



Improving Stakeholder Engagement

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« This kind of initiative is valuable to better understand each other »



Objectives:

- Support good practice in stakeholder engagement in transboundary context
- Test different methods of stakeholder engagement beyond formal processes
- Support discussions among stakeholders
- Communicate MSP and the outcomes of stakeholders engagement in SIMNORAT

Methods:

Tested in at least one of the three countries (France, Spain, Portugal)

- Method 1 : **Interviews** (FR, SP, PT)
- Method 2 : **Workshops** (FR, SP, PT)
- Method 3 : **Serious games** (FR)



Method 1: Interviews

- 47 interviews conducted
- 5 sectors of activities concerned : Administration, Fisheries and Aquaculture ; Conservation ; Maritime transport and ports ; Tourism and leisure
- + 2 sectors of activities left to the discretion of each country
- Textual analysis: 1983 quotes selected, classified by topic, activity and country
- 10 topics for analysis: MSP perception ; Governance & Stakeholder engagement ; Future trends ; Spatial demands ; Cross-border dimension ; Link with others policy ; Conservation ; Economic development ; Opportunities & Expectations ; Constraints & Concerns



Gives a good vision of the perception about stakeholders expectations in the MSP process, including engagement



Method 2: Workshops

- 2 types of workshops:
 - Cross-border workshops (FR-SP and SP-PT)
 - National workshop (FR)
- 2 types of “focus groups”:
 - Post-it sessions
 - Mapping discussion



Opportunities to:

- introduce MSP (purpose and process)
- stakeholder voicing
- Peer to peer exchange (across sectors and borders)
- identify issues of interest for transboundary coordination of planning





Method 3: Serious games

- “MSP challenge” board games
- 21 participants from different sectors of activities, administration and environment managers
- Serious games adapted to the SIMNORAT objectives and a game duration limited to 1:30

- Test serious game as a tool for stakeholder engagement in association with post-it/mapping workshop
- Show the complexity of MSP and simulate negotiation situations





Outputs:

- Methodological guide to stakeholder engagement
- Analysis of the stakeholder perception of MSP on the basis of quotes
- Analysis of the stakeholder perception of MSP in cross-border context and solutions proposed
- Feedback on an innovative method
- Communication document of the stakeholder perception of MSP (in French, Spanish, Portuguese and English)
- Identification of stakeholders interested in engaging transboundary





Prospects:

- On the basis of the results produced in the component “**Improving Stakeholder Engagement**”, several questions for further investigation and testing ...

Stakeholder engagement at all scales

?

(local, scale of the plans, national, transnational)

Which stakeholders and how to widely engage individuals besides representatives

?

(professional organisations, labour unions, environmental NGOs,...)

Are traditional training and brainstorming techniques sufficient

?

(communication through social media, serious games,...)

How to communicate MSP to the general public to support stakeholders engagement

?

Which stakeholder engagement beside and beyond formal processes to support MSP development and implementation

?



Stakeholders engagement

Need for:

- development of resources and skills
- clear objectives of actions (learn, contribute, influence, etc.)
- formal process and support actions
- consideration for stakeholders engagement



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