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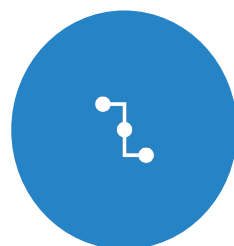


CoME EASY package for sustainable and smart climate planning: the stakeholders' engagement guide

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Who we are



Main pillars and goals



The package and the first results



Focus on stakeholders' engagement guide



Questions



Project Consortium and Ambassador cities

The CoME EASY Ambassador Municipalities are:

- **Austria:** Dornbirn, Feldkirch, Klagenfurt
- **France:** Ville de Besançon, Grand Besançon, Brest Métropole, Vienne Condrieu Agglomération
- **Germany:** Lörrach, Ludwigsburg
- **Italy:** Firenze, Merano, Montaione
- **Luxembourg:** Beckerich
- **Romania:** Iași, Vama Buzăului
- **Switzerland:** Lausanne, Lumino, St. Gallen

At least further 77 cities will join in the roll-out-phase within Apr'21.



CoME EAsy Project: Goals

NO SILOS



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**CONNECT INITIATIVES
AND FACILITATE CROSS
FERTILISATION**

Mutual reinforcement

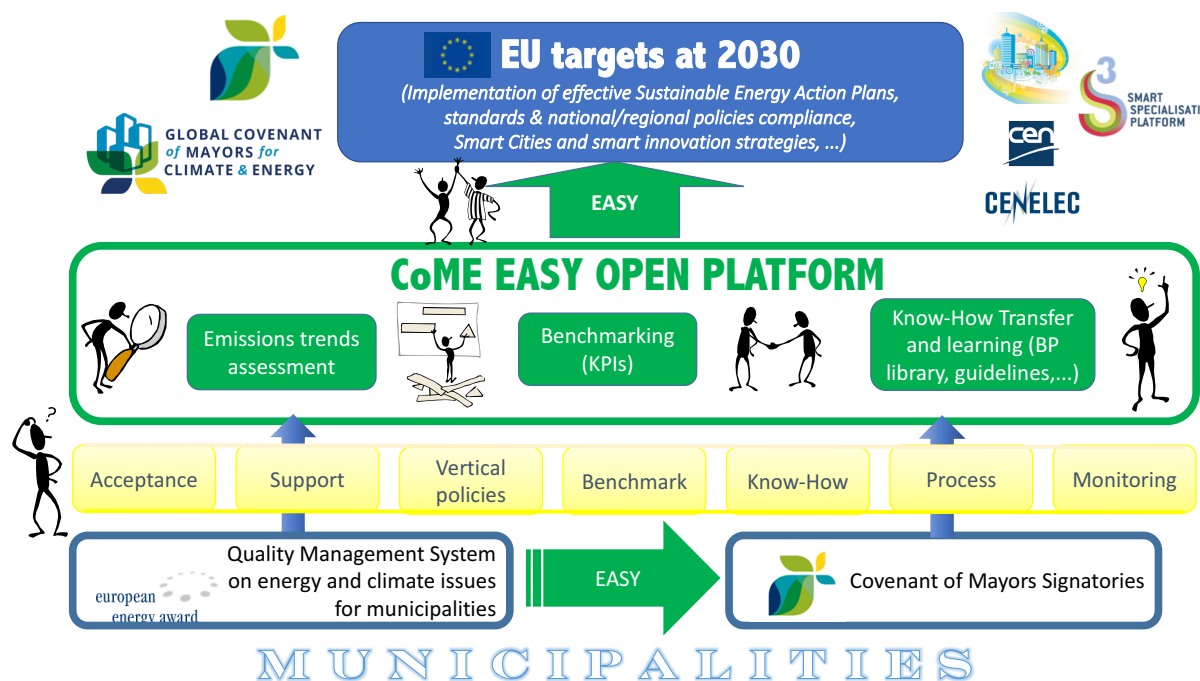
How?

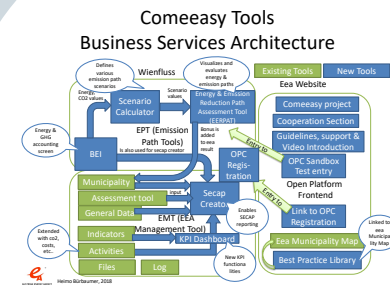
CONNECT INITIATIVES AND FACILITATE CROSS FERTILISATION

TOOLS UNDER DEVELOPMENT

- **Assess trends:**
 - Emission Path tool
- **Facilitate reporting:**
 - SECAP creator / Iso facilitator
 - Mitigation impacts calculator
 - Buildings database
- **Benchlearn:**
 - *Best Practices library*
 - *KPIs dashboard*
 - *Stakeholders' engagement guidelines (co-production)*

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First results



Focus on CoME EASY GUIDELINES for stakeholders' engagement

The guide (April 2019) has been designed for people involved in energy and climate planning, supporting working teams and leaders in the engagement of relevant stakeholders for a **trans-disciplinary co-production process**.

