

Inclusive and feasible stakeholder engagement – Examples from the MARA project

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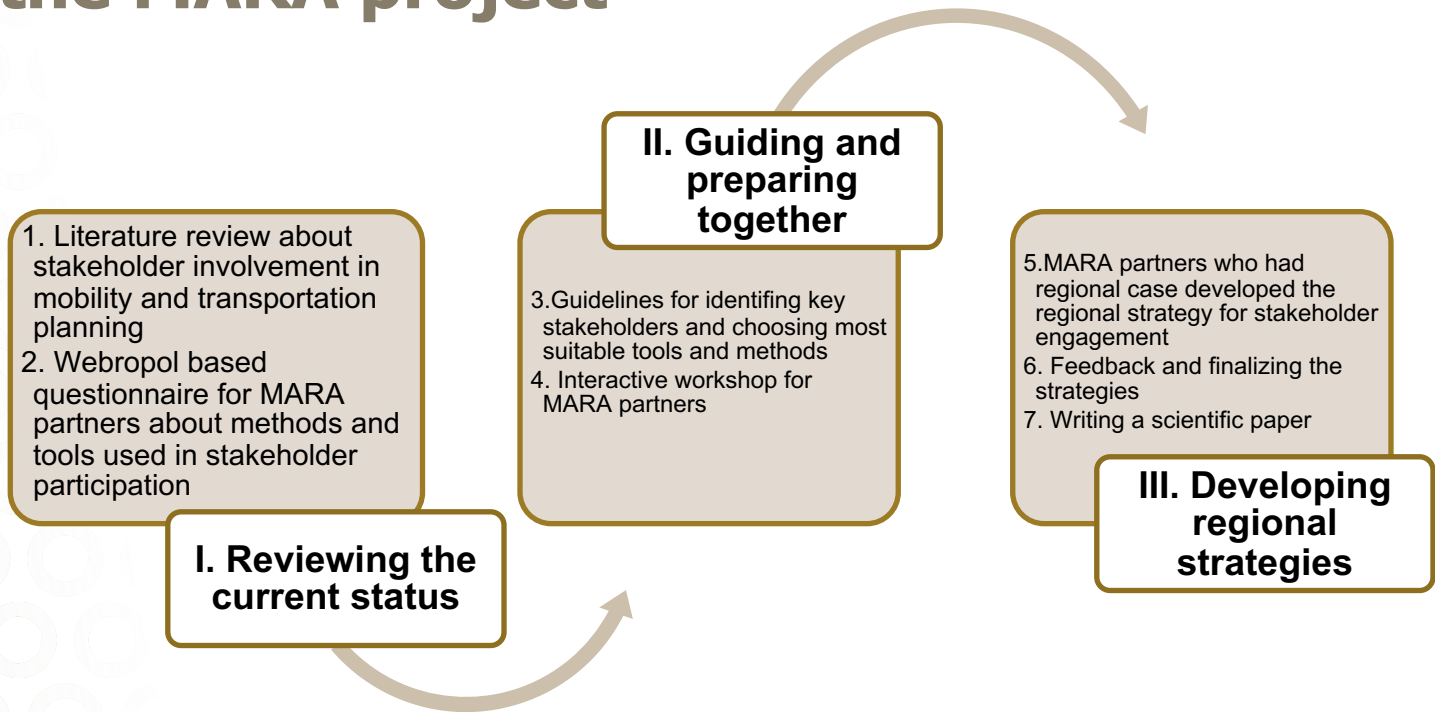


Content of my talk

1. Co-design process of stakeholder engagement in the MARA project
2. Examples of different methods for stakeholder engagement



Co-designing stakeholder engagement in the MARA project



Literature review about stakeholder involvement in mobility and transportation planning

- Stakeholders should be understood as individuals, groups of people, institutions, community, or organization
- having an interest in the results of the project and/or
- that may affect the implementation of the project (positively or negatively)



Photo: Halina Kiryluk

Why stakeholder engagement is needed?

- To obtain information about mobility behaviors, patterns and needs
- To understand heterogeneous preferences
- To increase public awareness of transport challenges and planning
- To increase acceptance and decrease resistance
- To create transportation investment that fully suits the needs of different user groups

