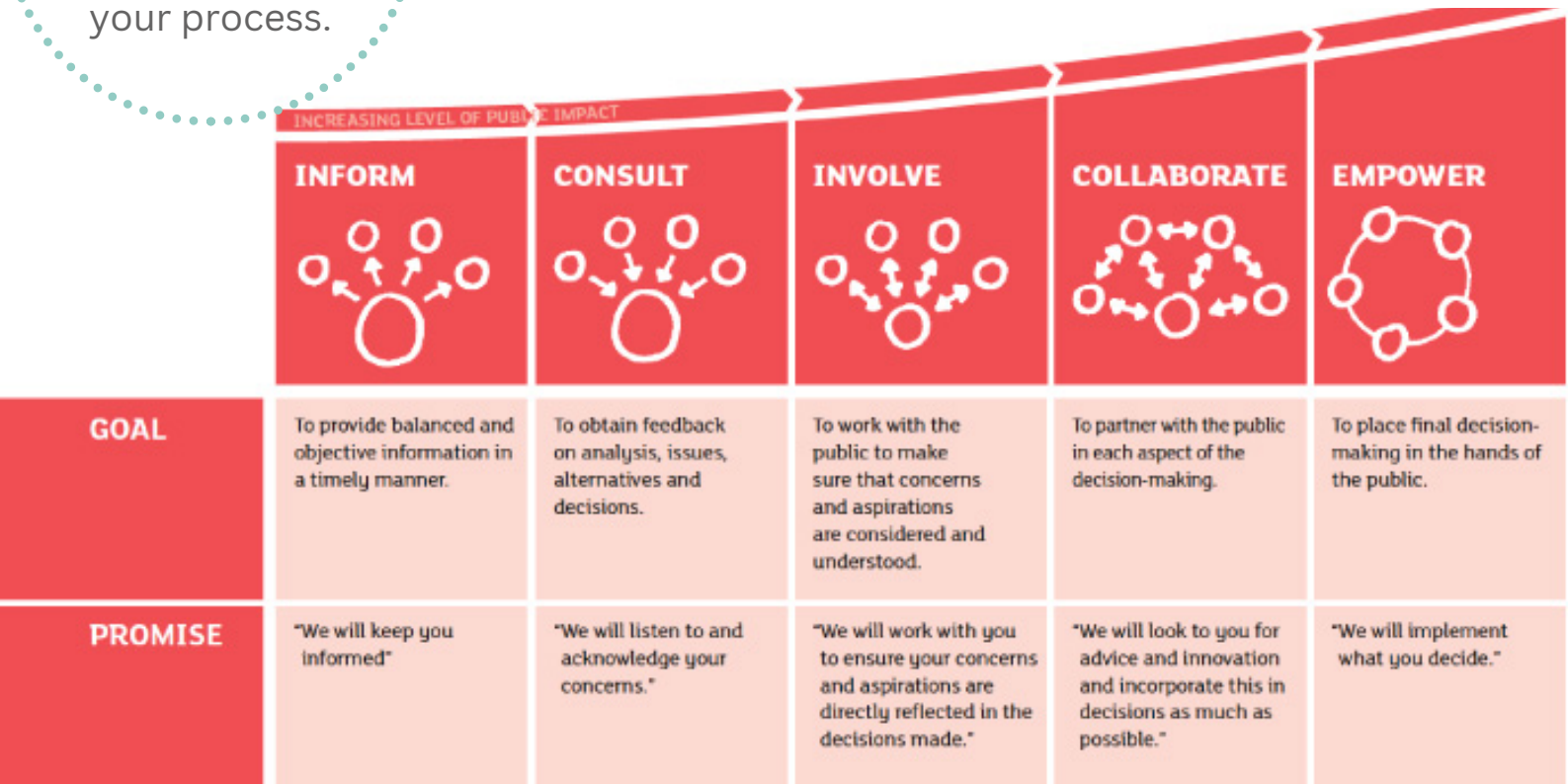
Outputs

- Plan for what information will be shared with stakeholders and when
- Final versions of materials to be published
- Agreement on direction and strategy going forward
- Clear list of responsibilities for everyone

Internal Workshop

IAP2 Spectrum of Public Participation

Use this spectrum to define the level of public participation in your process.



