



LOCARBO
Interreg Europe



Stakeholder Involvement

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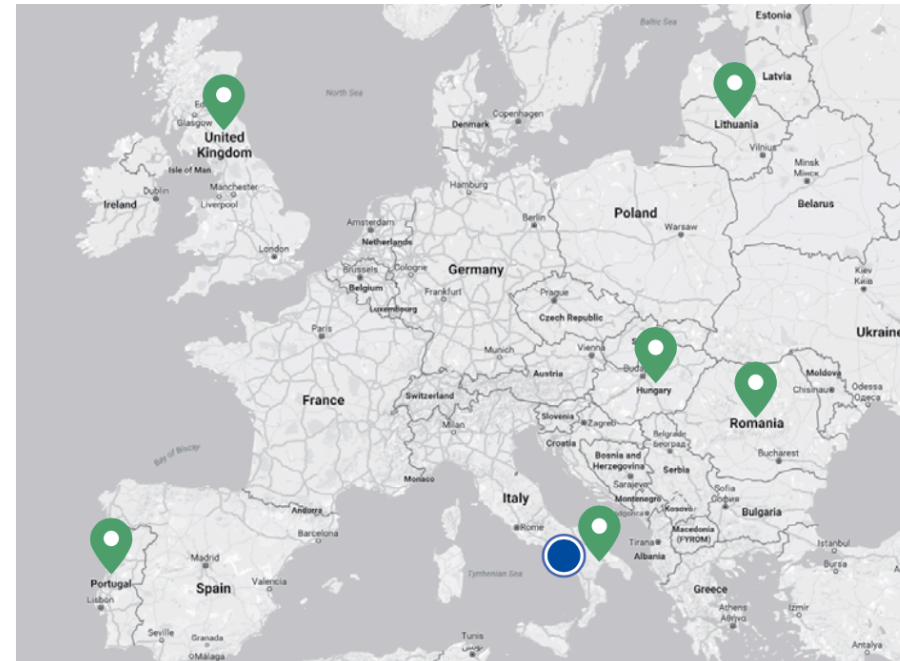
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Who are we?



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.interreurope.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)



What to do?

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

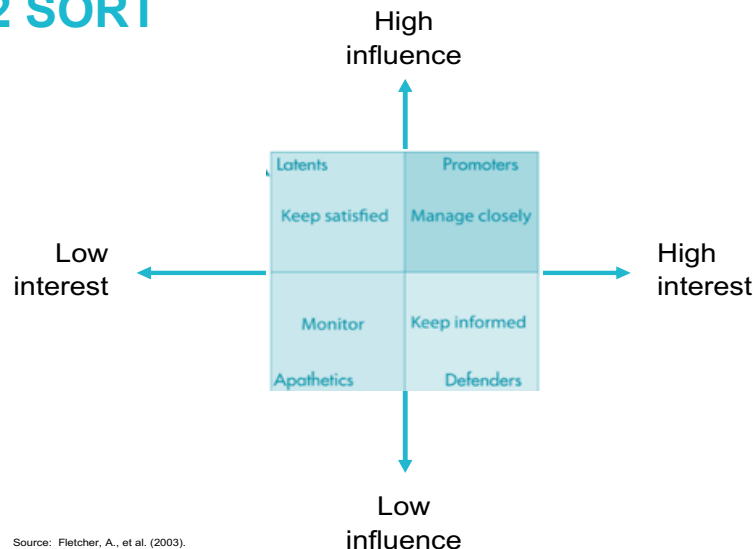
How to do?

1 IDENTIFY

Roles	Potential players	PP Stakeholders
Creators of the policy instrument	local bodies / municipalities	
	regional bodies	
	government bodies	
Adoption accelerators, instrument users of the Policy Instrument	regional agencies	
	NGOs	
	research institutes	
	civil partners	
Players affected by the Policy Instrument	businesses / enterprise organizations	
	individual businesses / enterprises	
	households	
Supervisors of the LOCARBO project	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





Source: Fletcher, A., et al. (2003).

3 PLAN

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



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Thank you!

Questions?