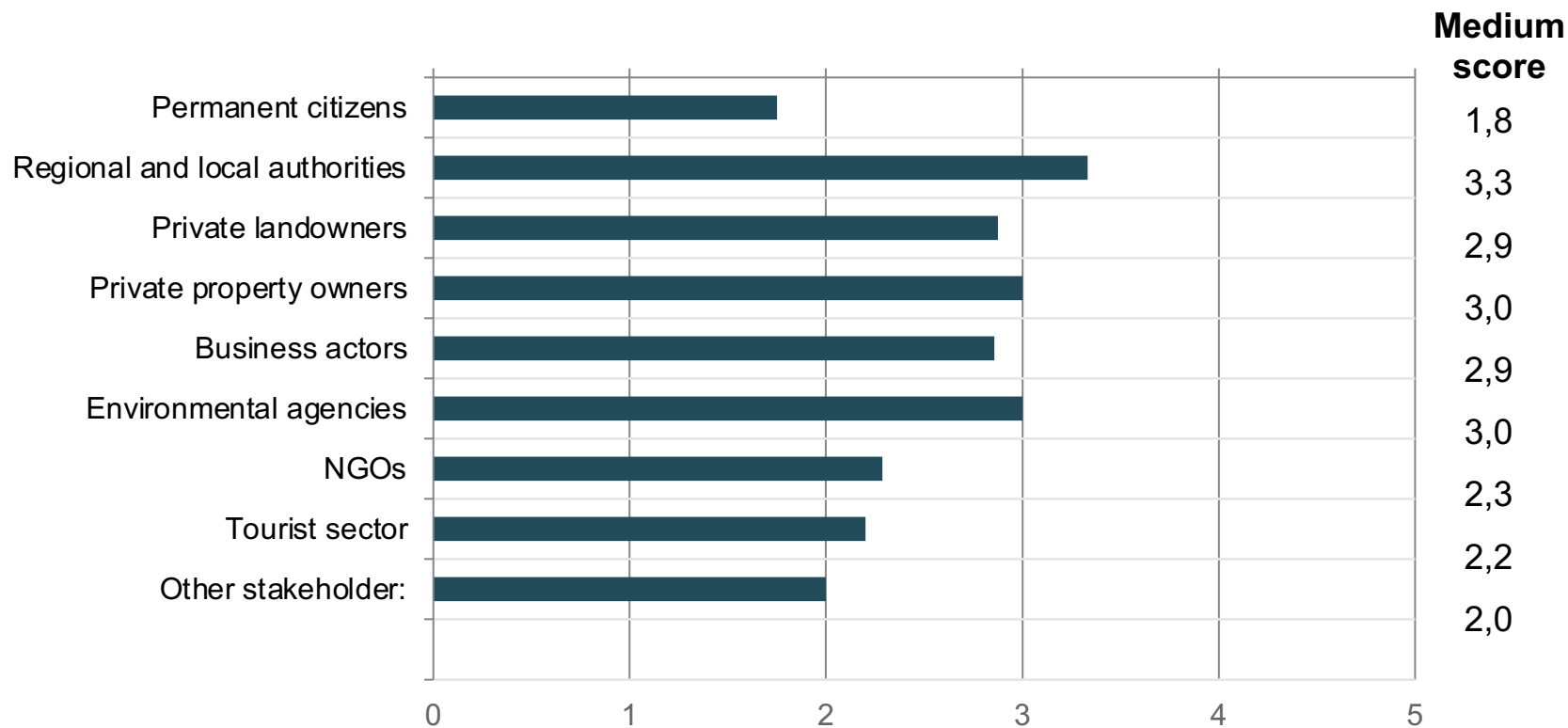


2. Webropol based questionnaire for MARA partners in 7-8/2019

- Questionnaire for all MARA partners → 9 partners replied
- Question covered legislation and norms for stakeholder involvement
- Methods and tools already used and innovative ways engage with stakeholders