Common Concerns & How to Address Them

Antisocial behaviour / Vandalism

- Engagement with schools & youth groups
- Hands-on workshops to increase a sense of community ownership

Multiple Languages

- Understand demographics from the beginning & take into consideration in budget

Communicating contentious issues

e.g. removal of trees or other socially important elements

- Give people space to vent their feelings, acknowledge strong emotional attachments
- Be open & transparent, explain the logic behind the decision in detail

Knowing who to invite to which events

- Make use of key local stakeholders - ask them who they think should be invited
- Leave room in project scope to engage with any new stakeholders identified during events at a later stage

TIP

Create a list of stakeholder social media accounts that you can tag in every post

Outreach Materials

It can take up to 8 hours to complete a draft of all outreach materials e.g. posters, flyers and social media posts. It can take a few days more if there are lots of edits and changes and many people inputting feedback.

Type of Engagement	Details	Potential Cost	Time needed
Social Media	Timely and visual updates on the Council's website and social media accounts. Advertisement of public events (tagging relevant stakeholders)	Free	1 hour
Emails to full contact list	Timely process updates & alerts. Invites to events. Reports (you may first send this to your Local Task Force list before your general list)	Free	1 hour
Press Release	Usually created where there is an important progression in the project or to advertise an engagement event.	Possible payment to newspaper	2 hours
Poster	Posters to be available in community centres, schools, bus shelters. Information sharing through local newspapers.	Graphic designer or create your own free on Canva Printing cost depends on size and number of copies	1 day
Flyers	Used to promote an engagement event, designed with tag line/short call to action. With link to registration or QR code to registration.	Graphic Designer (or create free on Canva) High budget - hand deliver to all affected communities/residents Med budget - Send packs out to businesses, municipality building (such as libraries and community centres) Low budget - send e-flyer in email invites only	1-3 days
Webpage	Set up a webpage for your project with updates of project information, event details and summary reports.	This could be free through the IT department of your municipality or you may need to create a new site. For this you need to hire a web designer.	Initial set up - 1 day

Inviting Stakeholders



Emails

Create an email inviting stakeholders to the engagement event that your planning. This email should include:

- Purpose - what is the project, why are stakeholders being invited
- Event details - date, time, location
- Directions to venue, including directions for those with a disability
- Call to action - register for event, fill out pre-survey, attend event.
- Tailor emails - create bespoke emails for education institutions, businesses and community groups
- Emphasise importance of hearing stakeholder's voices

Individual Calls

Increase the probability of public engagement by having a direct conversation

- Invite the individual & the group that they represent to the event you are planning
- Ask if they would like to get more involved in the project (as part of a Task Force)
- Ask if there are any barriers to their participation

This is usually completed in addition to emails and as a way of following up and ensuring people receive the information in a timely manner.

TIP

Send out a doodle poll or survey first to find a date that suits the majority of stakeholders

Surveys

Can take 2-5 hours to create the questions with edits etc. and then anywhere from 3 hours to 9 hours to analyse the results depending on the number of open text questions you have and number of respondents.

- **General surveys** can be made to pulse-check what a community think and feel about a project
- **Pre-event Registration surveys** can be used to understand who wants to attend a consultation session. You can include preliminary questions to get initial insights ahead of the first meeting (knowledge check)
- **Registered interest surveys** can just collect details from people that want to be involved and updated throughout
- A survey at the start that asks a **baseline question** can then be asked again at the end of the process and/or project to help measure impact.

LOGISTICS:

- You might already have a tool or platform within your municipality
- Make sure the tool you use is as accessible as possible (large font, contrasting colours, simple language, easy user experience, viewable on different devices etc.)
- If you do not have a particular tool you can use these for free or for a low price: Jotform, Typeform, Google Forms, Survey Monkey
- Consider making physical copies of surveys available in municipal buildings/community centres to increase accessibility

Surveys

What should you ask and how should you ask?

Think about the end goal.

What information do you need from your audience?

Potential respondents may not fill in a survey if it has too many open ended questions and will take a long time to fill in.

