



# Activity A2 “Elaboration of the project communication platform”: Deliverable A 2/1 “Plan for awareness raising and stakeholder engagement plan”

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EU LIFE Programme project  
“Demonstration of climate change mitigation potential of nutrients rich organic soils in Baltic States and Finland”



## ROLE OF STAKEHOLDERS

- This plan is essential to determine:
  - ✓ **how to best involve stakeholders,**
  - ✓ which is the **best way to deliver information,**
  - ✓ which are the **most effective communication channels** to be used throughout the different phases of the project.
- An **online survey** was prepared to gather information about stakeholders in all project countries.









## STAKEHOLDER ANALYSIS (1)

- **Primary stakeholders**: mainly represented by **governmental institutions, agencies and organisations**, have the highest level of participation with a control and partnership role, and consulting and informing responsibilities. They have a direct stake in the project together with a high level of influence on the planning process and on the implementation of project-related policies.
- **Secondary stakeholders**: mainly represented by **state-owned enterprises, research organisations, higher education institutions, advisory organisations, regional and local administrations and EU authorities**, have a high level of influence given by their consultancy and/or partnership role, and contribute to the project overall reputation. However they don't have a direct stake in the project, being not the final receivers of the project actions.
- **Third parties**: mainly represented by **business representatives, landowners, farmers, foresters, non-governmental organisations**. Actively involved in the project, in some cases also due to their high interests, but have a low influence on its outcomes.

## STAKEHOLDER ANALYSIS (2)

- **Priorities**: focus on the **goals** of the analysed stakeholders in line with the objectives of the project, to understand **what motivates their involvement, how the project can align with their priorities** or at least how we can ensure that it won't threaten them.
- **Problems**: focus on the **challenges that stakeholders have to face in order to achieve their priorities**, as for example lack of data or information, lack of interest, inadequate policies and/or management, lack of involvement and participation to the decision-making process.
- **Needs**: focus on the **actions that stakeholders have to undertake** in order to achieve their goals and solve the main problems that interfere with their results achievement.
- **Constraints**: focus mainly on **potential opponents and on the challenges** that the target groups will have to face.
- **Benefits**: focus on the **results and achievements** that stakeholders can obtain through their involvement in the project in order to meet their priorities and tackle the challenges related to them.



## STAKEHOLDER ANALYSIS (3)

- **Priorities:** improvement of accounting methods and data availability on GHG emissions; implementation of CCM measures to ensure sustainable land management; support for rural businesses in transition to climate-smart management solutions; socioeconomic effects along GHG reduction goals.
- **Problems:** lack of complete and consistent data on GHG emissions from nutrient-rich organic soils; sustainable CCM measures; sufficient resources and expertise at entrepreneurial level.
- **Need** for trainings, capacity-building, educational and informative initiatives.
- **Constraints:** potential socio-economic risks, complexity and the long-term prospective of the project might find the reticence of business representatives and entrepreneurs which might consider CCM measures as potentially harmful for their business in the short-term.
- **Benefits:** cross-sectoral cooperation, knowledge improvement, implementation of CCM measures.

## STAKEHOLDER ANALYSIS (4)

- The level of influence and interests have been matched in an **Influence/Interest matrix**, where the parameter “Influence” measures the degree (high/low) to which stakeholders can influence the project, while the parameter “Interest” defines the impact of the project on stakeholders.

		Influence	
		Low	High
Interest	Low	<ul style="list-style-type: none"> <li>Non-governmental organisations</li> <li>Students, local inhabitants</li> </ul>	<ul style="list-style-type: none"> <li>Research/educational/advisory organisations</li> <li>Competent EC authorities / other international organisations</li> <li>State-owned enterprises / services</li> <li>Local administrations</li> </ul>
	High	<ul style="list-style-type: none"> <li>Landowners, farmers, foresters</li> <li>Business representatives</li> </ul>	<ul style="list-style-type: none"> <li>Governmental institutions/organisations</li> </ul>

## TYPE OF PARTICIPATION AND THE LEVEL OF INVOLVEMENT (1)

- **Inform**: lowest level of participation. Usually the **final receiver of the project actions**, individually or collectively. Usually they are only **informed about the project development** by other stakeholders who have more control. **Actively involved in the project**, also due to their high interest, but have a **low influence on its outcomes**.
- **Consult**: need to be involved in all information initiatives, but are also **consulted by other stakeholders on specific issues due to their technical/scientific competences**. They have higher influence, but lower interest being **not the final receiver of the project actions**.
- **Partnership**: have **equal decision-making power on one or more project actions**, with one or more of the other stakeholders involved. They have high influence given by their decision making power, but low interest being **not the final receiver of the project actions**.
- **Control**: highest level of participation. Stakeholders **in control of all decision-making processes** and therefore can highly influence them. Furthermore they have the **responsibility to cooperate, consult and inform** the other stakeholders as well as the society as a whole.

## TYPE OF PARTICIPATION AND THE LEVEL OF INVOLVEMENT (2)

TYPE OF PARTICIPATION				
Target groups of the communication activities	Inform	Consult	Partnership	Control
Governmental institutions/organisations				
State owned enterprises				
Competent EC authorities / other international organisations				
Research/educational/advisory organisations				
Local administrations				
Business representatives				
Non-governmental organisations				
Landowners, farmers, foresters				
Students/local inhabitants				

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