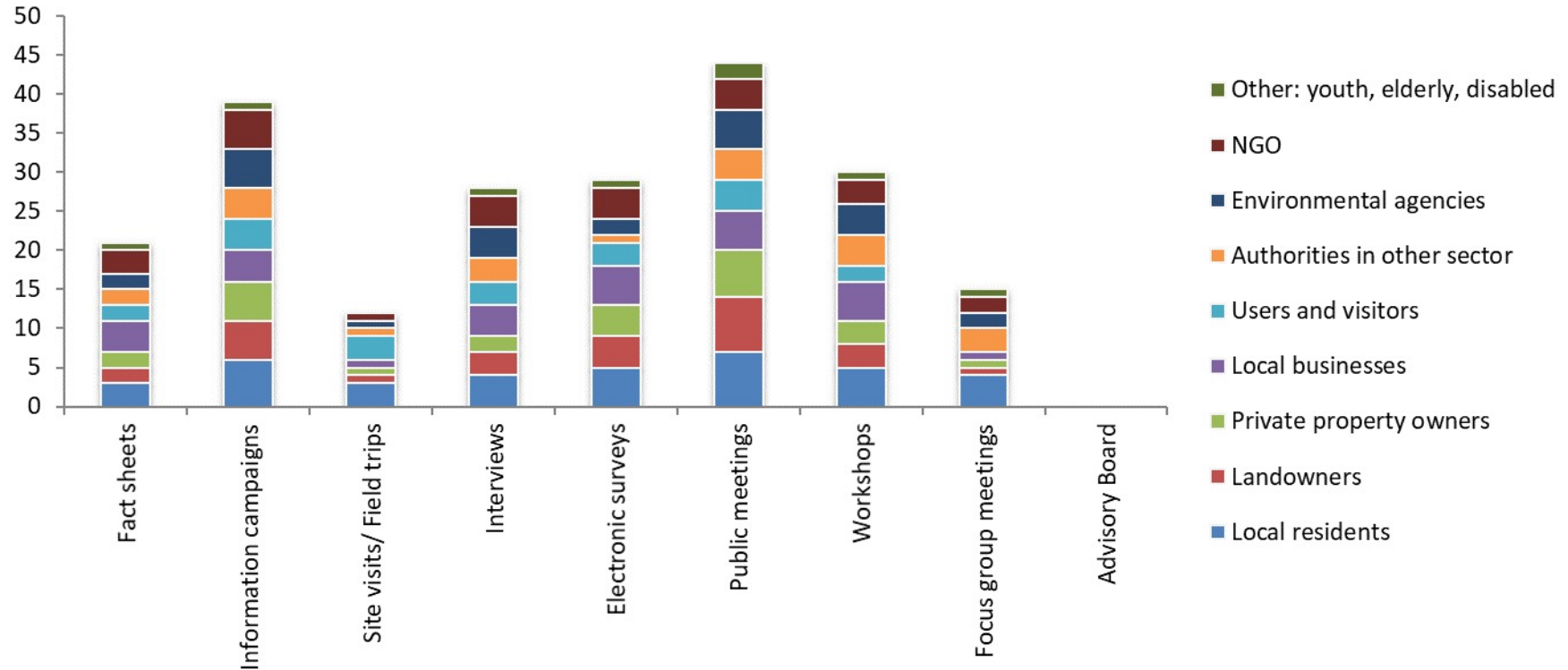


The level of stakeholder engagement in different regions based on replies of MARA partners (1= inform, 2= consultation, 3= involvement, 4= collaboration, 5= making decisions together).



Number of respondents: 9

Stakeholder engagement tools that have been used in mobility and/or transportation planning processes in different case regions



4. Interactive workshop were organized in September 2019 in Hajnowka, Poland

- Help and guide partners to process their regional stakeholder involvement strategy
- Share experiences between different regions and discuss why involvement is important and needed
- Identify obstacles and possibilities for feasible stakeholder involvement



Regional stakeholder involvement strategies were conducted in six regions

- A. Purpose of the stakeholder involvement
- B. Identification of key stakeholders
- C. Involvement of stakeholders
- D. Timetable for involvement
- E. More detailed information about engagement activities
- F. Budget and responsible persons



1. Ludwigslust-Parchim, Germany
2. Vidzeme, Latvia

3. Birštonas and Druskininkai, Lithuania
4. Setesdal, Norway

5. Hajnówka, Poland
6. Zaonezhnye, Karelia, Russia

Name of stakeholder (e.g. local residents). You can be more specific e.g. elderly people among local residents	Describe shortly in your own words the stakeholder (type, location, etc.)	Give a score for influence (1-5)	Give a score for relevance (1-5)	Choose the level of participation (A-E)	Identify participation tool(s)	Feasibility of participation tool(s)	Attractiveness for stakeholder
Local/regional residents	Core group: young, old users/customers of public transportation in the region	4	5	A,B,C,D	Information campaign -> letter/website consult (feedback form/suggestion box...) involvement (workshops/meetings/community forum)	Yes Yes Yes	
Regional authority	Responsible for administration of the region and for the planning/controlling/investments in public transportation in the region	4	3	D, (E)	Collaborating (working party/workshop/joint piloting) ...	yes	
Transportation company	Offering the transportation service	5	4	D, (E)	Collaborating (working party/joint piloting/workshops) ...	yes	

Guidelines for scoring and level of participation

Scores for influence	Level of influence	Definitions
1	Low	The stakeholder has minor if any influence to the case/ plan
2	Rather low	The stakeholder has some influence to the case/ plan
3	Medium	The stakeholder has influence to the case/ plan
4	High	The stakeholder has clear influence to the case/ plan
5	Very high	The stakeholder has significant influence to the case/ plan

Scores for relevance	Level of importance	Definitions
1	Low	The stakeholder has minor if any interest towards the case/ The case have minor or no impact to the stakeholder
2	Rather low	The stakeholder has some interest towards the case/ The case have some impact to the stakeholder
3	Medium	The stakeholder is interested in the case/ The case have impact to the stakeholder
4	High	The stakeholder is clearly interested in the case/ The case have clear impact to the stakeholder
5	Very high	The stakeholder is strongly interested in the case/ The case have significant impact to the

