

Mastering stakeholder involvement into MSP in the Baltic Sea region

ANALYSIS OF APPROACHES AND PRACTICES

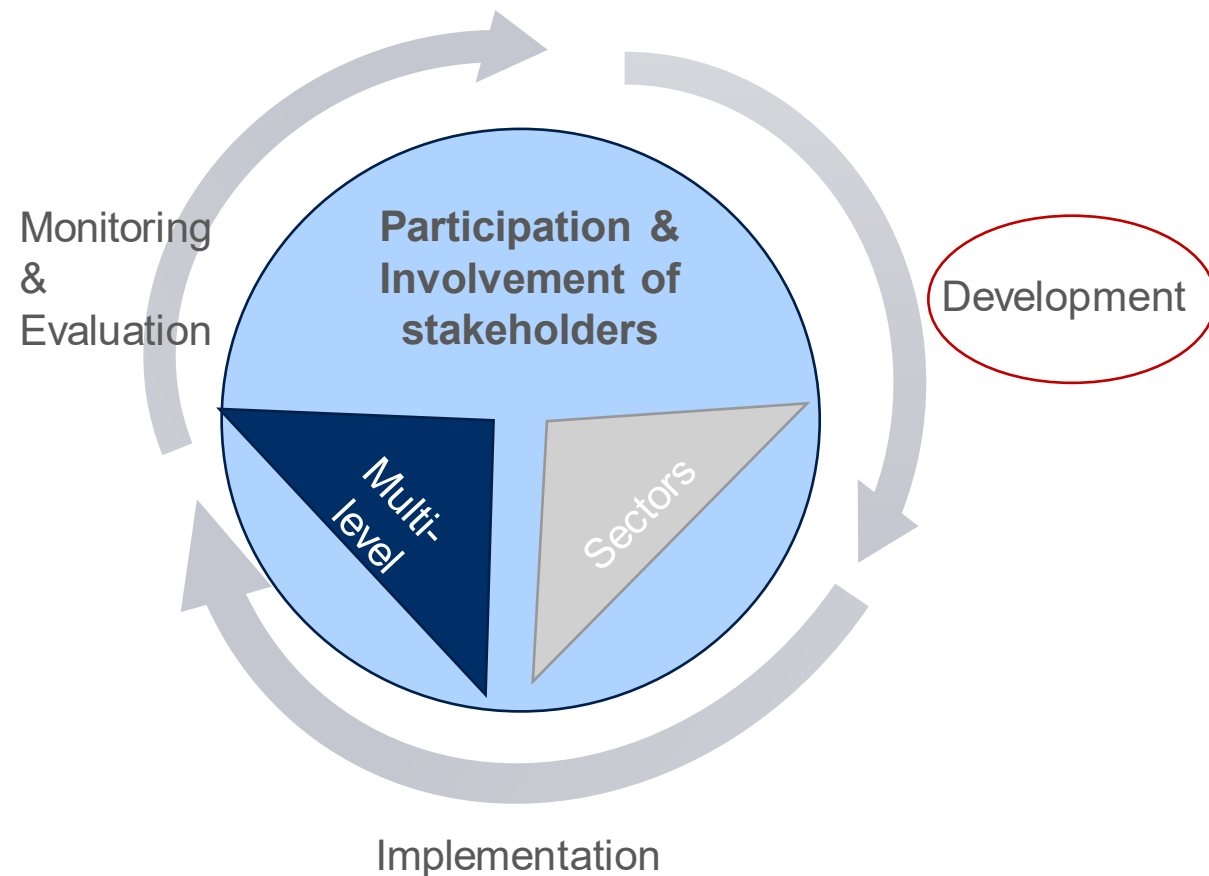
Kristina Veidemane

Baltic Environmental Forum- Latvia

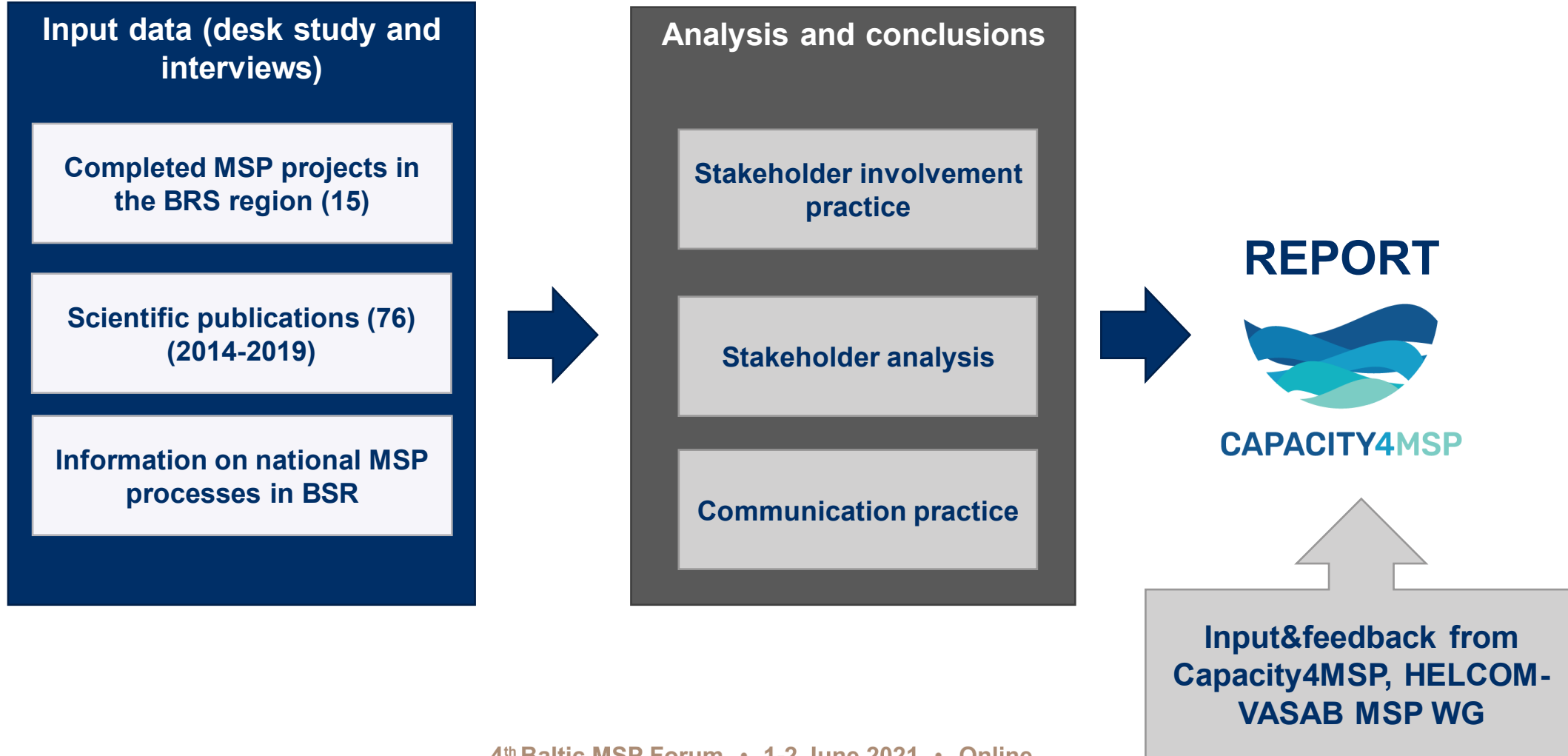


Aim of the analysis

- To collect and review lessons learned & results from MSP projects and national MSP processes affecting stakeholder involvement, awareness raising and engagement into MSP involvement at EU, BSR and national or regional level;
- To deliver key conclusions and recommendations for MSP practitioners, policymakers and decision makers in the BSR and beyond to support their work with stakeholders