The aim is to **transfer from partners knowledge good practices and lessons learnt**, together with practical tips and tricks that can be used by further municipalities in this fundamental, but also difficult, process.

There is no unique solution, but methodologies and tools that have been already tested and that can be easily adopted with few adaptations.

It is important to know that **engagement processes must be managed** to achieve good results and should have clear rules, dedicated resources and realistic expectations (from both sides).

The guide considers **'why', 'who'** and suggests **'how'** to engage, as well as managing working groups and conflicts and monitoring outcomes.

WHY?

In participated processes, “**Motivation**” is the key element from both sides: the benefits of the engagement should be clearly identified since the beginning of the activity and communicated during the first approaches.

To obtain those evident benefits, engagement must be managed properly being aware of some **obstacles and limitations** like costs, time and effort required. Stakeholder selection is critical as it can bring poor results or privileges and it must comply also with some ethical aspects like data or intellectual property rights.

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BENEFITS:

- **Raise awareness** and provide clear understandings of the problem
- Improve relationships and **build trust**
- **Exploit synergies** among cross-cutting sectors
- Exchange experience and take opportunity for **capacity building**
- **Empower stakeholders** and understand deeply their needs, therewith improving the outcomes
- **Identify opportunities** and barriers
- **Enhance transparency** in decision making and improve communication channels
- **Facilitate access to data** and information
- Improve **risk management**
- **Validate** the outcomes.

MAIN EU INITIATIVES APPROACHES

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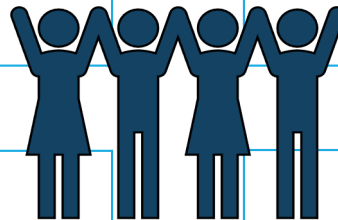


CoM:

- Motivations: long term acceptance, stronger support
- Stakeholders list including various sectors (LAs, civil protection, health, agriculture...)
- "facilitator" suggested
- No specific techniques
- Communication is essential

EIP Smart Cities and Communities:

- Specific action cluster "citizens focus" since 2014
- Main pillar: civic engagement/leadership
- Products:
 - European manifesto
 - toolkit "Principles and Enablers for Citizen Engagement"



EEA:

- Energy and climate team
- Different approaches suggested (size, program...)
- EMT tool
- Qualified advisor as facilitator
- Communication facilities

ISO:

- Different level of internal structure and external stakeholders
- Definition of "relevant interested parties expectations"
- Analysis of the "context"

UN Sustainable Development Goals

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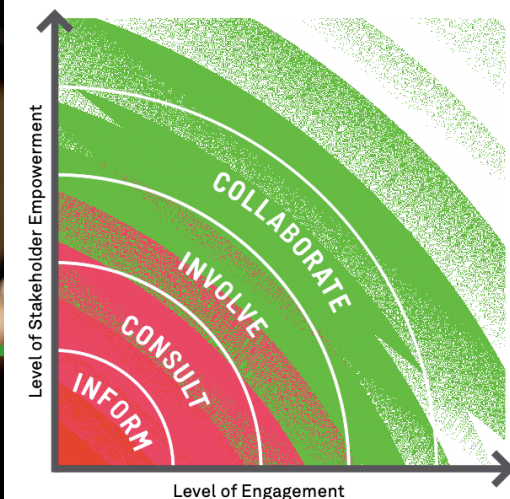
Stakeholder Engagement and the 2030 Agenda:

A Practical Guide

UNDESA & UNITAR, April 2020

The guide, published one year after the CoME EASY one, is designed for government officials and stakeholders interested in enhancing participation and inclusion in the implementation and follow up of the 2030 Agenda. It contains key information about participatory approaches in SDG implementation.

It is addressed to national strategies and it is **FULLY COMPATIBLE** with the CoME EASY guide which translates into local policies the main concepts with practical info for municipalities.



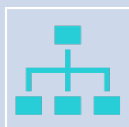
Source: UNITAR

WHO?

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The selection should be inclusive, identifying all potential interested people and groups considering their influence and the motivation to participate in the process.



From partners' experience and FP7 STEEP **a first classification/list is provided.**



'stakeholding' is an active process and mere representation in the process is not sufficient by itself to lead to change. Participants must also 'buy-in' to the inevitable decision-making process that follows.

PRE-ANALYSIS:

There have ever been similar activities in our territory? How successful were they?

Which stakeholders have been already engaged in the last years? How is the relationship? Is there any outcome already useful to start with?

Which other processes/plans can be affected by this new activity?

Could support for the analysis or the engagement process be useful? How many resources are available?

HOW?

