

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

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LIFE OrgBalt, LIFE18 CCM/LV/001158

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 LIST (1)

Stakeholders S. Groups	Country	Govern Instit. / org.	State owned enterp.	Research org.	HEIs	Advisory org.	Local instit.	EC authorities	Business repres	NGO
MINISTRY OF ENVIRONMENTAL PROTECTION AND REGIONAL DEVELOPMENT (MEPRD)	Latvia									
STATE ENVIRONMENTAL SERVICE	Latvia									
NATURE CONSERVATION AGENCY OF LATVIA	Latvia									
LATVIAN ENVIRONMENT, GEOLOGY AND METEOROLOGY CENTRE	Latvia									
RURAL SUPPORT SERVICE	Latvia									
STATE PLANT PROTECTION SERVICE	Latvia									
STATE FOREST SERVICE (SFS)	Latvia									
JSC "LATVIA STATE FORESTS", STATE FORESTRY SERVICE	Latvia									
FOREST RESEARCH STATION	Latvia									
UNIVERSITY OF LATVIA	Latvia									
UNIVERSITY OF DAUGAVPILS	Latvia									
LATVIAN RURAL ADVISORY AND TRAINING CENTRE	Latvia									
MUNICIPALITIES	Latvia									
THE LATVIAN ASSOCIATION OF LOCAL AND REGIONAL GOVERNMENTS (LALRG)	Latvia									
PLANNING REGION ADMINISTRATIONS OF LATVIA	Latvia									
LATVIAN NATIONAL PEAT ASSOCIATION	Latvia									
LATVIAN AGRICULTURAL ORGANIZATION COOPERATION COUNCIL (LAOCC)	Latvia									



STAKEHOLDER LIST (2)

Stakeholders S. Groups	Country	Govern Instit. / org.	State owned enterp.	Research org.	HEIs	Advisory org.	Local instit.	EC authorities	Business repres	NGO
LATVIAN FOREST OWNERS' ASSOCIATION	Latvia									
FARMER'S PARLIAMENT	Latvia									
REPUBLIC OF ESTONIA MINISTRY OF ENVIRONMENT	Estonia									
REPUBLIC OF ESTONIA MINISTRY OF RURAL AFFAIRS	Estonia									
REPUBLIC OF ESTONIA ENVIRONMENTAL BOARD	Estonia									
ESTONIAN ENVIRONMENT AGENCY	Estonia									
ESTONIA STATE FOREST MANAGEMENT CENTRE	Estonia									
ESTONIAN ENVIRONMENTAL RESEARCH CENTRE	Estonia									
AGRICULTURE RESEARCH CENTER	Estonia									
ESTONIAN UNIVERSITY OF LIFE SCIENCES	Estonia									
ESTONIAN CHAMBER OF AGRICULTURE AND COMMERCE	Estonia									
REPUBLIC OF LITHUANIA MINISTRY OF ENVIRONMENT	Lithuania									
STATE FOREST ENTERPRISE	Lithuania									
FOREST STEWARDSHIP COUNCIL (FSC)	Lithuania									
FOREST OWNERS ASSOCIATION OF LITHUANIA (FOAL)	Lithuania									
MINISTRY OF AGRICULTURE AND FORESTRY OF FINLAND	Finland									
MINISTRY OF ENVIRONMENT OF FINLAND	Finland									
FINNISH ENVIRONMENT INSTITUTE	Finland									
METSAHALLITUS	Finland									
TAPIO	Finland									
FINNISH FOREST CENTER	Finland									



STAKEHOLDER LIST (3)

Stakeholders S. Groups	Country	Govern Instit. / org.	State owned enterp.	Research org.	HEIs	Advisory org.	Local instit.	EC authorities	Business repres	NGO
UNIVERSITY OF HELSINKI	Finland									
UNIVERSITY OF EASTERN FINLAND	Finland									
PROAGRIA	Finland									
THE CENTRAL UNION OF AGRICULTURAL PRODUCERS AND FOREST OWNERS	Finland									
FINNISH FOREST INDUSTRIES FEDERATION	Finland									
VALIO	Finland									
TORNATOR	Finland									
UPM	Finland									
METSÄ GROUP	Finland									
STORAENSO	Finland									
FINNISH ASSOCIATION FOR NATURE CONSERVATION	Finland									
FINNISH PEATLAND SOCIETY	Finland									
WWF FINLAND	Finland									
BALTIC SEA ACTION GROUP/CARBON ACTION	Finland									
FEDERAL MINISTRY FOR THE ENVIRONMENT, NATURE CONSERVATION AND NUCLEAR SAFETY	Germany									
FEDERAL MINISTRY OF FOOD AND AGRICULTURE	Germany									
GERMAN ENVIRONMENT AGENCY	Germany									
FEDERAL AGENCY FOR NATURE CONSERVATION	Germany									
FEDERAL REASEARCH INSTITUTE FOR RURAL AREAS, FOREST AND FISHERIES	Germany									
GREIFSWALD UNIVERITY	Germany									



STAKEHOLDER LIST (4)

Stakeholders	State owned	Research	HEIs	Advisory	Local	EC	Business	NGO		
S. Groups	Country	Govern Instit. / org.	enterp.	org.	HEIS	org.	instit.	authorities	repres	NGO
ROSTOCK UNIVERSITY	Germany									
GERMAN FARMERS ASSOCIATION	Germany									
GERMANY – NATURE AND BIODIVERSITY CONSERVATION UNION (NABU) BIRDLIFE	Germany									
COMMISSION'S DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT (DG AGRI)	EU									
COMMISSION'S DIRECTORATE-GENERAL FOR CLIMATE ACTION (DG CLIMA)	EU									



STAKEHOLDER ANALYSIS (1)

- <u>Primary stakeholders</u>: mainly represented by <u>governmental institutions</u>, <u>agencies and organisations</u>, 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.
- <u>Secondary stakeholders</u>: mainly represented by <u>state-owned enterprises</u>, <u>research organisations</u>, <u>higher education institutions</u>, <u>advisory organisations</u>, <u>regional and local administrations and EU authorities</u>, 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.
- <u>Third parties</u>: 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)

- <u>Priorities</u>: 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.
- <u>Problems</u>: 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.
- <u>Needs</u>: 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.
- <u>Constraints</u>: focus mainly on **potential opponents and on the challenges** that the target groups will have to face.
- <u>Benefits</u>: 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.

		Inf	luence
		Low	High
Interest	Low	 Non-governmental organisations Students, local inhabitants 	 Research/educational/advisory organisations Competent EC authorities / other international organisations State-owned enterprises / services Local administrations
	High	Landowners, farmers, forestersBusiness representatives	 Governmental institutions/organisations



TYPE OF PARTICIPATION AND THE LEVEL OF INVOLVEMENT (1)

- <u>Inform</u>: 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**.
- <u>Consult</u>: 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**.
- <u>Partnership</u>: have <u>equal decision-making power on one or more project actions</u>, 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**.
- <u>Control</u>: 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									



THANK YOU FOR ATTENTION!















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