Level of participation	Type	Definitions
A	Inform	One-directional communication e.g. social media campaigns about ongoing plans or development processes and inform stakeholder to engage.
B	Consult	Two-directional, one-time hearing during the process e.g. internet- or telephone-based surveys. Usually include feedback to stakeholders how their opinions have influenced the plan/ project.
C	Involve	To work directly with the stakeholder throughout the process to ensure that public concerns and aspirations are consistently understood and considered e.g. workshops, community committees.
D	Collaborate	To partner with the stakeholder in each aspect of the decision including the development of alternatives and the identification of the preferred solutions e.g. strategic groups
E	Empower	To place final decision-making in the hands of the public e.g. citizens juries.

Stakeholder mapping and choosing most suitable participation methods can be done together with key collaborators

- In Hajnowka, Poland, MARA researchers organized focus group meetings.
- The identification of stakeholder groups relevant to the project was one of the goals of the focus group interview.
- Participants were divided into groups (3 groups for every two panels)
- They assessed the impact of stakeholders on the project and assessed the importance of the project for stakeholders.

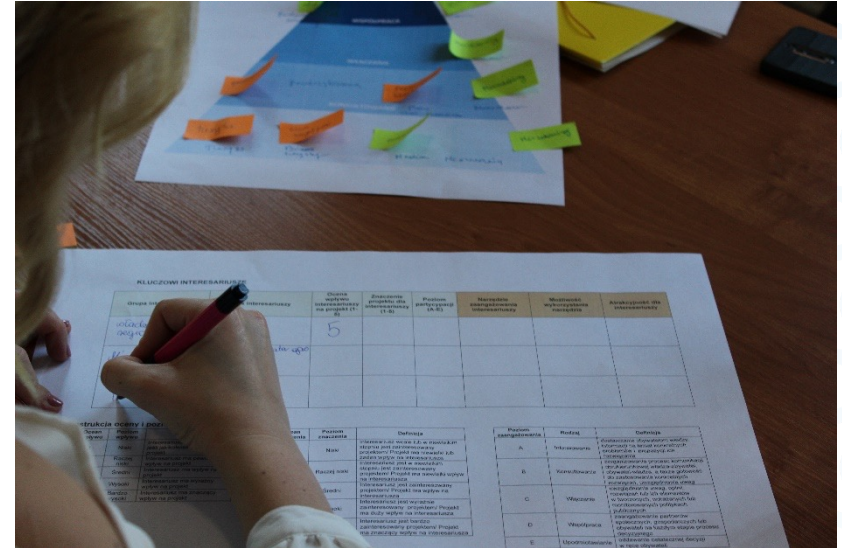


Photo: Halina Kiryluk

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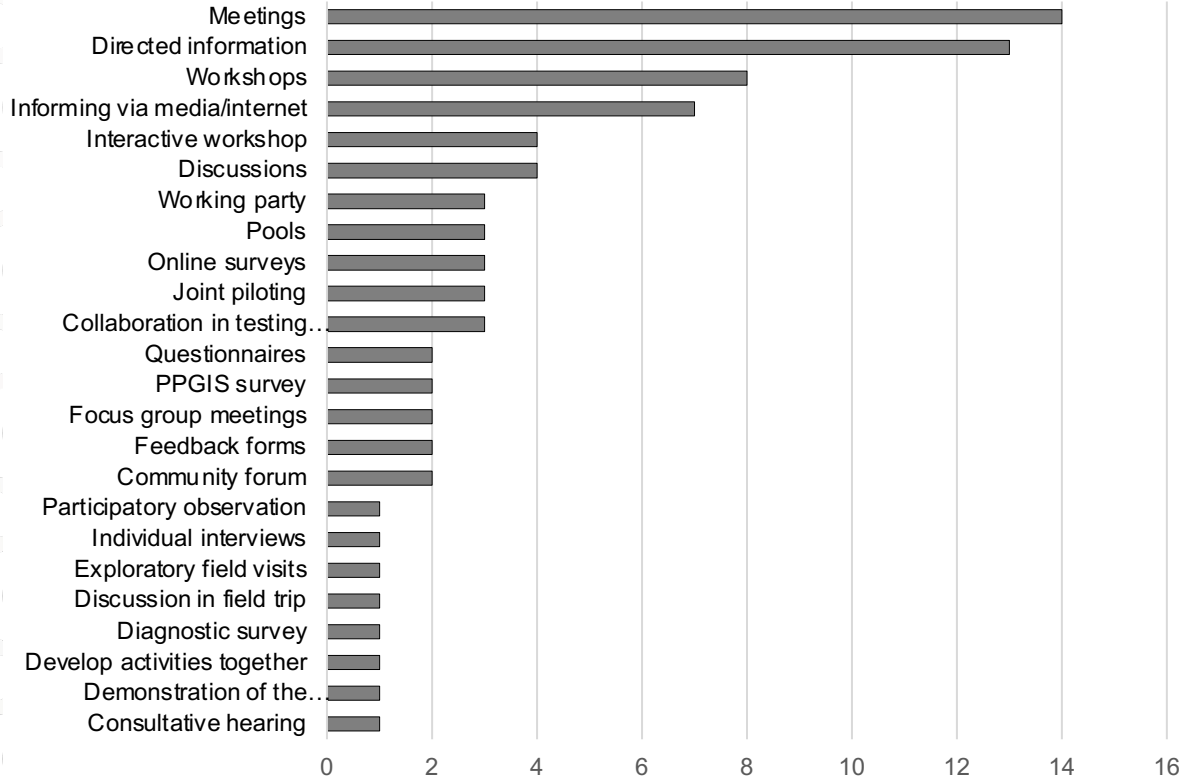