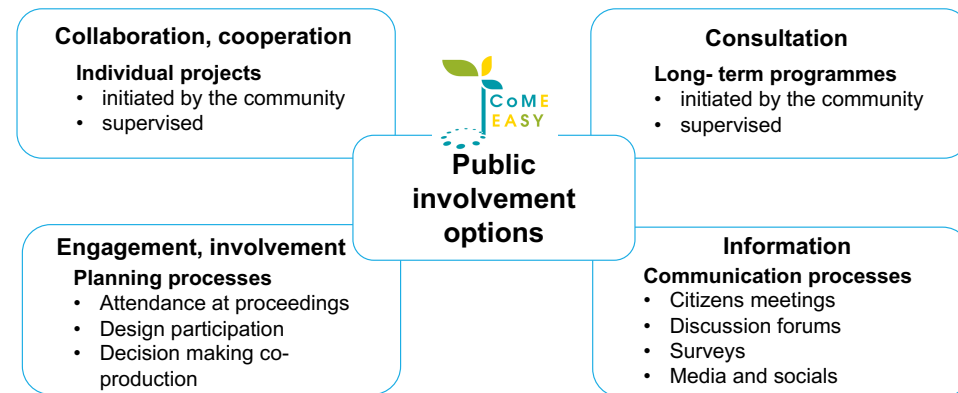
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Stakeholder engagement methods are in continuous evolution and they can vary from a mono-directional information level to a participatory process. Their selection ought to be made taking into account the public involvement level targeted; the following table provides an example of the most appropriate options.

The following methods described in the guide are those experienced by partners and selected as the most promising and adapt for the energy and climate planning/management purpose:

- ✓ Modelling / system thinking
- ✓ EMT
- ✓ SWOT/Unique Selling Proposition/Pestel analysis
- ✓ KPIs dashboards
- ✓ Mapping
- ✓ Events/meetings
- ✓ Surveys
- ✓ Interviews
- ✓ Media & social



Methodology	Information (communication)	Consultation (long term processes)	Cooperation (specific projects)	Engagement (planning)
Media and socials	XXX	XXX	X	X
Interviews		XX	XXX	
Surveys		XXX	XX	X
Events/meetings		XX	XX	X
STEEP (Modelling)		X	X	XXX
EMT	X		XX	XXX
SWOT, USP, PESTEL	XX		XXX	X
KPIs	X	X	XX	XXX
MAPs	X	X	XX	XX

Example of methodology selection in the different public involvement options

How to make it successful?

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Last section of the guide is dedicated to tips and tricks like:

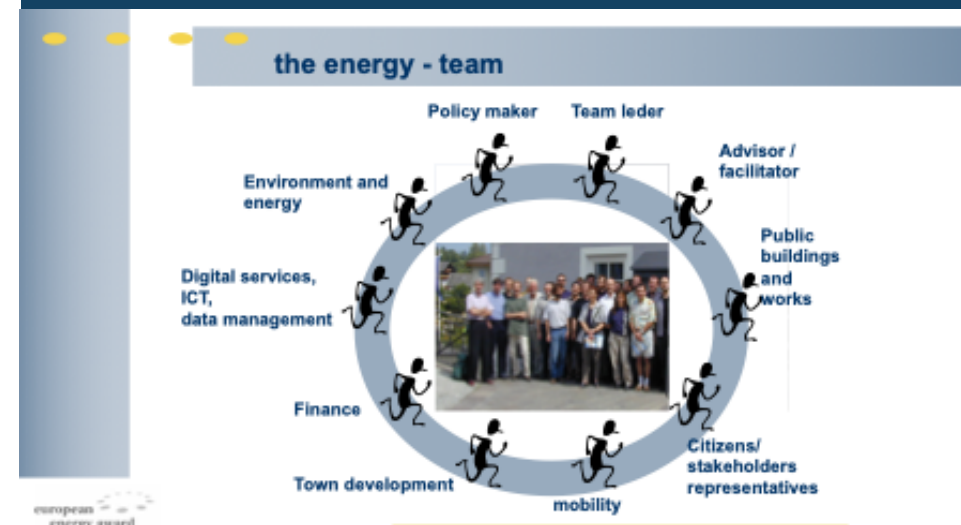
- ✓ Setting optimal boundary conditions
- ✓ Use of facilitators and experts
- ✓ How to deal with voluntary members
- ✓ Group moderation and analysis
- ✓ Conflicts management
- ✓ Monitoring and follow up organisation
- ✓ Answering “killer comments”



The STEERING GROUP :

The creation of a **multi-disciplinary steering group** is a **common issue for the EU initiatives** and represents the **engine of the process**.

This core group is responsible for keeping continuous relations with stakeholders and programming their contributions.



**Thank you for
your attention!**



www.come-easy.eu

european-energy-award.org/eu-project-come-easy/

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