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COURSE: Nature Benefits: from Theory to Practice (TUNE IT)

A brief introduction to Action plan

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natuurpunt · WAGENINGEN UNIVERSITY & RESEARCH · Eurosite · Foundation for Sustainable Development · Natuurmonumenten · DKM · ivn natuur educatie · geonatura · DANUBE CARPATHIAN PROGRAMME

A brief introduction to Action plan

- What is it?
- What it includes?
- How can it help to integrate the concept of nature's benefits into daily work?

What is an action plan?

- a document that lists the steps needed to achieve certain goals and objectives
  - it breaks down the goal into actionable steps that can be easily followed and tracked
- it clarifies what resources you'll need to reach those goals, makes a timeline for the tasks or action items and determines what help you'll need along the way

What it includes?

- vision
- general goals
- specific objectives
- activities
  - indicators
  - responsible actors
  - period of implementation
  - priority
  - funds needed

How can an AP help to integrate the concept of ES?

- So, you went on a course…
- … and then you are back… answering the questions like
  - ‘Was the course useful?’,
  - ‘What do you plan now?’,
  - and ‘Did you perhaps have a chance to finish that report I’m waiting for?’.

- Whether you want to:
  - use the concept in your daily work or
  - bring the concept to your organization

… the AP will help you stay on track!

And now is time to prepare one :)

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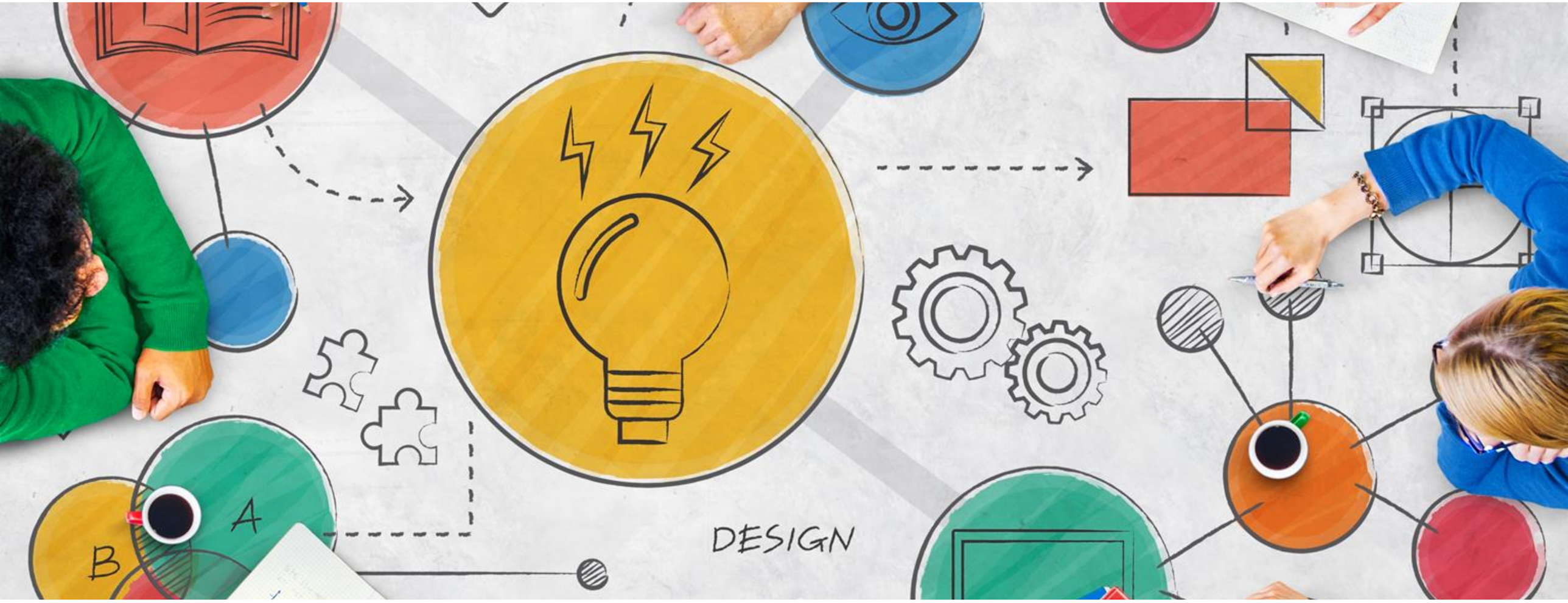
Thanks



