



7th International LANDNET Conference 5-7 October 2015

Stakeholders involvement - creating awareness
and promoting participation

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Ankara, Turkey

Awareness



American advertising recruitment campaign

Recruited two million women into the workforce to support the war economy

Underlying theme: social change required to bring women into the workforce was a patriotic responsibility for women and employers

Impact: social change in the relationship between women and their workplace - employment outside home became socially acceptable and desirable for women

Chosen advert : AIDA principle

1
It gets your attention by showing the women posing in a manly way



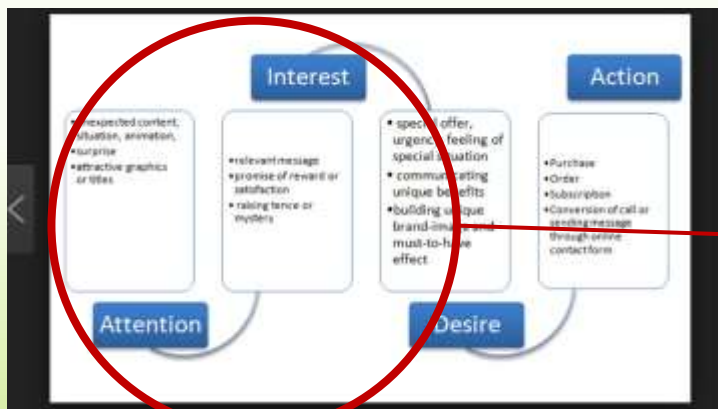
2
It gets you interested because you read this and wonder what you can do

3
It gets your desire by telling women "we" can do it this so it's telling you women they are equal

4
The action is that women will read this and decide they want to help



AIDA principle



Historical model used in marketing and advertising

Awareness

- ▶ Catching attention and creating interest
- ▶ Delivering information: saying what it is about, how it works, why it is important for people, how it will affect their life
- ▶ It's about creating knowledge



TIP:
Start with teasers



Examples in land development Lithuania

- ▶ Land consolidation pilot projects - creating knowledge

Manual for the development of LC



Leaflet - 1st step to LC

Brochure "A gate for tomorrow's countryside"

Examples in land development Lithuania: land consolidation pilot projects

- Reaching for different types of stakeholders



Field visit - landowners



Session at Parliament - politicians

- Using different types of communication tools: TV, radio, conferences and meetings, specific website

Examples in land development Galicia - a new tool: BanTeGal

Disseminating at local level



Autobus



Reaching out for rural population

- Varied types of communication tools:

TV and radio interviews and programs, fairs, conferences and events, specific publicity campaign ('Facundo'), dedicated website

Examples in land development Galicia - BanTeGal

Visual identity - in every step of the way



Creating awareness

- ▶ Before you start, create a communication plan and make clear:
 - ▶ What's your objective: exactly what people need to know
 - ▶ Who's your target/ audience (different objectives for different groups or not?)
 - ▶ Consider as many communication tools as possible (be creative)
 - ▶ Different tools for different types of audience
 - ▶ Stay up to date (include social media tools)
 - ▶ Check your budget!



TIP:
Create a visual identity and use it in all your communication

Awareness is not enough

- In land consolidation we need more than catching people's attention and getting their interest
- In land consolidation we need to create desire (to have their parcels consolidated)
- In land consolidation we need people to agree with change and take action

► In land consolidation projects we need to go beyond legal procedures...

► In land consolidation we need ...



Participation - why?

- **As an instrument:** efficiency and support
 - Better quality in projects
 - Address people real needs and challenges
 - Avoid long and difficult procedures
- **Can also be an end:** empowerment, co-responsibility, capacity building... (tackle social problems in rural areas – migration, gender issues, social exclusion, etc.)



Participation - why?

- ▶ Knowledge + sources and drivers of innovation (new solutions)
- ▶ Capacity building
- ▶ Transparency in decision-making and trust
- ▶ Objectives addressing actual needs and challenges
- ▶ Social inclusion
- ▶ Co-ownership and co-responsibility
- ▶ Engagement and motivation
- ▶ Change
- ▶ Interaction with socio-political equilibriums

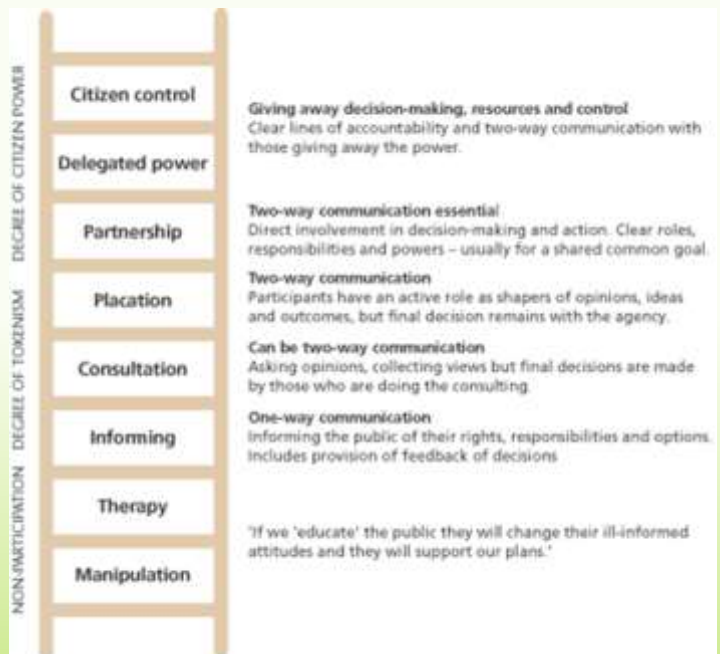


- ▶ Time consuming
- ▶ Less control on results
- ▶ Specific knowledge
- ▶ Interacts with socio-political equilibriums

Participation - what?