Mix the survey up with open and closed ended questions. This mix of qualitative and quantitative data will allow you to create quick and simple graphics to depict the results.

General Questions to ask

- Name (optional where you would like to provide anonymous feedback)
- Contact Details (optional)
- Consent to use information
- Attendance confirmation
- Your background/your role/where you live/work
- Expectations/what you hope to get out of this event
- Option to select date for event
- Further questions (about event/for speakers)
- Any additional accessibility needs you want us to be aware of?
- Do you want to be kept informed
- Anything else to add

Surveys

Sample question types



Closed Questions

How do you usually travel around the city?

- a) Walk
- b) Cycle
- c) Public Transport
- d) Private car

How would you rate the green spaces in your neighbourhood currently?

- a) Excellent
- b) Good
- c) Average
- d) Poor



Open Questions

What kind of green amenities would you like to see in your area?

What do you think makes a good 'green city'?

Can you share any examples of other places you think we should look to for inspiration for a 'green city'?

Checklist

<input type="checkbox"/>	Brainstorm High Level Plan
<input type="checkbox"/>	Source Venue and Facilitators
<input type="checkbox"/>	Create worksheet material
<input type="checkbox"/>	Create detailed agenda
<input type="checkbox"/>	Information Pack
<input type="checkbox"/>	Prepare for the event (printing etc)
<input type="checkbox"/>	Host Event
<input type="checkbox"/>	De-brief

Brainstorm

Take an hour to think about the style of event/programme of events, the estimated number of people and any external support you will require, This will be beneficial in the long run. You can do this alone, with colleagues or with key stakeholders for a more collaborative process. This table will help you to estimate event costs and to choose what suits your project best (you might choose to hold a mix to hear from as many voices as possible)

EVENT TYPE	EXTERNAL SUPPORT AND MATERIALS	ENGAGEMENT ACTIVITIES (NON-EXHAUSTIVE LIST)	HOW TO RECORD?
Webinar with breakout rooms for facilitated discussions at least 1.5 hours for presentations then discussion	Facilitators (1 per 7-10 participants) Tech support	Online worksheets created on Miro/Mural/ Google Jam Boards Live surveys or polls - zoom polls or mentimeter Feedback form at end of event - Jotform / Google Form	Notetaker in each breakout room (if you have the resources) Record the session if on zoom Post-its on online worksheet Graphic Illustrator
In-person workshop - you may carry out a number of these based on themes that have emerged through previous consultation or contextual analysis	Facilitators (1 per 7 participants max) Venue Hire Materials - printing worksheets, surveys, signage, post-its, pens etc. Water / Refreshments	Printed worksheets - A1/A0 in centre of table A1/A0 Maps of the target site Live polls Surveys Creative additions: submissions box	Notetaker at each table (if you have the resources) Post-its Printed Surveys & Submission box QR code to online version of survey Videographer/Photographer/Graphic Illustrator
In-person exhibition (best at the beginning or end of programme to either introduce the project or showcase the result)	Facilitators (1 per 25) Venue Hire (or tent hire if this is outdoors) Materials - informational exhibition boards, canvas, post-its etc. Refreshments	Canvas Method / Large worksheets, Surveys One-to-one conversations Large map with post-its	Facilitators taking notes based on conversations Post-its Printed surveys & submission box Videographer/Photographer/Graphic Illustrator
Target Audience Workshops - meet people where they are & create bespoke workshops that will cover issues specific to certain communities e.g. Youth workers & youth/Schools, Elderly group session, people who have a disability, new communities etc.	Facilitators (1 per 6 participants max) Translator Youth worker / teacher Stationery Refreshments	Bespoke worksheets Youth competition Informal focus group conversation Maps with post-its	Notetaker at each table (if you have the resources) Post-its QR code to follow up survey Videographer/Photographer/Graphic Illustrator
Piggyback on other events in the locality - collaborate with other organisers & increase your reach	Facilitators Materials - informational boards, printed worksheets, surveys, post-its, pens	Canvas Surveys	Facilitators taking notes based on conversations Post-its Printed surveys & submission box Videographer/Photographer/Graphic Illustrator
Pop-up Fun Day - This could be a programme of engagement activities over one day with family friendly pop-ups	All of the above + other creative methods	All of the above + other creative methods, 'gamify' the consultation	Facilitators taking notes based on conversations Post-its Printed surveys & submission box Videographer/Photographer/Graphic Illustrator

Agenda and Plan

Now it's time to plan the engagement event.