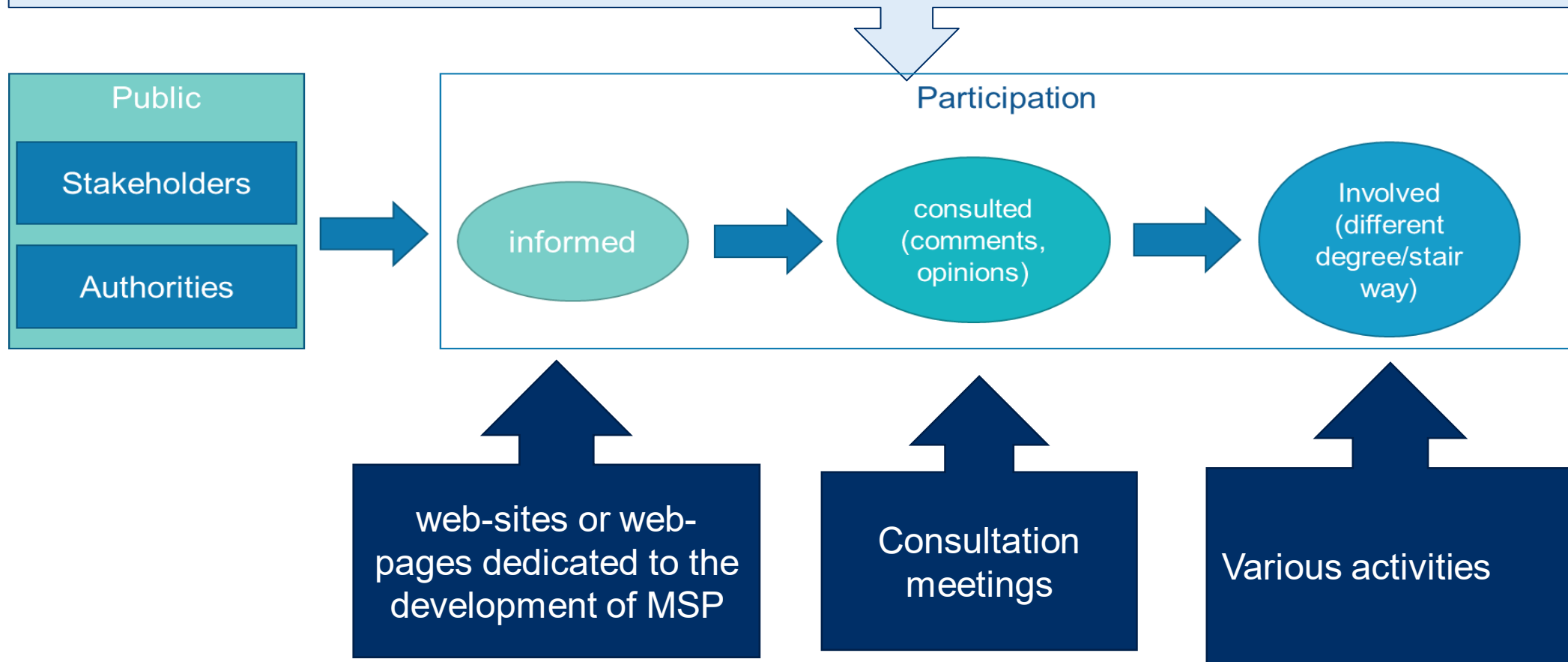
Methodological framework for stakeholder involvement analysis