Stakeholder groups identified in six regional stakeholder involvement strategies

Stakeholder groups	Ludwigslust- Parchim, Germany	Vidzeme, Latvia	Birštonas and Druskininkai, Lithuania	Setesdal, Norway	Hajnowka, Poland	Zaonezhye Karelia, Russia
Permanent residents	x	x	x	x	x	x
Local authority	x	x	x	x	x	x
Regional authority	x			x	x	x
Local spatial planner				x		
Regional spatial planner				x		
Transportation operators	x			x	x	
Service providers	x	x				
Tourist companies	x			x		
Regional business						x
Local business					x	x
Tourists		x	x	x		x
Summer dwellers		x				
Experts	x	x				x
Other institutions						x
NGOs						x



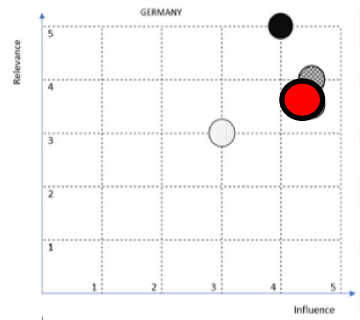
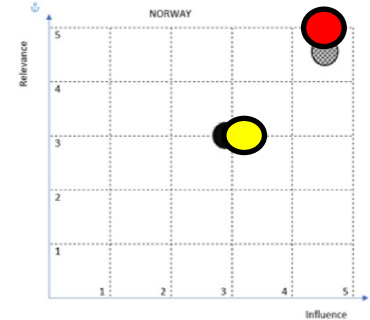
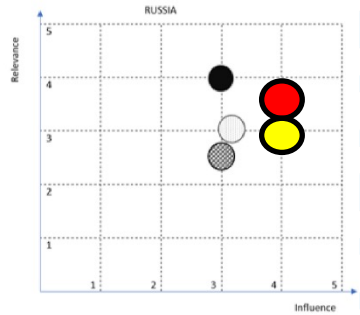
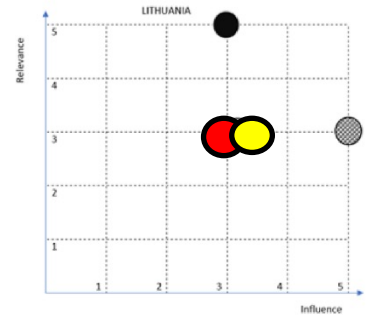
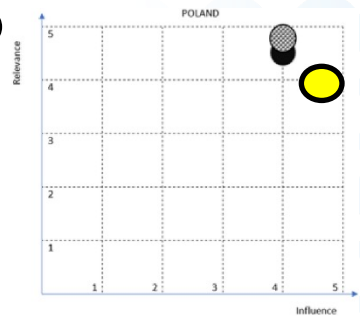
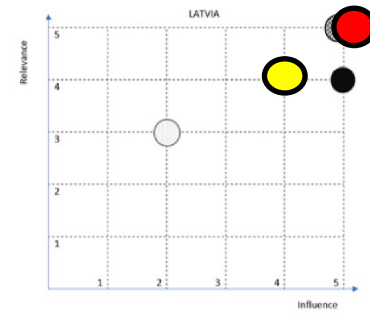
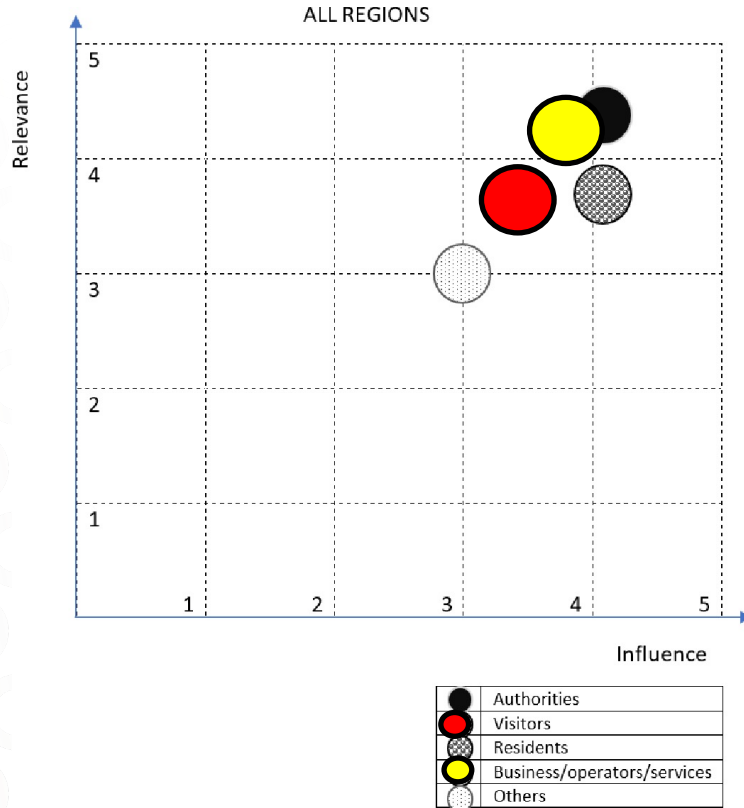
Analyzing regional stakeholder involvement strategies