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Stakeholder analysis

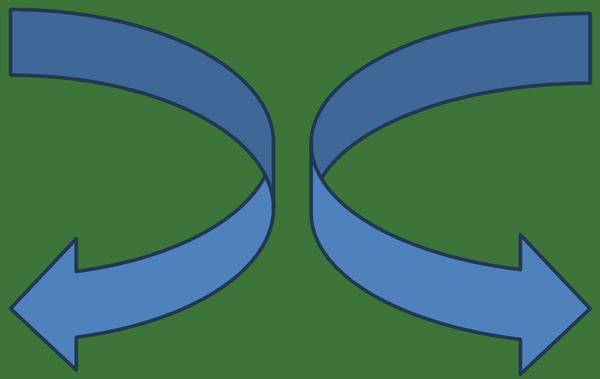
Irene Bouwma, WUR

Stakeholders

Stakeholders include people or groups involved in (or impacted by) a project, organization, or action.

In your organisation:

- Employees.
- Management and executives
- Shareholders /Members
- Board members

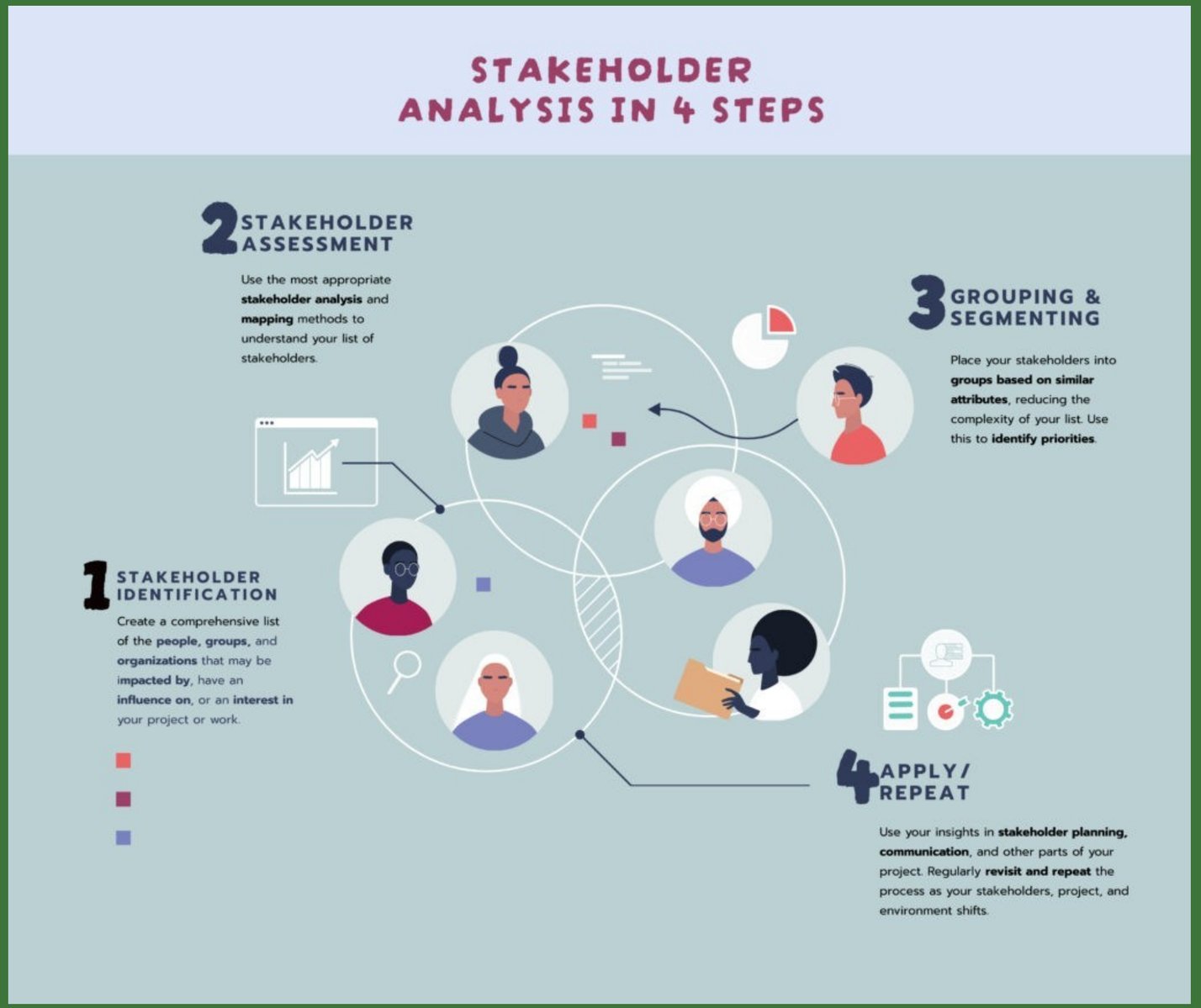


Outside the organisation:

Longlist depending on the project/plan/action