Stakeholder involvement practice

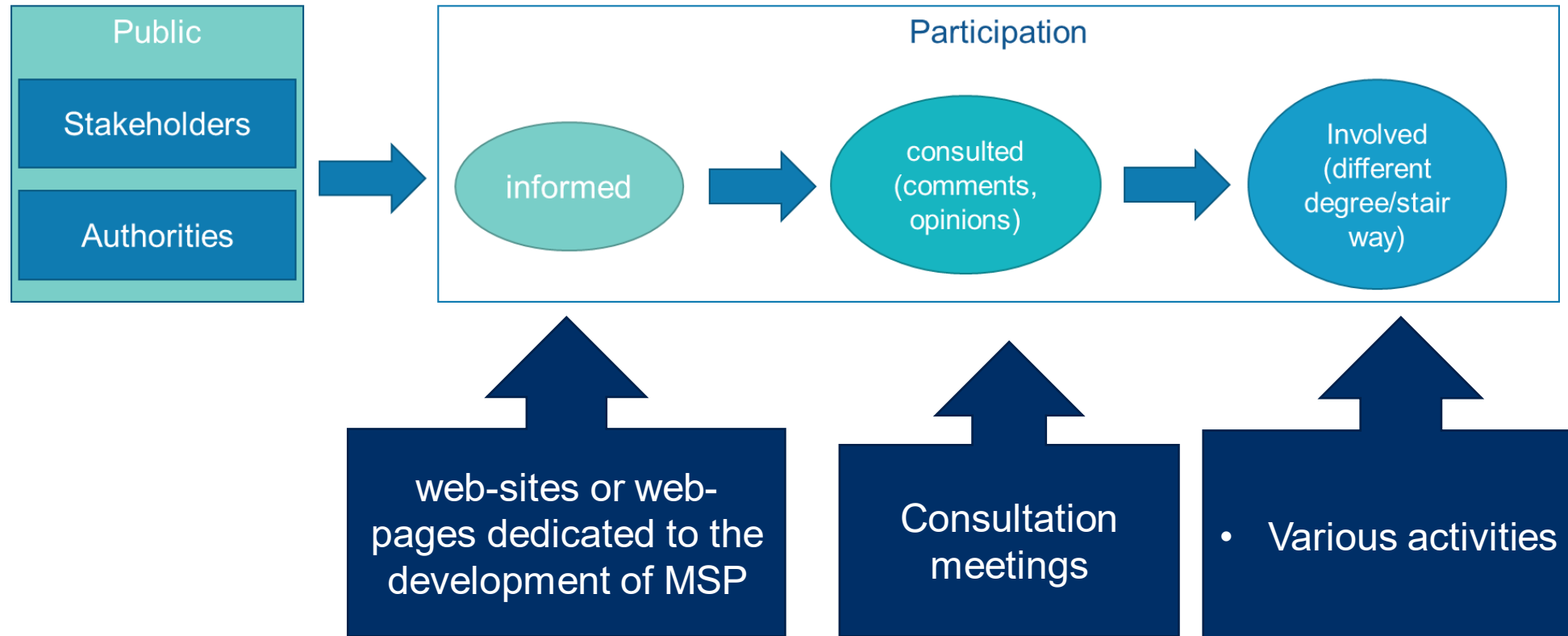
STAKEHOLDER INVOLVEMENT STRATEGIES/PLANS –

a tool in the beginning of the MSP to establish who, how, when shall be involved



Stakeholder involvement practice

STAKEHOLDER INVOLVEMENT STRATEGIES/PLANS – a tool in the beginning of the MSP to establish who, how, when shall be involved





Stakeholder involvement practice

- **DEVELOPMENT**

- Contribution with data, information, knowledge, assessments to fill data and knowledge gaps
- Advisory Committee or regular Work Group
- Participatory scenario building, visions, etc. (based on project activities)
- GIS platforms or web maps

