



Regional stakeholders strategy of Castilla y León



This communication strategy template is intended to help you to develop your regional strategy to engage efficiently your stakeholder group and to define the exploitation of results.

Table of contents

The template comprised five processes in the creation of this communication strategy:

1 Starting point. Communication objectives.....	3
2 Identification and analysis of stakeholders.....	3
3 Stakeholder group management	6
4 Evaluating strategy success.....	8
5 Exploitation of results	8



1 Starting point. Communication objectives

Objectives

Raise awareness of local and regional institutions to manage the Castilla Waterway heritage not as an individual object, but as part of a larger context as a cultural landscape.

Persuading the municipalities which run along the Waterway to perform agreed actions to achieve a common benefit.

2 Identification and analysis of stakeholders

In order to form the stakeholder group, it has been developed a list of entities that may be affected by the activities to be developed under the project, with the following characteristics:

The Duero river Hydrographic Confederation from the State as owner of the Castilla Waterway.

Local and provincial entities that have been developing successful initiatives using as resources some of the assets of Castilla Waterway and have had a positive impact on the development of municipalities

Local entities that manage or have resources related to cultural routes as the Castilla Waterway and the Way of Saint James, as ideal places to implement the integrated management that aims to promote.

Municipalities whose growth and development and that of its inhabitants would be facilitated by incorporating sustainable management of heritage related to the Castilla Waterway

Academic experts with experience in the study and analysis of heritage, its diagnosis and intervention, maintenance and dissemination proposals.

General Directorate for Budget and Statistics of the Regional Ministry of Economy and Treasure responsible for the structural funds programs and the policy we want to improve.

To find out the interest and influence of interest group, a stakeholder meeting on June 15, at which a representative of local, provincial and regional institutions number and associations were invited it took place. It was discussed about the project, its activities and territorial situation Castilla channel. As conclusion, the following stakeholder group was set up:

List of stakeholders

Name of institution	Contact person
Consortio del Canal de Castilla	Mercedes Cofreces
Servicio Territorial de Cultura de Palencia	Isabel Landa
Ayuntamiento de Medina de Rioseco	María San José
Consejería de Economía y Hacienda	Jacob Prieto Castro Raúl García Ruiz
Ayuntamiento de Herrera de Pisuegra	Javier San Millán
Ayuntamiento de Alar del Rey	Alberto Maestro
Ayuntamiento de Frómista	Fernando Diez Mediavilla
Asociación SIRGA	Fernando Diez Mediavilla
Ayuntamiento de Villaumbrales	Inmaculada prieto Rojo
Diputación de Palencia	Luis Calderón Nájera
Ayuntamiento Paredes de Nava	Luis Calderón Nájera
Confederación Hidrográfica del Duero	Miguel Ángel Rubio Gómez
Universidad de Valladolid	Jesús San José Alonso Juan José Fernández Martín
Asociación ADECO-Canal de Castilla	Araceli González Revuelta
Ruta del vino de Cigales	Miguel Ángel García Velasco

The mapping of the stakeholders group is as follow:



3 Stakeholder group management

To manage the different stakeholder group members, we will group them according to the activities in which we'll engage them. Thus,

Group A: Those who are involved in stakeholder group meetings, interregional workshops, study visits and action plan

Consortio del Canal de Castilla
Ayuntamiento de Medina de Rioseco
Ayuntamiento de Herrera de Pisuegra
Ayuntamiento de Frómista
Diputación de Palencia
Ayuntamiento Paredes de Nava
Ruta del vino de Cigales
Asociación SIRGA
Confederación Hidrográfica del Duero
Asociación ADECO-Canal de Castilla

Grupo B: Those who are involved in stakeholder group meetings and action plan

Consejería de Economía y Hacienda
Universidad de Valladolid
Servicio Territorial de Cultura de Palencia
Ayuntamiento de Villaumbrales
Ayuntamiento de Alar del Rey

All members of the stakeholder group will be involved in the digitization and the short film on good practices, in order to show the good practices and successful experiences carried out along the Castilla Waterway and to show the Waterway as a whole, as a cultural landscape and to highlight the benefits that are obtained by cooperating between everybody in line with the communication objectives

Stakeholder WHO	Key Message WHAT	Engagement Activity HOW	Schedule WHEN	Communication Method	Responsible Person
Group A	Castilla Waterway is part of a cultural landscape (the Waterway heritage shouldn't be managed as an individual object, but as part of a larger context as a cultural landscape.	Stakeholder group meetings 1st phase .Interregional workshop and study visit in CyL .Action Plan workshops . Digitization	.At least once a year from 2016-2019 .3-4 May 2017 .Once a year in 2019-2020 .2017	Face-to face meetings, e-mail, phone conversations	Laura Cuevas Celia Fuentes
Group B	The agreed work provides benefits for all. (It is essential to work together to achieve the benefit for everyone.)	.Stakeholder group meetings 1st phase .Action Plan workshops . Digitization	.Once a year from 2016-2019 .Once a year in 2019-2020 .2017	Face-to face meetings, e-mail, phone conversations	Laura Cuevas Celia Fuentes

4 Evaluating strategy success

Objective <i>Defined in process 1 engagement objectives</i>	Outcome	Measurement Method	Target
Raise awareness of local and regional institutions to manage the Castilla Waterway heritage not as an individual object, but as part of a larger context as a cultural landscape.	Local, provincial and regional institutions raised awareness	Collected data	10
Persuading the municipalities which run along the Waterway to perform agreed actions to achieve a common benefit.	municipalities that have carried out joint actions	Interviews	2

5 Exploitation of results

Education exploitation: The results of the project will be exploited for education, especially by academia partner. In this sense, it is expected that content based on HERICOAST is to be provided to students and teaching classes.

Policy exploitation: The project outcome will allow stakeholders for the definition of guidelines and the adaptation of their strategies. Also, lessons and recommendations out of HERICOAST will be delivered as contributions to policy, at regional level.

Business exploitation: the project will identify and create a beneficial environment for the growth of municipalities that will eventually have the critical mass and the sustained and sustainable momentum necessary for the uptake of results in the cultural and touristic market.