

How to Meaningfully Engage Key Stakeholders in Smart Circular Economy

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Circular project requires new level of cooperation and coordination among all stakeholders involved. This is difficult to organize and maintain it.

- It requires cooperation between a wide range, both in number and type of stakeholders.
- Aligning expectations, ambitions and efforts is a task which demands dedicated coordination and management.
- Help might be found among already developed circular infrastructure around the world.

Citizens awareness and participation is very low.

- Deliberately created citizen engagement is scarce, inspiring actions / leaders are necessary.
- It is risky to move to circular economy / circular cities with business and knowledge institutes but without properly including citizens in the process.

Goal: Identify, address and include all key stakeholders early on in the transition process
(e.g. businesses, knowledge institutes, citizens)

The transition is a co-creating process between all key stakeholders.

Why to Engage?

1. Stakeholders should have a say in **decisions about actions that could affect their lives** or essential environment for life.
2. Stakeholder participation seeks out and facilitates the **involvement of those potentially affected by or interested** in a decision.
3. Stakeholder participation seeks input from participants in **designing how they participate**.
4. Stakeholder participation provides participants with the information they need to **participate in a meaningful way**.
5. Stakeholder participation communicates to participants **how their input affected the decision**.

Stakeholder Engagement Plan

Step 1: Identify Stakeholders by thinking about:

- What are the stakeholder's expectations?
- What exactly is the stakeholder's interest?
- What are they interested in?
- What are they expecting to gain?
- What are their concerns?

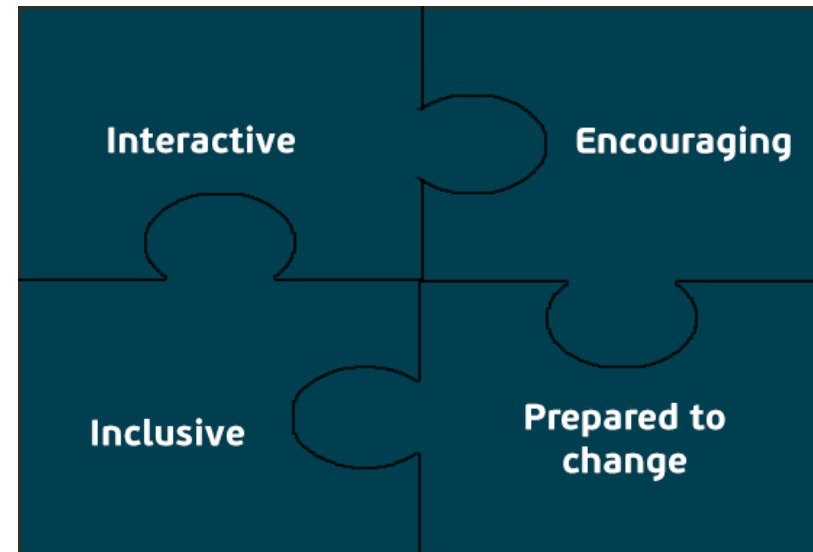
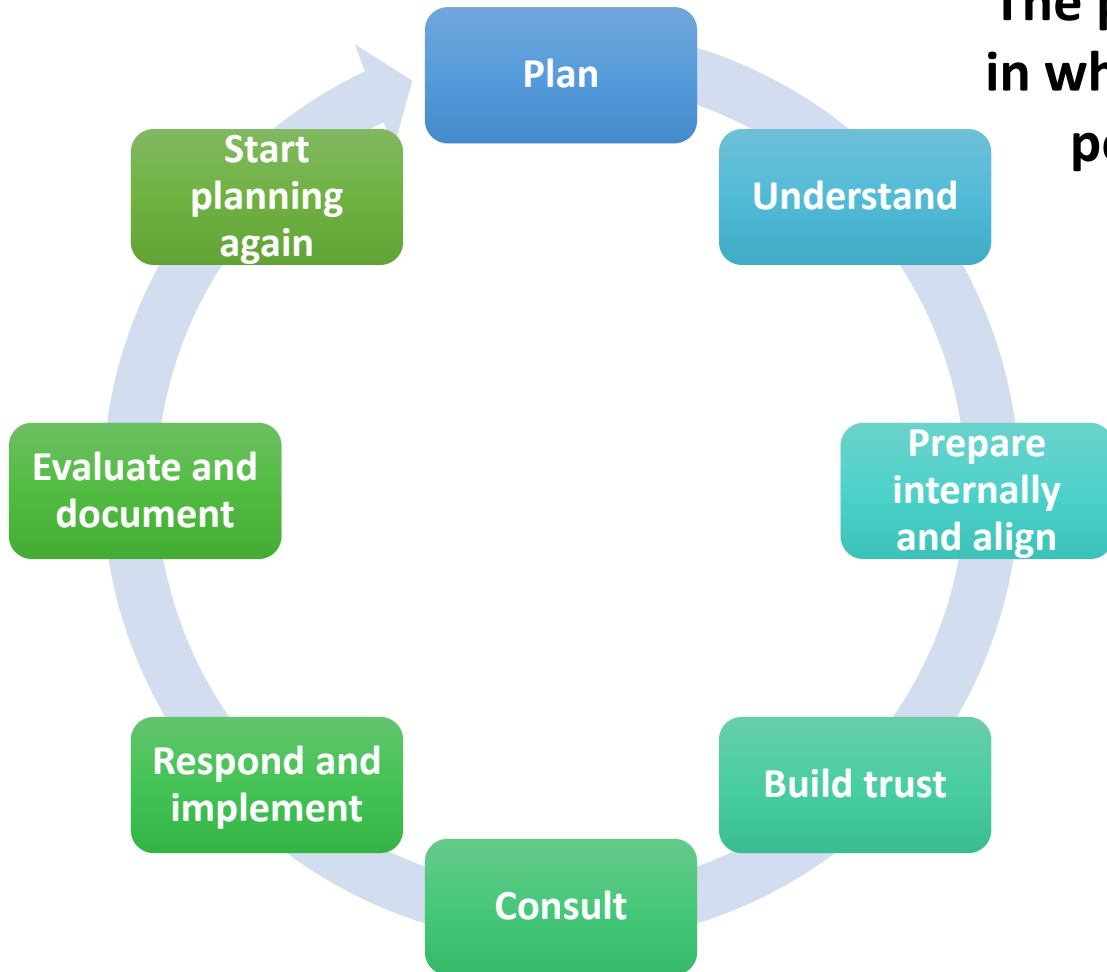