- **IMPLEMENTATION**

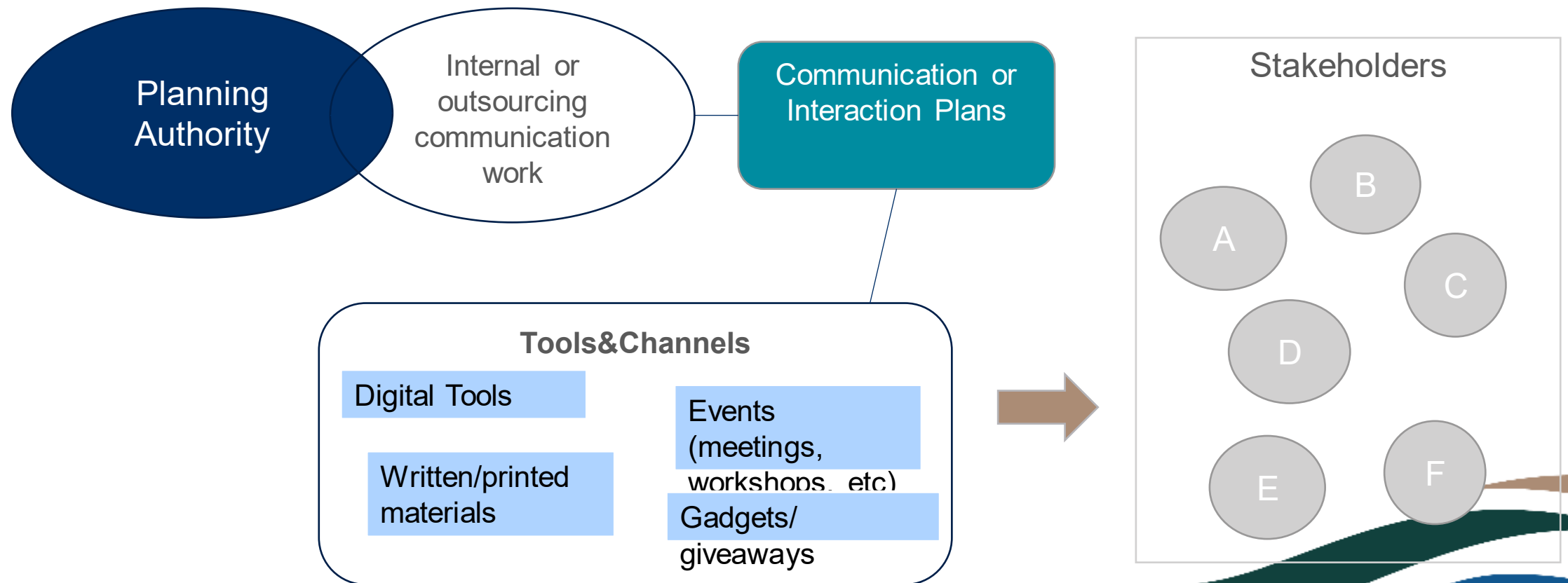
- Supervisory or advisory committee
- Through detailed planning of specific areas or coastal governance
- Licensing activities and EIA (involvement is rather limited)

- **MONITORING**

- Data and information collection, exchange
- Assessment and evaluation of the progress

Communication practice

- Communication along all the process is an essential activity to ensure a transparent process.





Conclusions&Recommendations

- A well-established communication and/or stakeholder engagement **strategy/plan** helps to arrange communication activities timely and in systematic manner.
- These plans should also include **measurable indicators** to evaluate the success in achieving communication objectives. The assessing the quality and effectiveness of the communication activities requires an ex-post survey.
- The **dissemination of the MSP outcomes** could improve understanding of the plan and implications for their sector, to each stakeholder group, daily life of communities. This needs to be clearer communicated.



Conclusions&Recommendations

- **Thematic workshops/events** with stakeholders - most efficient tools; however, engagement of **local and regional stakeholders** could be strengthened. Discussion shall be organized openly, with various alternatives, at different locations to ensure wider participation; more broadcasting of events via social channels when large scale participation needed.
- **Personal/ individual communications** are also important to achieve consensus on critical and divergent issues.
- **Resources** including funding for communication/engagement need to be planned and allocated adequately. Engagement of professional communication manager is huge advantage for successful achieving of communication and outreach objectives.

BALTIC 4th FORUM MSP

1-2 JUNE 2021, ONLINE

Delivering MSP Interactions and Capacities Across All Levels

