

INTERREG EUROPE
DIALOG Project
Dialog for Innovation and Local Growth



SUMMARY OF
STAKEHOLDER SURVEY REPORT
CHAMBER OF COMMERCE AND INDUSTRY VRATSA

JUNE 2021

Profile of the interviewed stakeholders:

The survey involved 32 stakeholders, mostly women (87.5 %). Most of them aged between 35 and 44 years old (50,0%) and between 45 and 64 years old (40,62%); and 3 persons were under 35 years old. All of interviewed SHs were highly educated.

Role of the interviewees:

The interviewed Stakeholders were representatives of all type of roles, but most of them were Representative of a civil society organization 21.85% and Administrative representatives 18.75%. Other big groups of representatives were Employers' representative, Association/trade union representative and International network with 9.38%.

Work sectors: The biggest group of interviewed persons was from other sectors (28.13%), followed by public administration (18.75%), Commerce and Business services (each with 15.62%) and Education/Training (12.50%).

20 stakeholders declared that they had **previous experience with participatory processes:**

- Development and co-design of European and international projects, cross-border projects;
- Establishment of international partnerships and networks;
- Participation at focus groups and working groups;
- Participation in sectorial groups under EEN and Europe Direct.
- Discussions with public administration (Districts and Municipalities);

SECTION B – THE PARTICIPATORY PROCESS

The adoption of a multi-stakeholder collaboration strategy to identify possible solutions to tackle economic, social and environmental problems is considered, according to interviewees' opinions as very useful (50%) and fairly useful (43.75%).

The phases in a participation process and the involvement of stakeholders:

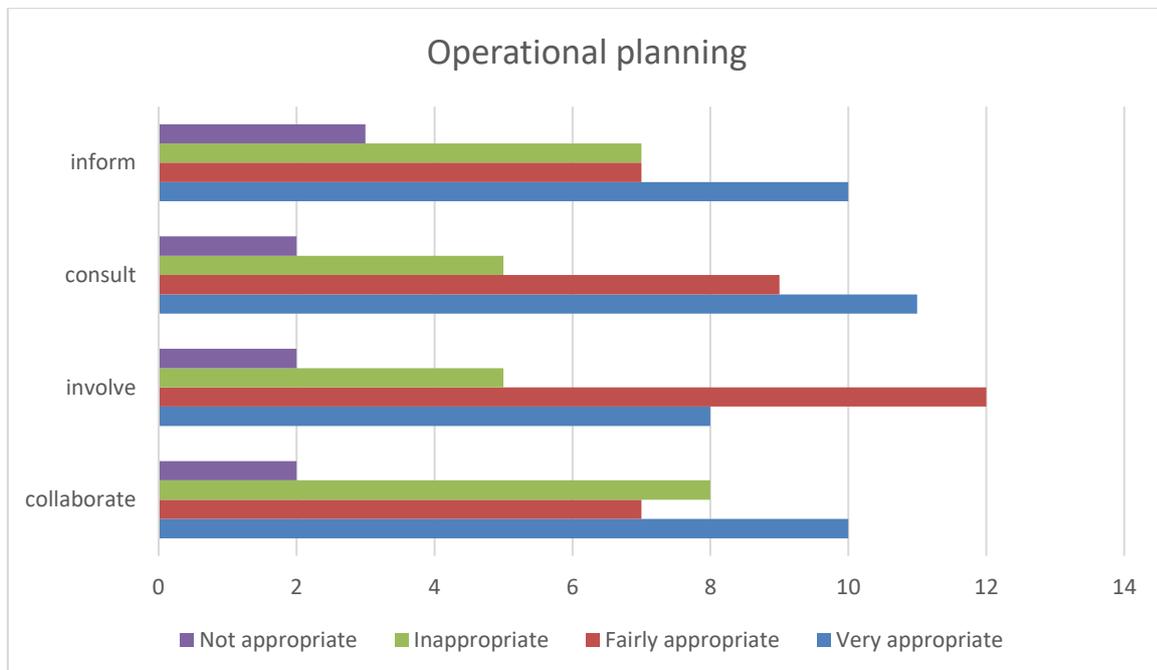
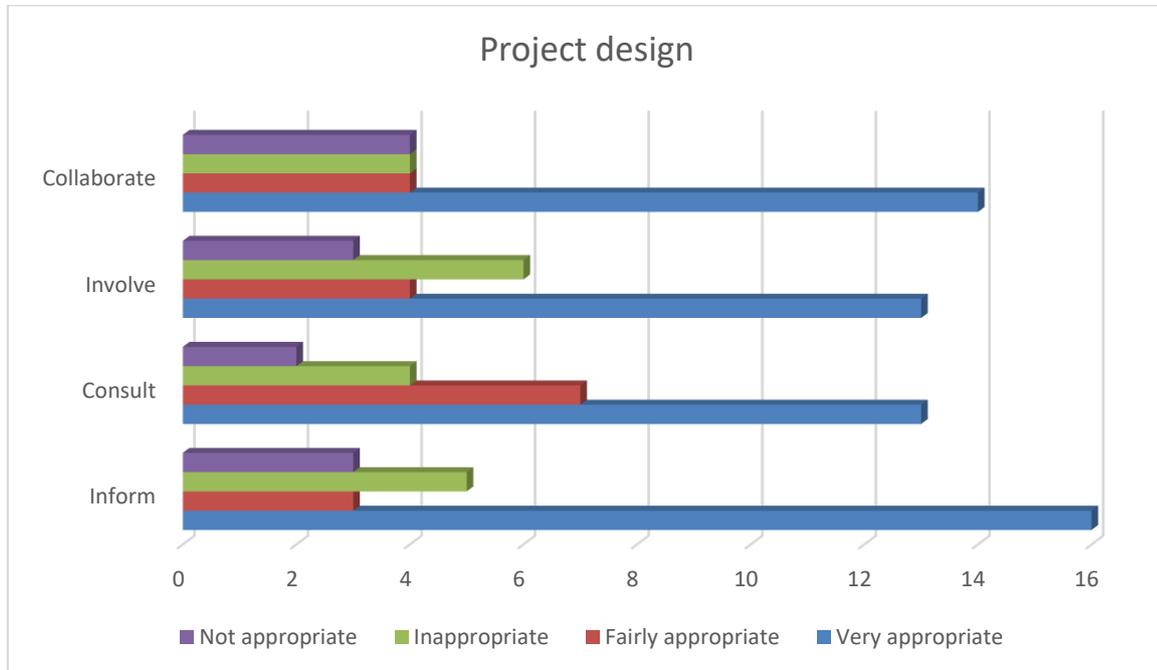
The majority of the interviewed stakeholders considered the designing phase the most suitable phase during which stakeholders should be involved (65,63%), followed by the implementation/monitoring and assessment phases (56,25%), while their involvement in the operational planning resulted as appropriate for 53,12% of the interviewed persons.