What should you include in your event plan document?

1. Project Context
2. Analysis of the results of the registration survey
3. Aim and Objectives of the event
4. Event details - location, date, time
5. Agenda - Include as much detail as possible in this agenda including plans for setting up and closing the event, detailed timings
6. Support team roles- should include facilitators, note takers, technology support, welcome table
7. Short facilitator guide (see page 32)

Cost to Consider

This is a non-exhaustive lists of potential costs that you will likely face when organising an engagement event

1	External Facilitators (save money by training internal staff)
2	Notetaker
3	Technology support
4	Venue/Hotel conference room Community /Municipality venue e.g library might be free.
5	Printing
6	Stationary- Pens , Post its etc
7	Photographer, Videographer , Graphic Illustrator
8	Catering - tea, coffee , snacks

Event Organisation

Elements of the event that you should plan for:



Venue

- Can you do this at the site of the development? Will you need shelter?
- What is the venue capacity? Does it cover expected numbers?
- Can you stick posters on walls?
- Chose best venue based on accessibility:
 - Disabled parking
 - Non-binary toilets
 - Walkability from bus stops
- Cost – try using community or municipality owned buildings to lower costs



facilitators

If you do not have internal resources or expertise to facilitate the engagement then seek professional assistance. You may need to make this decision very early on if your city follows a strict procurement process.



Photographers/ Videographers

- How do you want to record the event?
- Think about how it will be disseminated. A graphic illustration is a quick and creative way of summarizing the main takeaway of the event in an accessible format.
- Make sure you have clear signage at your event to let people know that photos are being taken.



Catering

If you do not have the budget for a caterer, or your venue doesn't provide catering:

- Ask around for a lend of a tea/coffee catering thermos
- Buy water, cold drinks, fruit, biscuits at a local supermarket for low cost



materials

- Whiteboard, Screen, Projector, Podium, Stage, Speaker, Microphones.
- Can the venue loan you some of the materials needed?

Methods and Tools

Ensure that the method(s) that you employ are suitable for your audience and project. You can use multiple techniques during one engagement event.

Examples to consider



COMMUNITY MAPPING

Community Mapping involves residents identifying the assets of their neighbourhood, looking at opportunities and creating a picture of what it's like to live there. This is a valuable and effective method of simple community engagement as maps are visual and easy to relate to.



CITIZEN ASSEMBLY

A group of citizens who are selected at random from the population to learn about, consider, and make recommendations on a particular issue. The aim is to secure a group of people who are broadly representative of the electorate in terms of gender, ethnicity, social class and the area where they live.



CO DESIGN WORKSHOP

Bring stakeholders and designers/creators together in the same room at the early stages of a project. This helps the designer discover unique perspectives through collaboration and to include user and stakeholder opinions in key decisions.



EXHIBITION

An interactive method of reaching many stakeholders and community members at once. You can inform those who attend about the project and timeline through accessible and engaging boards. This is only a meaningful method when you ask for feedback through surveys, worksheets and/or post-its. You could also have informal conversations here, fostering trust with the local community.



ARTS

may be used as part of a workshop or a separate initiative

- Performing arts – Theatre, storytelling, audio drama, dance, body mapping, music
- Games – Video games, board games, street-based games
- Immersive art installations – Immersive experiences, often incorporating multiple arts-based approaches
- Literary arts – Storybooks, comic books, oral histories, poetry



CANVAS / CUSTOM WORKSHEETS

Use very helpful tools such as Miro, Mural or Google Jam boards to create engaging canvases. They will help you shape the project by asking questions about the information you need. These can guide discussions during a workshop, exhibition or citizen assembly.



SUBMISSION BOX

Some people may not feel comfortable talking with others or might not have time to engage in a canvas, worksheet or discussion. The quickest method of supplying feedback might be through a short survey. (see Tune In section). Provide an online link and/or a paper version. Ensure that you give the option to provide anonymous feedback.