How to do it?

Similar steps for internal as external analysis



Source: Simple stakeholders.com

Stakeholder analysis:

- Step 1: Stakeholder identification: List the stakeholders (do not forget unlikely suspects and influencers)
- Step 2: Undertake an assessment –> different methods!
- Step 3: Grouping and segmenting -> as input for communication, action plans etc
- Step 4: Apply and Repeat

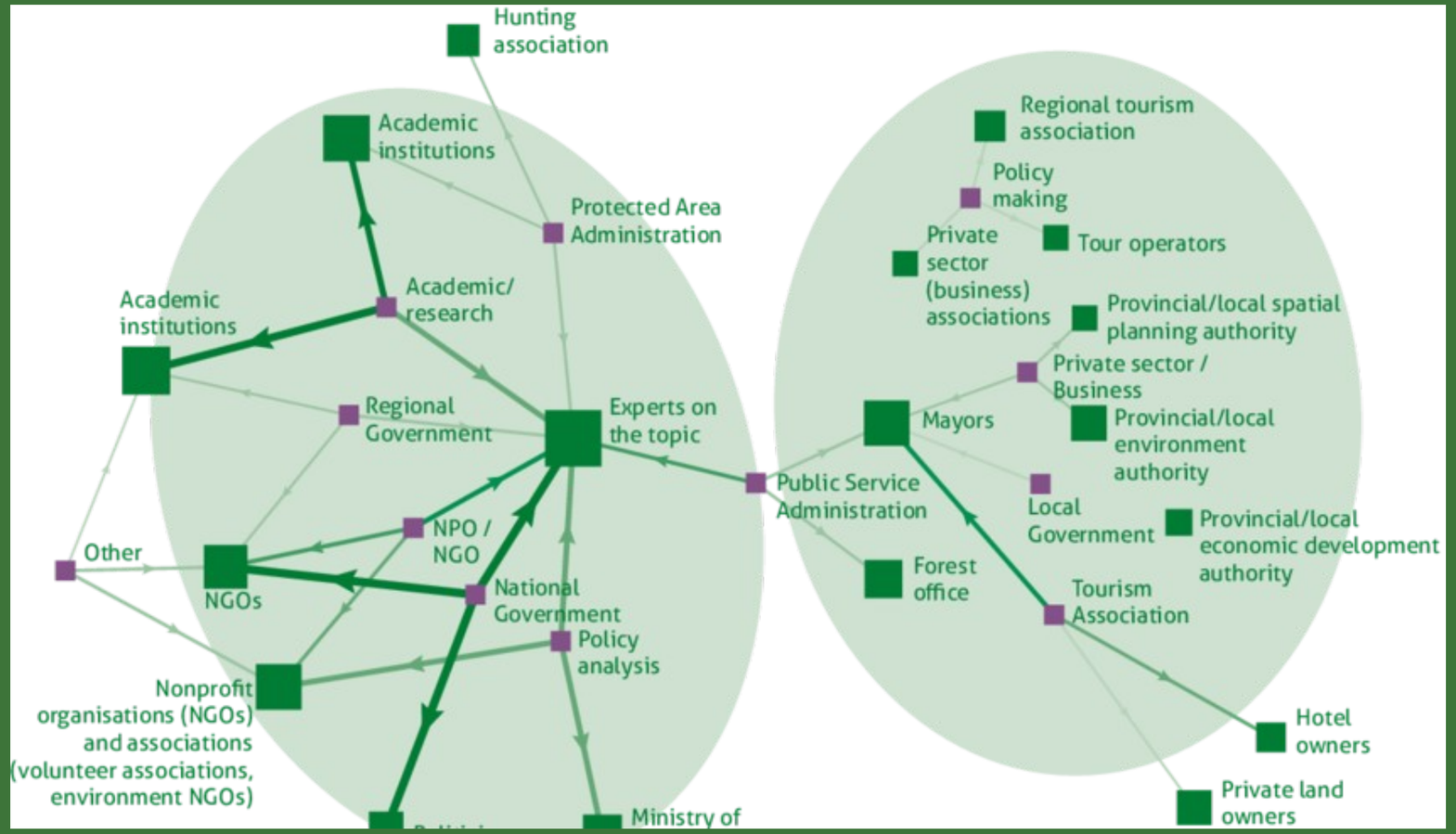
Many different approaches developed:

