

# Stakeholder Involvement

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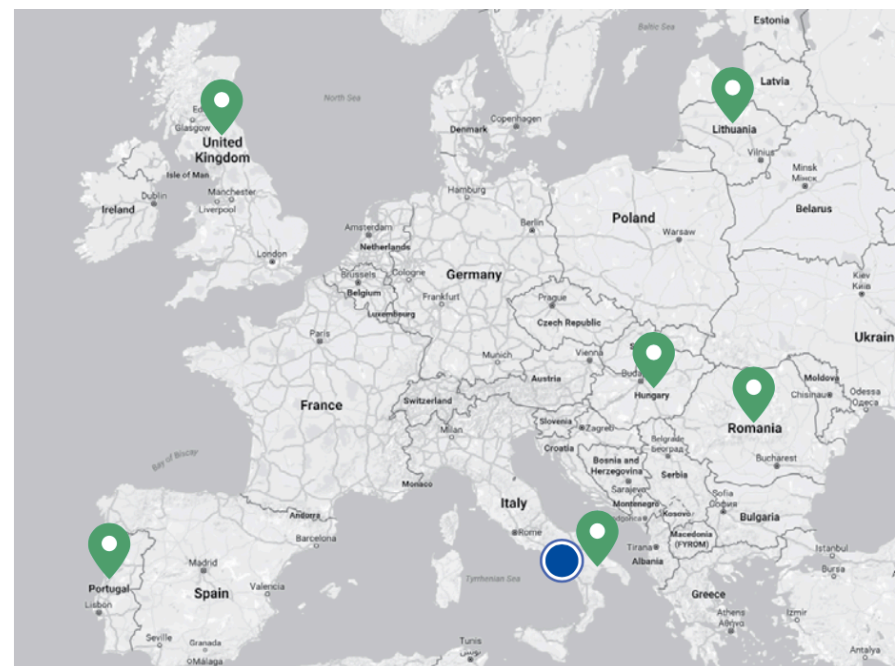
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# Who are we?



LOCARBO targets energy efficiency of buildings by helping regional and local authorities change energy consumers' behavior through supplementary services and products offered by the authorities, innovative cooperation models and innovative smart technologies.

[www.interregeurope.eu/locarbo](http://www.interregeurope.eu/locarbo)



An interregional cooperation project for improving low-carbon economy policies

**Project Partners**

Hungarian Innovation and Efficiency Nonprofit Ltd (HU)  
Basilicata Region (IT)  
**Province of Potenza (IT)**  
Kaunas University of Technology (LT)  
Municipality of Vila Nova de Gaia (PT)  
Municipality of Avrig (RO)  
Durham County Council (UK)



European Union  
European Regional  
Development Fund

# What to do?

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## 1. IDENTIFY

**List** all relevant stakeholders

## 2. SORT

**Classify** them based on their level of interest and influence

## 3. PLAN

**Create** action plans for each on how to handle them accordingly

## 4. DO

**Execute** action plans for stakeholder involvement and engagement

## 5. FOLLOW UP

**Monitor** the process throughout the entire project period

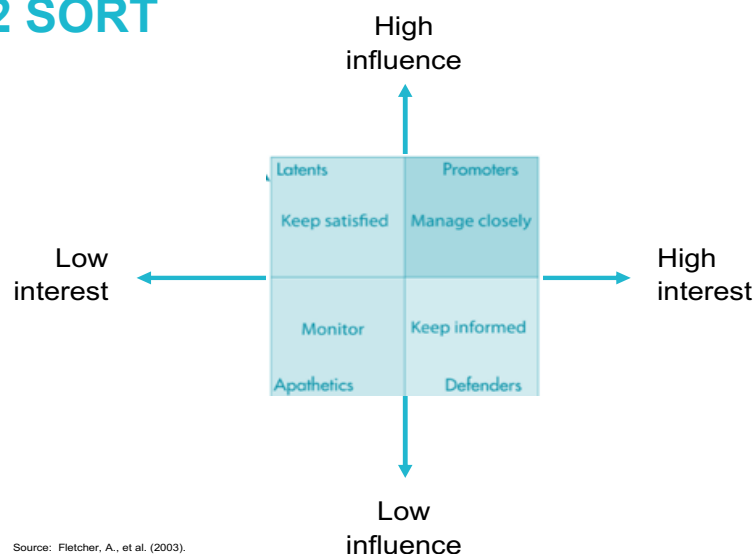
# How to do?

## 1 IDENTIFY

Roles	Potential players	PP Stakeholders
<b>Creators of the policy instrument</b>	local bodies / municipalities	
	regional bodies	
	government bodies	
<b>Adoption accelerators, instrument users of the Policy Instrument</b>	regional agencies	
	NGOs	
	research institutes	
	civil partners	
<b>Players affected by the Policy Instrument</b>	businesses / enterprise organizations	
	individual businesses / enterprises	
	households	
<b>Supervisors of the LOCARBO project</b>	civil and non-profit organizations	
	EU level project auditors project supervision	
	Programme level managing authority Joint Secretariat	

Data available as submitted in the application form (up-to-date?)



## 2 SORT



## 3 PLAN

Who?	What?	How?
<b>LATENTS</b> High influence / Low interest	<b>TARGET</b> what we want to achieve with the stakeholder	<b>ACTION PLAN</b> how to achieve that target
*	*	*
*	*	*
*	*	*
*	*	*
*	*	*
*	*	*
<b>APATHETICS</b> Low influence / Low interest	<b>TARGET</b> what we want to achieve with the stakeholder	<b>ACTION PLAN</b> how to achieve that target
*	*	*
*	*	*
*	*	*
*	*	*
*	*	*
*	*	*
*	*	*
<b>PROMOTERS</b> High influence / High interest	<b>TARGET</b> what we want to achieve with the stakeholder	<b>ACTION PLAN</b> how to achieve that target
*	*	*
*	*	*
*	*	*
*	*	*
*	*	*
*	*	*
*	*	*
<b>DEFENDERS</b> Low influence / High interest	<b>TARGET</b> what we want to achieve with the stakeholder	<b>ACTION PLAN</b> how to achieve that target
*	*	*
*	*	*
*	*	*
*	*	*
*	*	*
*	*	*
*	*	*

## 4 DO and 5 FOLLOW UP

- Stakeholder involvement and institutional learning itinerary
  - Guidance: 30 page doc, annexes, examples
  - Template: forms and charts to use
- Best Practices
  - Potenza Province “Resilient Municipalities-Communities Network - #weResilient”: 100 cities and more than 450 relevant Stakeholders and Major Groups involved  
  - MI6 Virtual Power Plant Programme: 8500 companies, 350.000 students, municipalities and high level government officials involved

Thank you!

Questions?

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