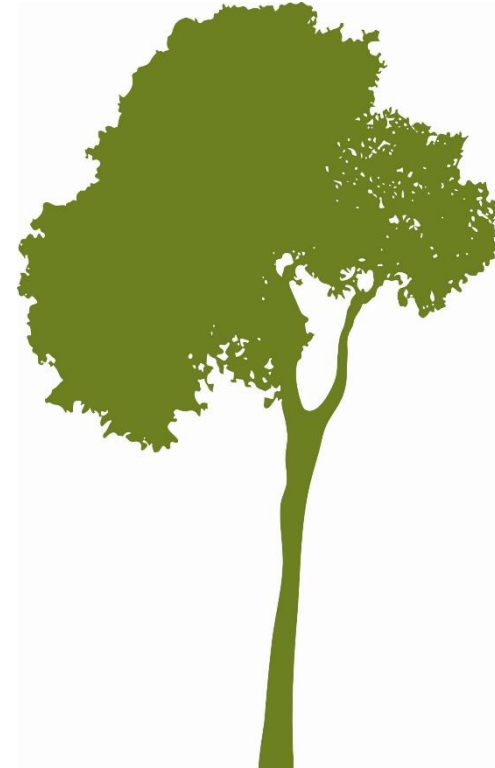


# STRENGTHENED INSTITUTIONS FOR A SUSTAINABLE CLIMATE



**STRENGTHENED  
INSTITUTIONS  
FOR A  
SUSTAINABLE  
CLIMATE**

**Meaningful  
Stakeholder  
Engagement**

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**Nairobi, Kenya  
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# What is Meaningful Stakeholder Engagement?



SWEDISH ENVIRONMENTAL  
PROTECTION AGENCY

# Three key messages

- Participation is a core principle of good governance
- There can be no participation without communication
- Failing to plan is planning to fail





# Key principles of good governance

- Transparency and access to information (A2I)
- Participation
- Accountability
- Rule of Law
- Integration
- Coordination and Coherency
- Responsiveness

*Source: The Role of governance for improved environmental outcomes, Swedish EPA, 2012*



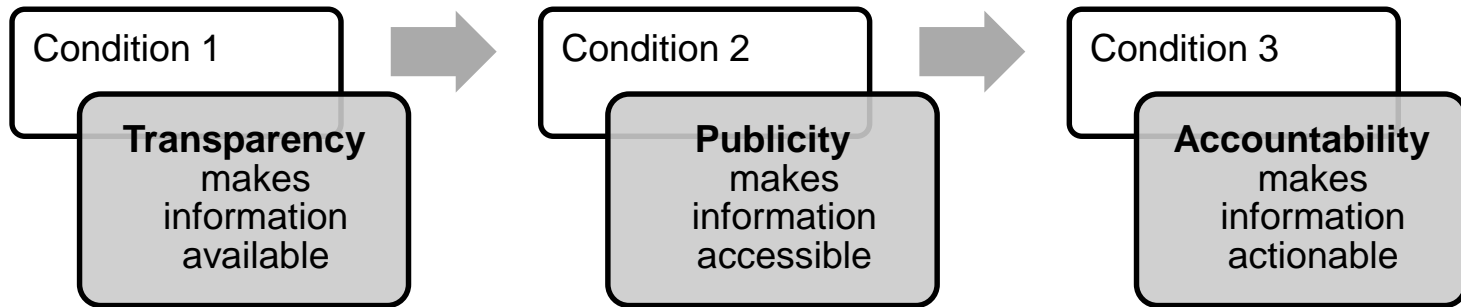
# Meaningful stakeholder engagement

- Two-way
- 'Good faith'
- Responsive
- Ongoing

*Source: OECD Due Diligence for Meaningful Stakeholder Engagement in the Extractive Sector, 2016*



# Conditions for the effectiveness of information initiatives



Source: WDR, Governance and the law, WB, 2017

# Example





# Developing a stakeholder engagement strategy





Communication is a tool to create participation, to achieve objectives and to contribute to dialogue and good quality.

# Different Types!

Type	Purpose	Main function
Internal Communication	Facilitate the flow of information within an organisation	Ensure timely and effective sharing
Communication for Development	Support sustainable change by engaging key stakeholders	Induce behaviour and social change
Advocacy	Influence change at policy level	Raise awareness on hot development issues
Corporate Communication	Communicate the mission, activities and achievements	Use media outputs and products to promote the mission and values

