

GPP-STREAM

“Green Public Procurement and Sustainability Tools for Resource Efficiency Mainstreaming”

Deliverable A3

METHODOLOGY FOR STAKEHOLDER IDENTIFICATION AND ANALYSIS

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Introduction

Each organization can identify stakeholders and their role in the policy instrument by answering the following questions (adapted from ISO 26000) and filling in the table set below:

1. Who is legally bound to the policy instrument?
2. Who can be affected by the implementation of the policy instrument?
3. Who can express concerns on the implementation of the policy instrument?
4. Who was engaged in the past for the elaboration or the implementation of the policy instrument?
5. Who could support the organization when facing specific impacts of the policy instrument?
6. Who could affect the organization's ability to meet its own responsibilities in relation to the policy instrument?
7. Who can be damaged by the policy instrument?

ORGANIZATION	PERSONAL DETAILS	WHY IS THE STAKEHOLDER RELEVANT TO THE POLICY INSTRUMENT?	EXISTING MEANS OF ENGAGEMENT	NEW FORMS OF ENGAGEMENT

Stakeholder identification is a dynamic process, and it should be updated regularly. This is why the proposed methodology is simple to understand and easy to implement: stakeholder identification and the following stakeholder engagement should be function both the policy instrument design and implementation, as well as to the concerned stakeholder. Engagement should be material both for the proposing organization and stakeholders, therefore stakeholder identification must reflect this approach.

Stakeholders are not classified in order of importance or influence, as the stakeholders that are identified through the above listed questions are all relevant, either for legal or ethical reasons, or simply because connected to the successful design and implementation of the policy instrument, and they should be engaged in the most appropriate way.

However they can be grouped in the most functional way for the engaging organization (ie. by type of organization -public administration, NGO, enterprise, etc.).

As already mentioned, stakeholder engagement should be functional to all parties involved, and, when possible, it should use the already existing means (ie. existing working groups, existing communication channels, etc.).

However, when existing means lack or are thought to be not function to the goal, new forms of engagement can be defined. For instance, when identifying stakeholders it can become evident that some stakeholder groups never meet, and that their meeting could be useful for the goal: a new for of engagement might be needed then.

The process of stakeholder engagement in GPP-STREAM

Generally, GPP-STREAM targets the following categories of stakeholders:

- 1) institutional stakeholders that take part in the decision making process of the policy instrument tackled by the project or in decision making processes/ongoing policies that affect the policy instrument;
- 2) other stakeholders that shall be provided with insights on the opportunities of the adoption of green demand for goods and services along all phases of policy instruments' implementation, including those that are affected but not directly managed by the authorities that developed the instruments;
- 3) external that represents the group beyond the project geographical boundaries, where learning is expected to occur mainly as a result of communication activities.

Before the selection process of the stakeholders, it is important to remember what will be their role and engagement in the project. The lines below can also support you in the recruitment process in order to communicate in a transparent way the expected engagement from their side, as well as the opportunities of participating to the process.

First, it is expected that each organization in charge of a policy instrument involved in GPP-STREAM (meaning all partners, with the exception of Ecosistemi) will create its own group of national or regional stakeholders that will encompass between 35-40 members. Overall, it is expected that at least 300 national, regional and EU stakeholders are consistently involved in GPP-STREAM across the lifecycle of the project.

Please note that in the application form (AF) each partner indicated a preliminary list of stakeholders relevant for the respective policy instrument and this can

represent a good starting point in their identification. You can find this list at the beginning of the AF, in the section dedicated to the policy instrument description for which you are in charge (*Stakeholder group relevant for policy instrument X*).

The selected stakeholders will have as general involvement:

- participation in the bi-annual reunions (at least 4 meetings foreseen for 2019 – 2020) to exchange views, identify needs, provide feedback on best practices, learn from other partners and contribute to the co-development of the Action Plan for the improvement of the respective policy instrument;
- participation in at least one reunion post-2020 during the implementation phase of the policy instruments Action Plans and transversal support in this operational phase;
- two stakeholders from each group will take part in one of the five transnational learning events organized in Italy, Bulgaria, Romania, Spain and France, depending on their interest, expertise and meetings themes;
- participation to the three-days transnational learning events organized in the countries of the stakeholders in order to share and enhance GPP approaches. One day will be dedicated specifically to joint GPP capacity building programme of the partners staff & stakeholders;
- participation in at least 20 interviews through which the stakeholders will promote their institutional GPP approaches and assess GPP-STREAM best practices;
- national and EU webinars for the development of the stakeholders GPP skills;
- participation to the project kick-off, EU and final national conferences;

Moreover, in the AF, each partner defined a specific engagement process aligned with the typology of stakeholders, with the activities and tools proposed by GPP-STREAM project and with the improvement objectives of the respective policy instrument. These specific engagements include for example: realization of GPP tenders; development and application of GPP monitoring tools, guidelines and toolkits; engagement in market consultation processes and in the dissemination and promotion activities etc.