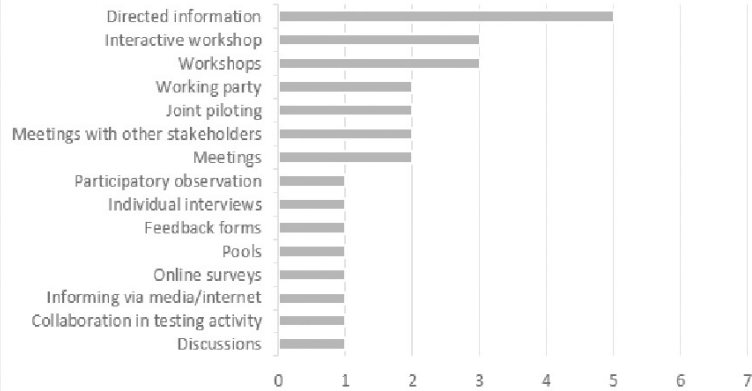
Most common methods to engage with different stakeholders

Source: Kiryluk H, Glińska E, Ryciuk U, Vierikko K, Rollnik-Sadowska E (2021) Stakeholders engagement for solving mobility problems in touristic remote areas from the Baltic Sea Region. PLoS ONE 16(6): e0253166.

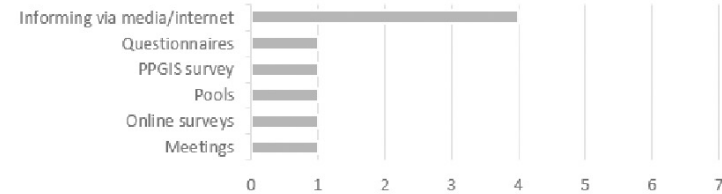
The role of (relevance & influence) stakeholders in strategies