- The Salience Model – Each stakeholder is assigned a level of power, legitimacy, and urgency to determine their priority
- The Stakeholder Knowledge Base Chart – Stakeholders are mapped on a quadrant based on their level of awareness and whether they support or oppose the project or work
- The Power/Interest Grid – Each stakeholder is mapped on a quadrant based on their degree of power and level of interest
- The Power-Predictability Matrix – Each stakeholders is mapped on a quadrant based on their degree of power and how predictable they're likely to be
- Relationship Mapping/ Network mapping
- **Multidimensional Stakeholder Mapping**
- **And more….**

Exercise we will use
The Power/Interest Grid

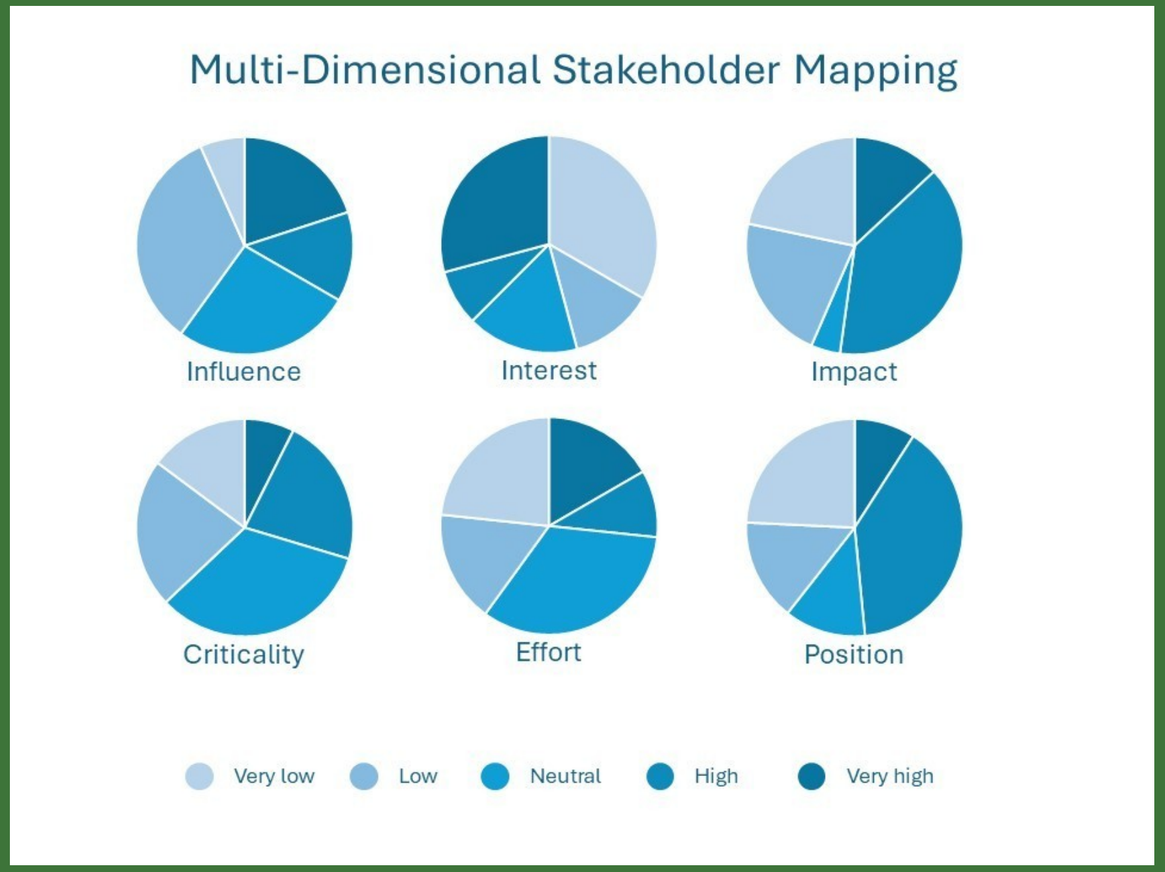
Want to know more: Reed, Mark S., et al. "Who's in and why? A typology of stakeholder analysis methods for natural resource management." Journal of environmental management 90.5 (2009): 1933-1949.