May have different meanings

Adapted from: Arnstein,
Sherry R. "A Ladder of
Citizen Participation,"
JAIP, Vol. 35, No. 4,
July 1969, pp. 216-224.

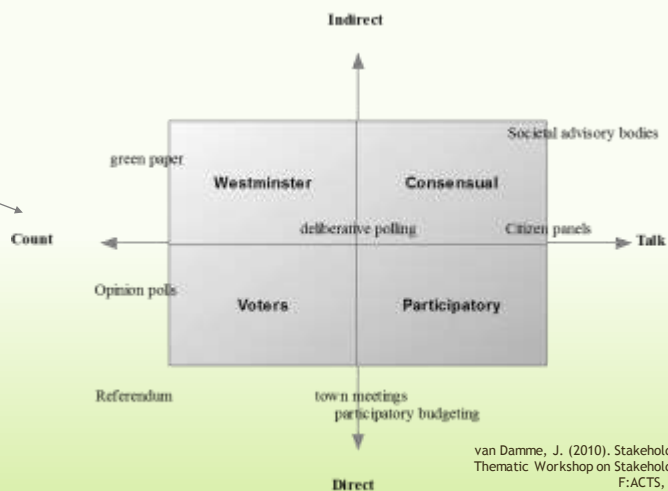


Participation - what?

- ▶ "Participation includes people's involvement in **decision-making** processes, in **implementing programmes**, their **sharing in the benefits** of development programmes and their involvement in **efforts to evaluate** such programmes" (Cohen and Uphoff, 1977)

Participation - how?

- ▶ Process design
- ▶ Actor analysis
- ▶ Communication
- ▶ Tools & Methods
- ▶ Facilitation



van Damme, J. (2010). Stakeholder involvement.
Thematic Workshop on Stakeholder Involvement.
F:ACTS, Hasselt, Belgium

Participation - how?

► Actor analysis

Actor	Interests	Function	Action
State enterprises	• Profits	• Forestry economics • Some assigned social-political responsibilities	• Forest extraction • Timber processing • Plantation
Private companies	• Profits	• Increase products • Advertise to promote market	• Exploit resources to provide products, services • Influence decision makers to favor their interests

► Consider their:

- ✓ Interests
- ✓ Positions
- ✓ Power
- ✓ Interrelations
- ✓ Needs
- ✓ Role

Power of actor	high support/enthusiastic & committed	<< compliant	not mobilised	>> uncooperative	high opposition/hostile
Very High v v					
Medium					
v v Very Low					

Participation - how?

► Communication:

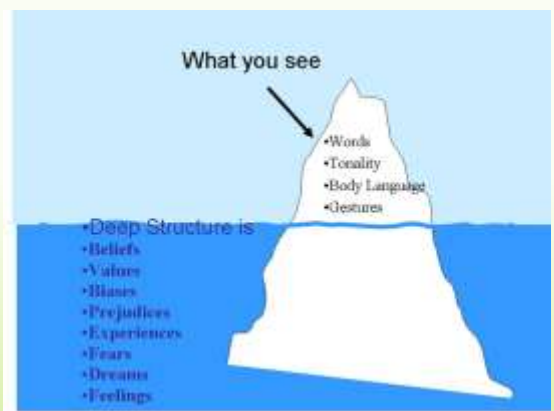
- to general public, to groups, to individuals
- one single time, periodically, continuously

► Tools & methods: endless list, it depends

► Facilitation: guiding a group of people - who work together on an objective - in such a way, that the process is efficient and effective

Did you know?

From Latin, *communicare* means "to share"



Interpreting / understanding a message

Examples in land development Flanders, Belgium - De Merode

- ▶ 1.500 ha of forestry, land and historical buildings



Examples in land development Flanders, Belgium - De Merode

Strong focus on
communication



Strong focus on
participation



Examples in land development Flanders, Belgium - De Merode

Results on a short -
midterm - long term

- Promoting permanent participation



Strategy - quick wins

- Improvement of forest paths



Examples in land development Flanders, Belgium - De Merode

Results on a short -
midterm - long term

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Strategy - quick wins

- Development of the Chapel "de Maarschalk" and its surroundings



Examples in land development Flanders, Belgium - De Merode

Results on a short -
midterm - long term

- Promoting permanent participation

**Development of small scale projects –
quick wins by local entrepreneurs**



Examples in land development Varna, Bulgaria

Visualisation

- Sketchmatch method - a collective way to find a solution for a problem



Thank you for your attention!