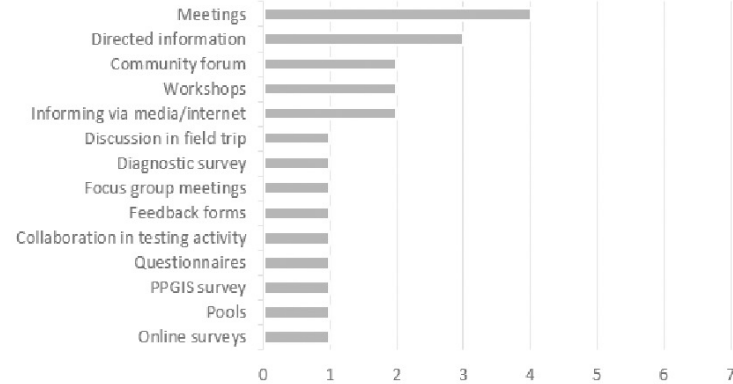
Business/operators/services



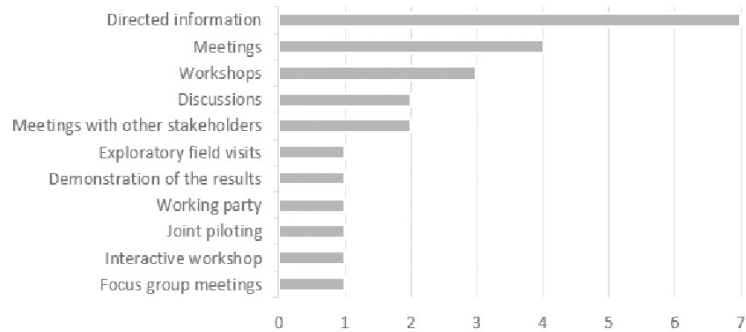
Visitors



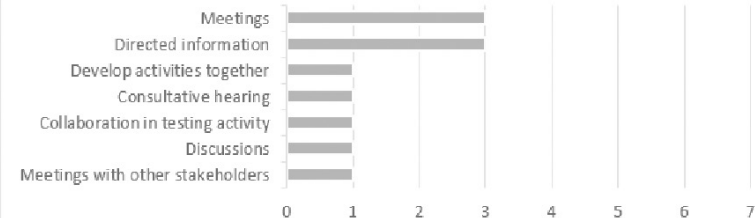
Residents



Auhtorities



Others



In Vidzeme region several meetings were organized mostly remote

- For stakeholder involvement during pandemic we were and still are stuck with remote meetings
- We organised discussions and thematic educational seminars
- We had seven remote stakeholder meetings during development of mobility plan for one of our municipalities

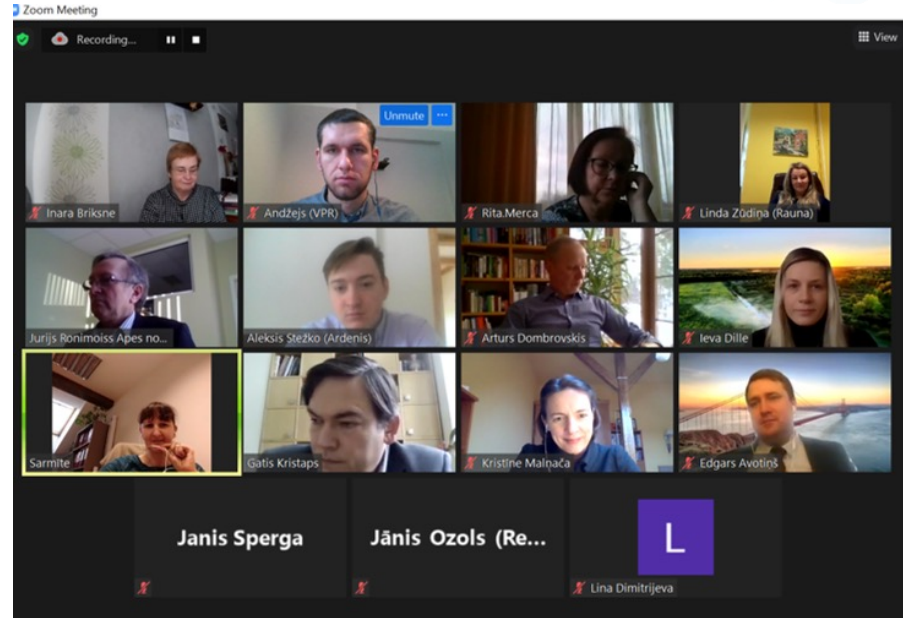
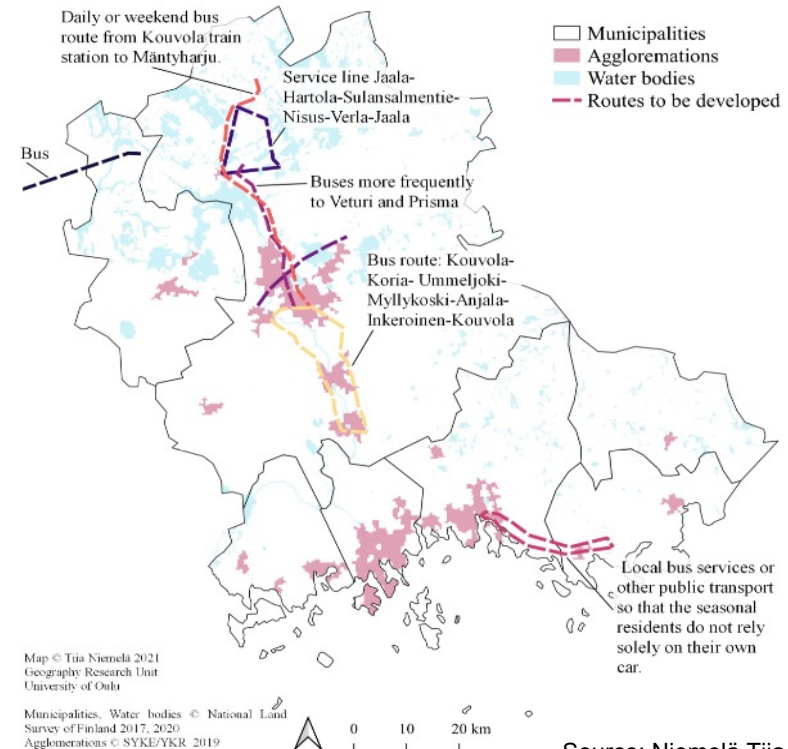