Examples more complex methods:



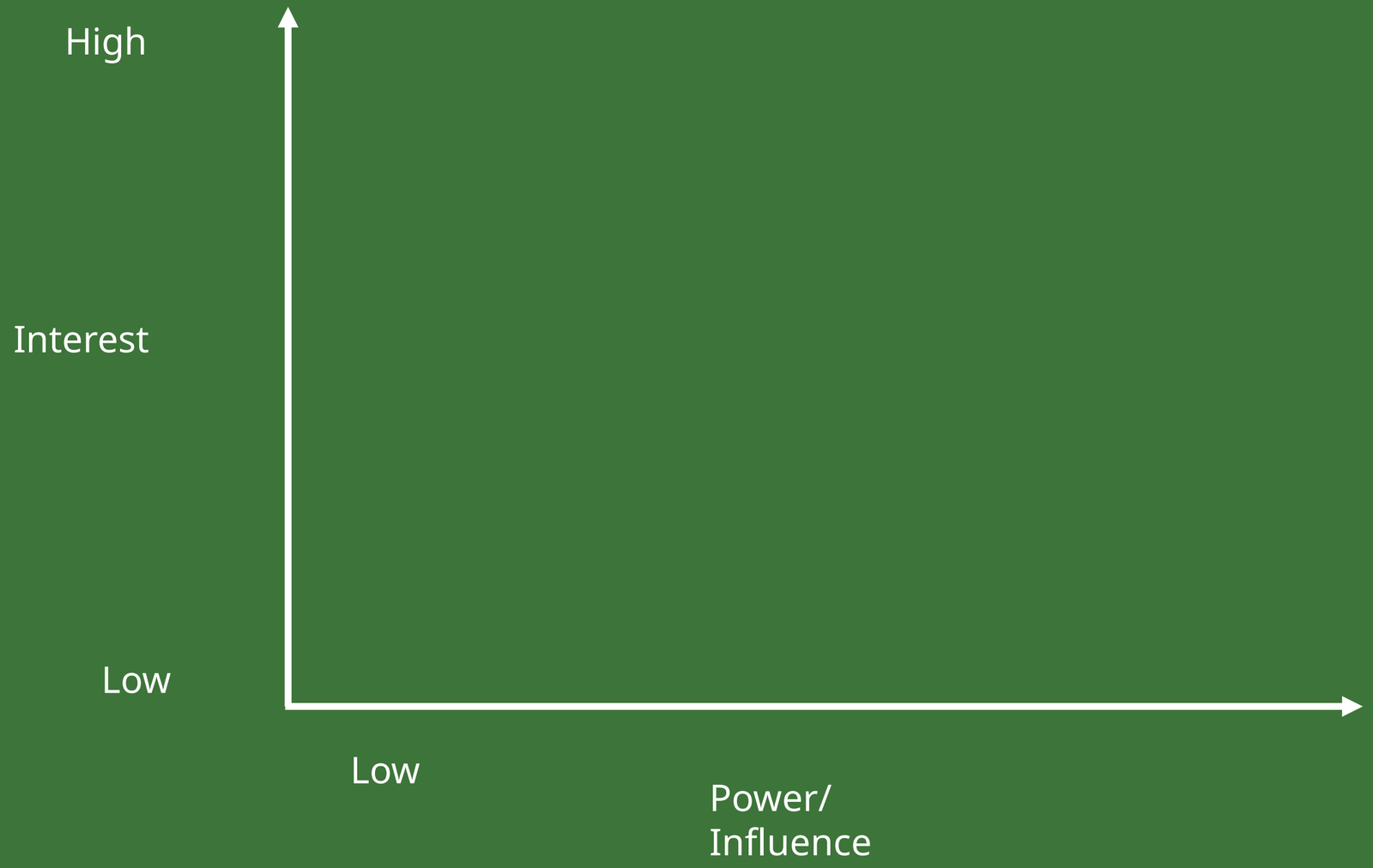
Network diagram of contact (source: Biodiversity Stakeholder Networks in the Alpine Space: https://www.researchgate.net/publication/270566242_Biodiversity_Stakeholder_Networks_in_the_Alpine_Space)