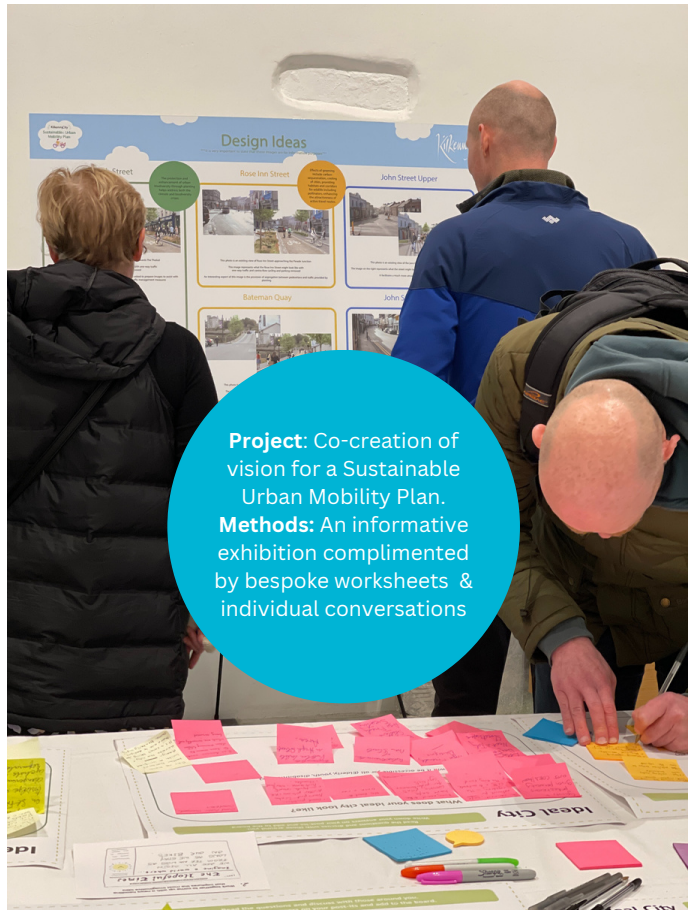
Community Mapping



Creative engagement in practice



Source: Connect the Dots

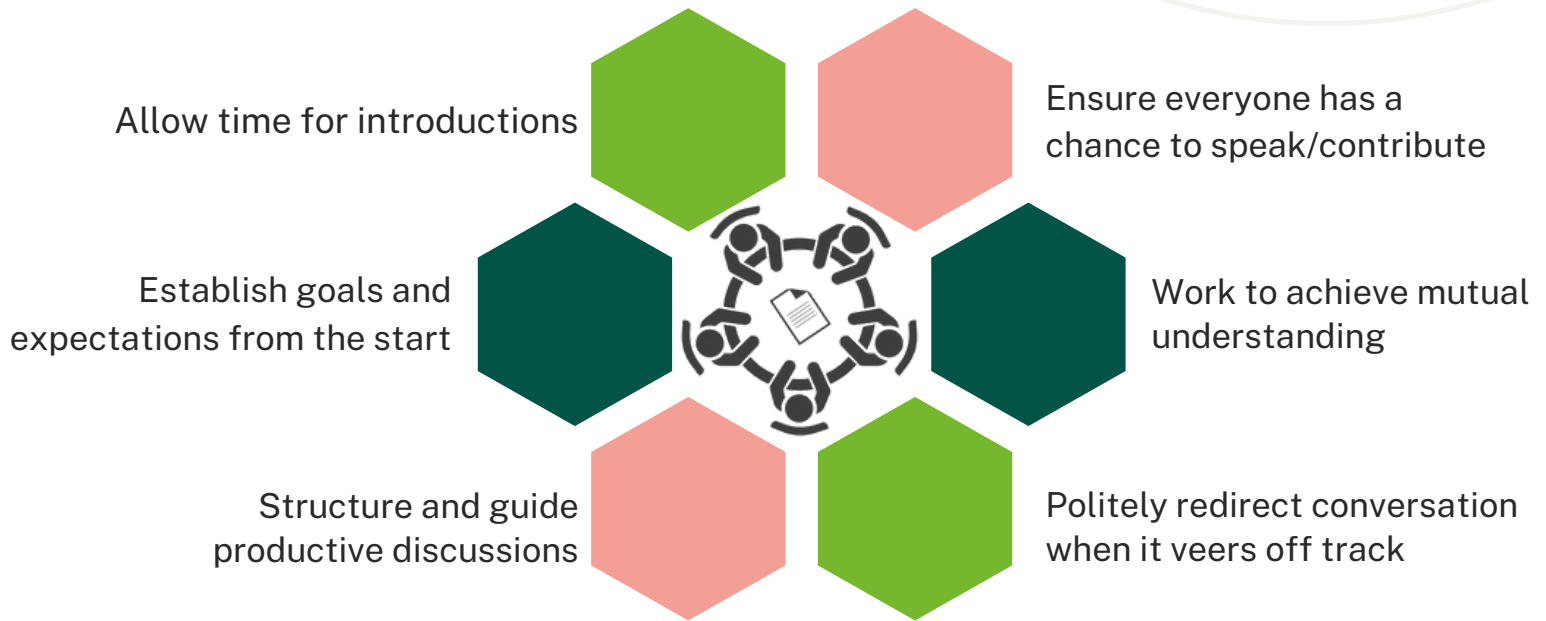


Project: Co-creation of vision for a Sustainable Urban Mobility Plan.
Methods: An informative exhibition complimented by bespoke worksheets & individual conversations

Source: Connect the Dots

Facilitation Tips

Ensure facilitators know the project context. During consultation event facilitators should:



Event Checklist

<input type="checkbox"/>	Printing of flyers and posters
<input type="checkbox"/>	Printing of worksheets and signage for venue
<input type="checkbox"/>	Printing or buying name tags/lanyards & required stationery
<input type="checkbox"/>	Organising sustenance / incentive e.g. coffee/soft drinks etc
<input type="checkbox"/>	Ensuring a tech support person available or booked (even if it is in person - you may be presenting on an unfamiliar screen / using a sound system)
<input type="checkbox"/>	Review slides of any guest speakers to ensure clarity and transparency (ensure that each speaker understands the importance of engaging the audience who have very little technical knowledge)
<input type="checkbox"/>	Select hashtag if encouraging online

Project logistics depend on the scale and scope but generally the high level checklist for an event is:

Co Create

Continually update and engage with your key stakeholders (other municipality departments) and your Local Task Force as your design progresses.

- It is important to hold the design of your intervention accountable to public input. The design must reflect the insights gathered throughout the engagement process. Where a suggestion has been made but not progressed, then explain your rationale clearly e.g. scope, budget or site constraints.
- Provide a space for submissions throughout the engagement process - e.g. a submissions button on your webpage or an email address for all project queries and concerns.
- Check in on how well you are engaging - send your Local Task Force a check-in survey asking questions like:
 - Do you feel like your viewpoint is being considered?
 - Do you see the value in being involved in this engagement process?
 - What barriers are there to your involvement?
 - [CLICK HERE](#) to view a sample survey that you may rewrite to suit your context

Make Impact

	Feedback form
	Compile insights
	Theme insights & write Summary Report
	Share report with stakeholders
	Insights feed into design
	Internal debrief & design
	Case study for external and internal learnings

Report Back

What should the main findings of my report include?

- Detailed information on who participated and how they were selected
- Graphs to visualise results of closed questions
- Word clouds to visualise common answers for open questions
- Direct quotations that are particularly insightful or help to illustrate a recurring theme
- Images of any visual feedback received e.g. children's drawings, annotated maps or diagrams
- Images of any visuals displayed at consultation events to give context to feedback received
-
- Depending on feedback received, you can create different categories, e.g.
- General themes of discussion
- Tangible design suggestions
-
- Consider creating an executive summary of your report that highlights the key findings and conclusions of your report, and complements the longer detailed report.