Photo: Andžejs Stepančuks

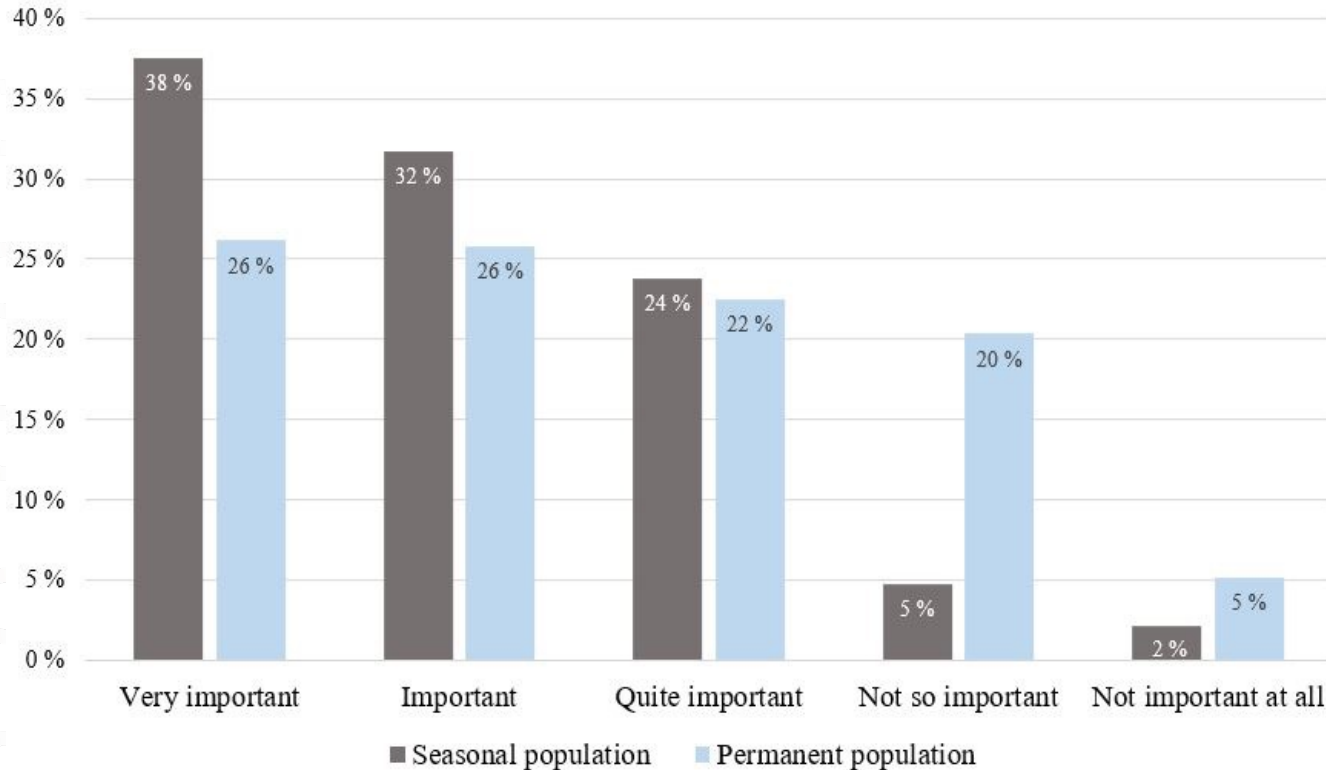
PPGIS tools were used for participating summer visitors in Kymenlaakso region, Finland

- 290 seasonal visitors attend to the online survey
- PPGIS allows spotting places needing development or improvement attention for public transportation
- User-friendly, replying possible by mobile phone, computer or tablets
- Respondents suggested new routes to improve accessibility by public transportation



Source: Niemelä Tiia 2021

Majority of seasonal population (n=290) considers the development of transport services to be important (even more important than the permanent population) (n=1755)



Summing up

- Be strategic with your stakeholder involvement planning
- Share your experiences with other colleagues
- Prepare your engagement collaborative
- Make sure that methods used are feasible in terms of worktime and budgeting



**Thank you for your
attention!**

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