**Power: ability of the stakeholder to stop and/or change the project*

**Interest: defines the stakeholder's "stake" in the project*

Stakeholder Engagement Process

The process is not linear, rather it is an interactive process in which the organization learns and improves its ability to perform meaningful stakeholder engagement while developing relationships of mutual respect.



Common Techniques for Stakeholder Engagement

Personal Interviews

- Identify issues specific to each stakeholder
- Demonstrate commitment
- Build relationships with individual stakeholders

To keep in mind

- Are time and resource intensive
- No opportunity to test attitudes and assertions independently

Workshops and consultations

- Form relationships
- Help build a network
- Allow issues to be verified, tested and solutions developed
- Increase ownership by participants
- Help prioritize issues and potential solutions

To keep in mind

- Need to provide sufficient info to ensure the participants can share their informed views
- Individuals may not necessarily be representatives of a stakeholder group as a whole

Focus groups

- Identify stakeholder views on a specific issue
- Allow issues to be verified, tested and solutions developed
- Gather baseline data
- Support, test or gain feedback on the outputs of other methods (e.g. surveys)

To keep in mind

- Participation is limited to a relatively small number
- Individuals may not necessarily be representatives of a stakeholder group or community

Public or “Town Hall” Meetings

- Reach large audiences in certain communities
- Relatively inexpensive and quick
- Demonstrate willingness to be open
- Provide communities with opportunity to speak directly

To keep in mind

- Some communities may not be comfortable, speaking in such a public forum
- Limited opportunity to explore certain issues in detail

Surveys

- Provides detailed data on specific issues and needs
- Provide a good insight to the extent the issue/s is significant within a community
- Is a widely known and acceptable method

To keep in mind

- Can be manipulated or designed to yield certain results
- Take considerable time and resources to prepare, implement and analyze results

Stakeholder participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision-makers.