Examples more complex methods:

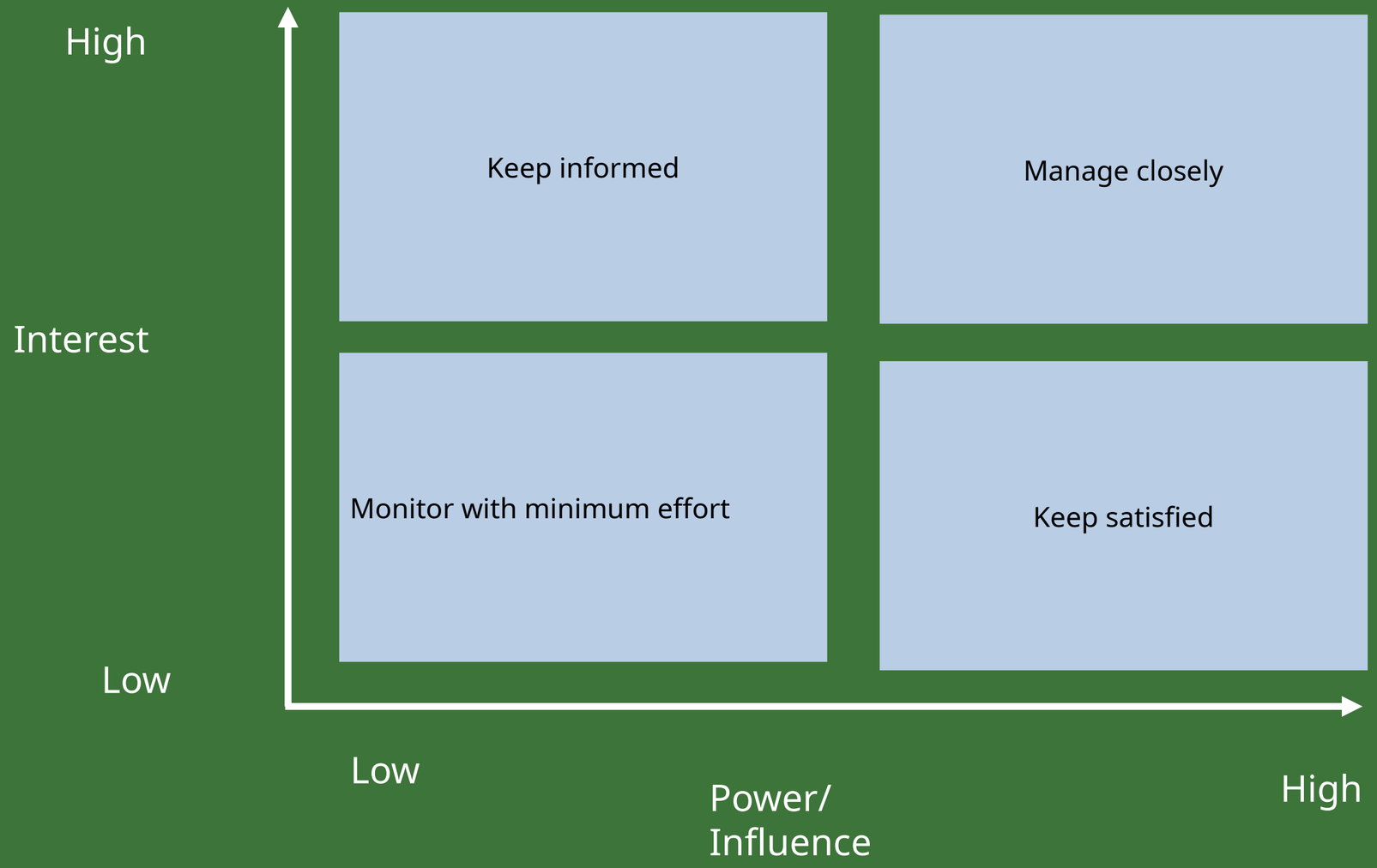


Simplystakeholders.com

Our Exercise: Power-interest grid



Our Exercise: Power-interest grid



Our Exercise: Power-interest grid

TUNE IT – Module 3

W1 – Internal Stakeholder Analysis (e.g within your own organisation)