# Strategic Communication Planning



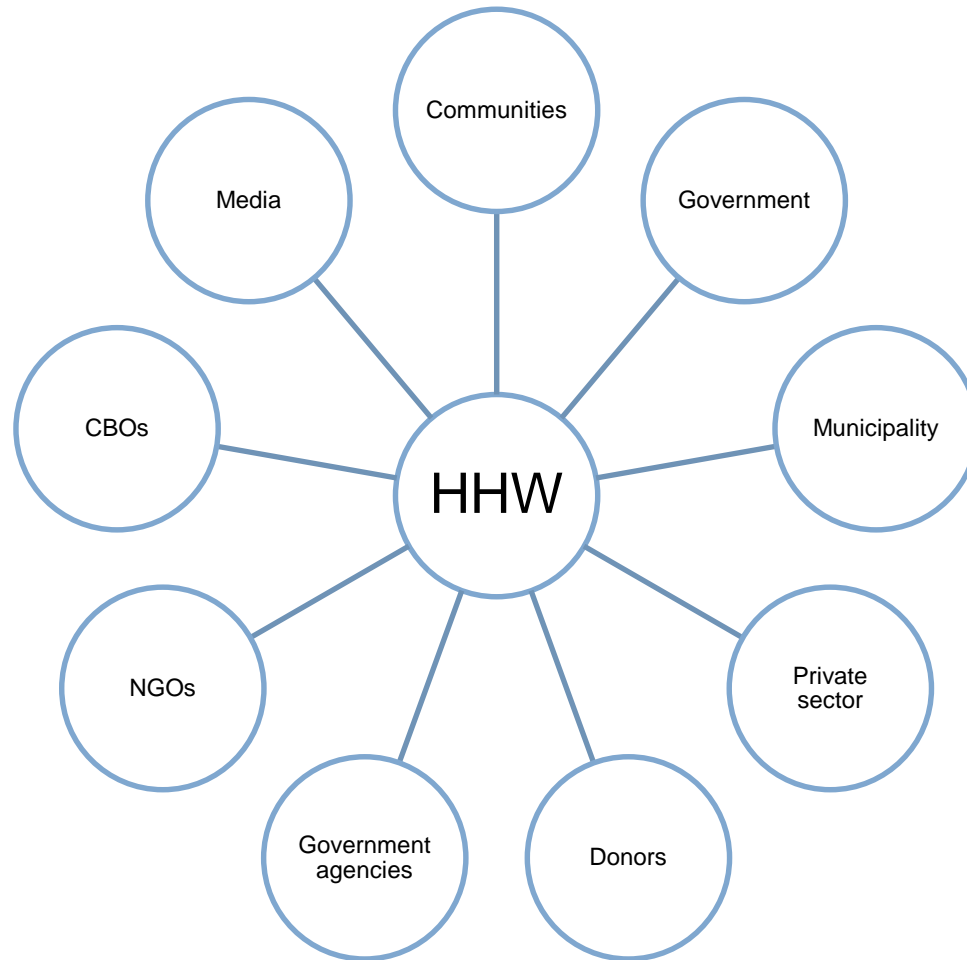
*Adopted from: Paolo Mefalopulos -  
Development Communication Sourcebook*

# Stakeholders, needs and perception



## Assess

- Purpose/problem
- Stakeholders
- Needs/perceptions
- Possible solutions



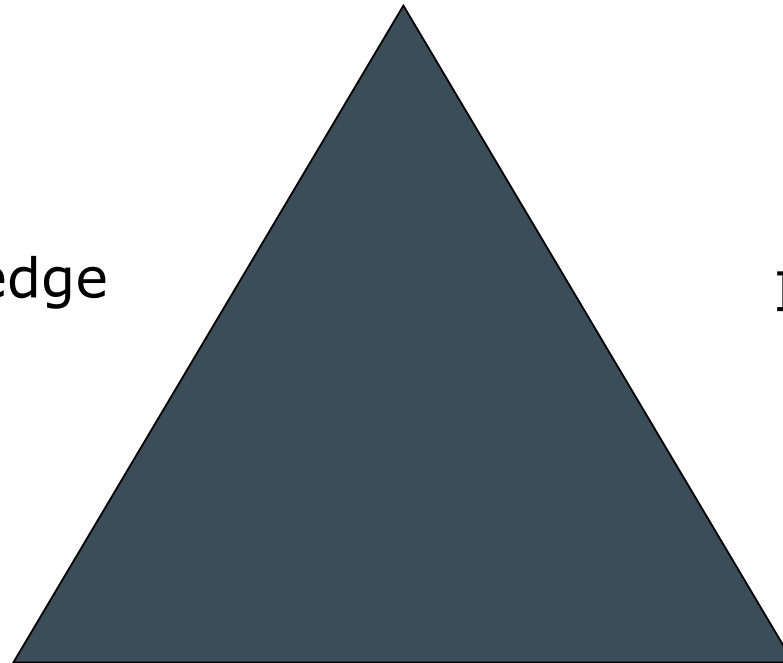


### Assess

- Purpose/problem
- Stakeholders
- Needs/perceptions
- Possible solutions

Knowledge

Interest



Mandate

# What works? Some Key Issues

- Early planning (think it through in the planning stages)
- Two-way process (do not equate information and communication)
- Have a tool-kit approach (different techniques in different contexts)
- Combine media and interpersonal communication
- People-based  
(ensure that people involved get it right)
- Know your target group(s) (needs)

# Discussion





# Practice and discussion

1. Think individually about stakeholders (5-10 minutes)
  - The most important external/beneficiary and the most important for policy dialogue/buy-in
  - What do they need to know/do?
  - How do you reach them/engage them?
2. Discuss your thoughts/challenges/opportunities with your colleagues at the table  
(around 10 minutes)
3. Discussion