Show your community and stakeholders that you are listening by reporting back after every engagement session

Summary of plan and findings, including:

- Pre-event outreach
- Event structure
- Summary of methods and tools used
- Findings (high level & detailed)
 - Quantifiable - survey results & live polling
 - Recurring themes of conversation
- Appendices
- Copies of materials, survey questions etc

Varied lengths for internal and external use

Other ways to report back:

- Infographics
- Posters
- Timeline/ Storyboard
- Photos
- Presentations
- Videos
- Art - Murals

Empower

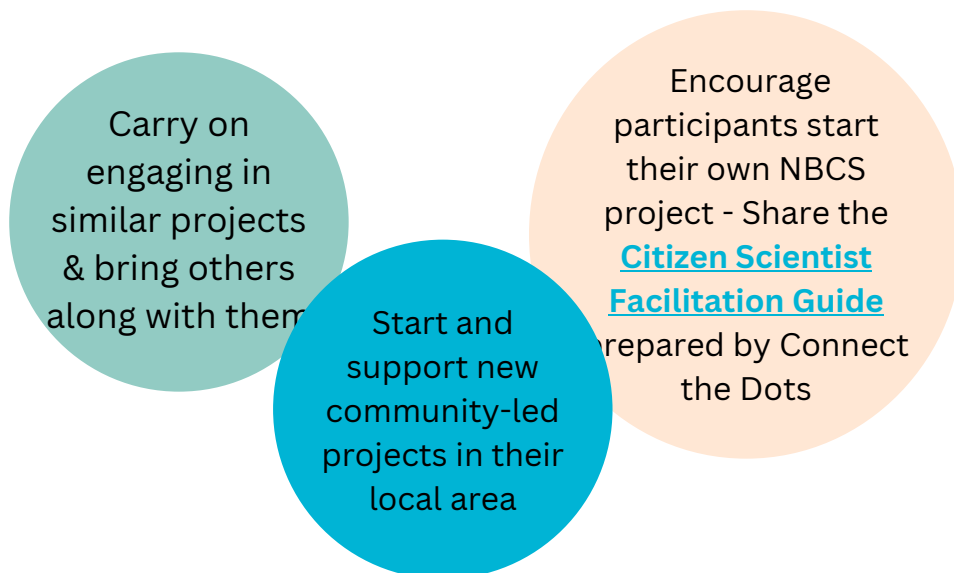
Check List

<input type="checkbox"/>	Check-in with stakeholders
<input type="checkbox"/>	Local Task Force
<input type="checkbox"/>	Capacity Building & Training

Keep stakeholders engaged

It's important to continuously check-in and engage with your stakeholders throughout the project even when it's over.

This helps keep people continuously engage in the project and empowers them to:



How:

- Keeping them updated and informed with project news
- Getting them involved in implementing the objectives in the project e.g. helping plant green corridor
- Sharing reports with them - they can then share within their communities
- Capacity Building - share your knowledge and skills to empower the community to work for themselves

Local Task Force

Highly engaged group – involve them in every iteration of the design!

The Local Task Force should be an ongoing forum made up of important stakeholders involved in the project. Their interest in the project will already be high, but members will need to be kept informed and engaged throughout the process.

Consider how you will recruit stakeholders to the group who may not self-select to join. It should be representative of all stakeholders, not just the loudest/most active.

The task force should give members the opportunity to have real input into the project. Empowering the community will motivate them to continue to contribute their individual expertise to the project.

Capacity Building and Training

Keep your eyes open for opportunities to build capacity!

Throughout your project you will meet new people from various backgrounds, organisations with diverse skills. Ensure you are always thinking of opportunities for collaboration.

Those valuable skills can help improve the project, its outcomes or even better can provide employment and training for the project team, Local Task Force or the local community.

Look to methodologies that offer people an opportunity to get involved with and gain a better understanding of project aspects such as budgets, timelines and expected outputs.

All knowledge is valuable. Skills that can support your project could be anything from:

- Construction
- Gardening
- Facilitation
- Mediation
- Budget management
- Project management
- Event management
- Marketing/Social Media
- Translation/interpretation
- Social & youth work
- Catering

Refer back to the IAP2 Spectrum, consider how you can move towards 'Empower' and 'Collaboration'

**Prepared by Connect the Dots For
community engagement support or
any other information please contact
us on hello@connectthedots.ie**