To help you complete the table, keep in mind the following:

- **Group A** = colleagues with a high degree of influence on the activities and strategy of your organisation, who are also interested in the topic >> you need to construct good working relationships with them to ensure an effective coalition of support for the topic
- **Group B** = colleagues with a high degree of influence on the activities and strategy of your organisation, but not /little interested in the topic >>> they will require special initiatives if they are to become involved
- **Group C** = colleagues with high interest, who can affect the strategy of your to a limited extent >> they need to be kept informed
- **Group D** = colleagues with low influence on, or importance to the activities and strategy of the organisation and little interest >> may require limited monitoring or evaluation, but are of low priority

INTEREST OF STAKEHOLDERS	IMPORTANCE OF STAKEHOLDER (INFLUENCE)			
	UNKNOWN	LITTLE / NO INFLUENCE	SOME INFLUENCE	SIGNIFICANT INFLUENCE
SIGNIFICANT INTEREST				
SOMEWHAT INTERESTED	C		A	
LITTLE / NO INTEREST				
UNKNOWN	D		B	

Unknowns

Two sheets:

Internal

External

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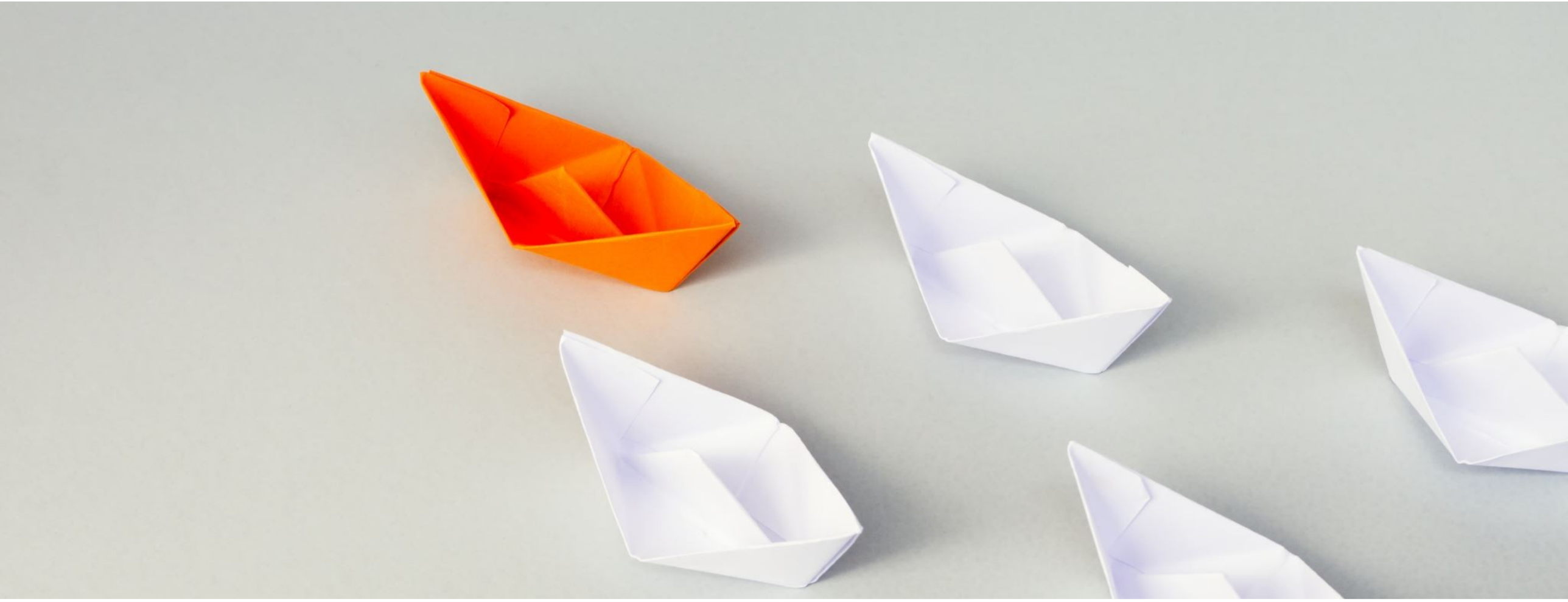
Thanks