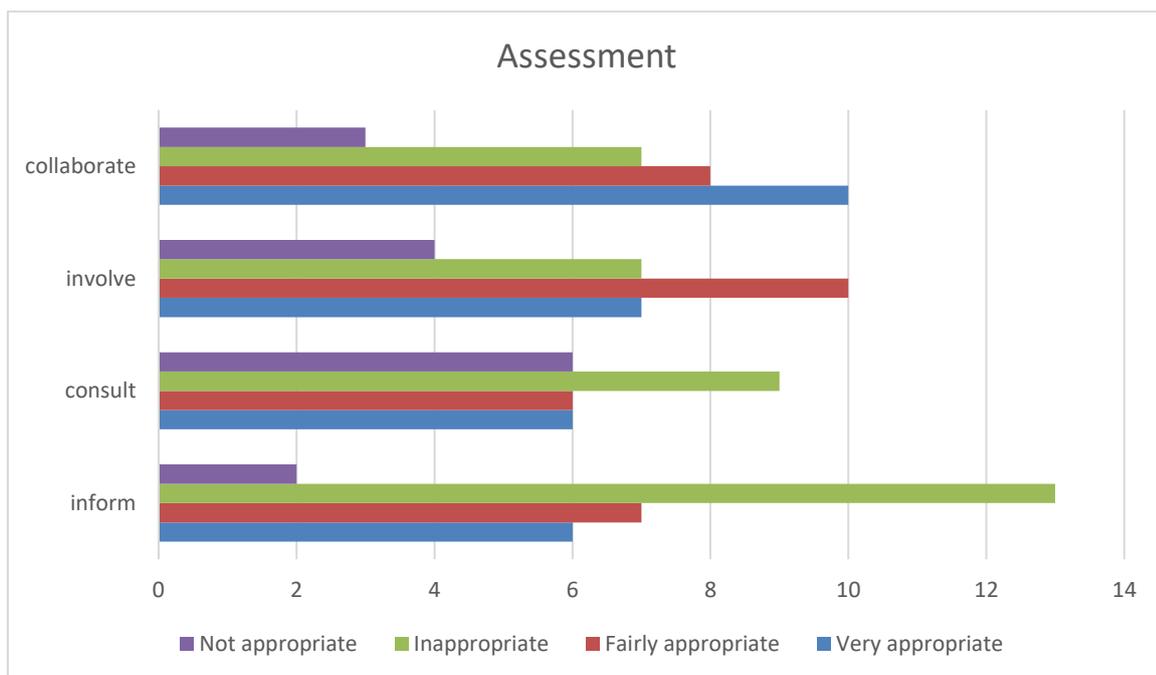
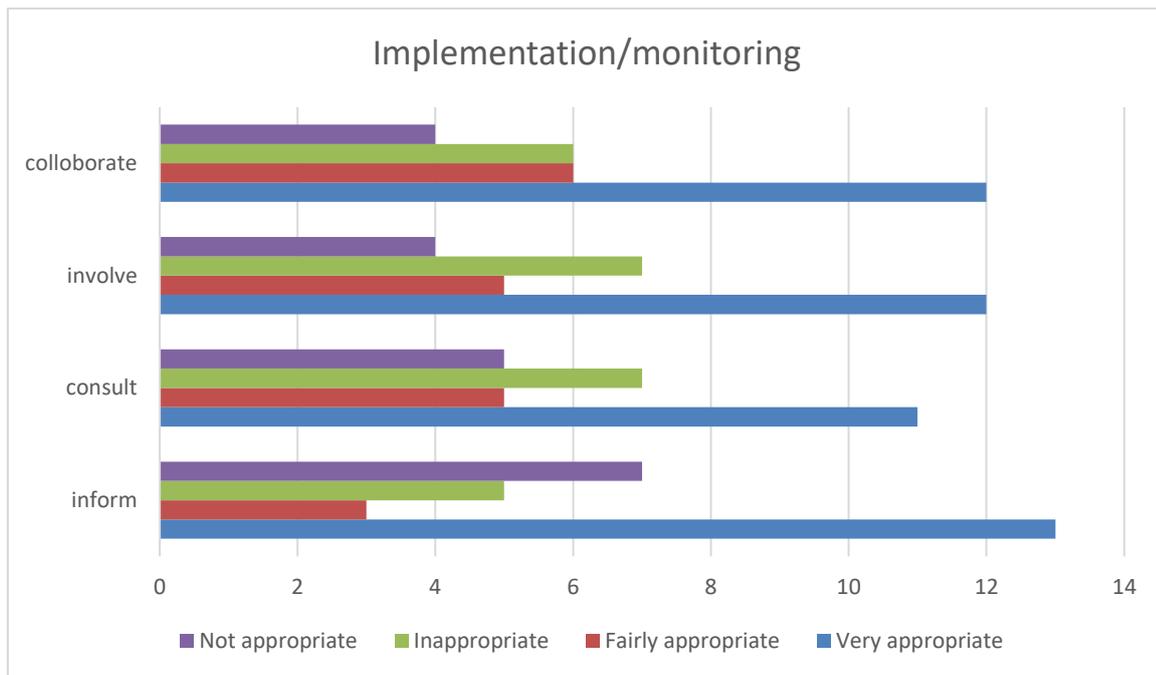
Communication levels with the stakeholders:

The involvement level is shown on Graphic 1, measured according to the suggested 4 levels of inform, consult, involve, collaborate (that is considered as much appropriated for each project phases). Scores range was from 1- really appropriated at all to 4 -not appropriate for each phase and involvement level and to the opportunity to involve other stakeholders. This graphics shows a further result, coherent with the remarks of the benchmarking report: for each project phase, higher scores are linked to the project design phase as it is the most important phase of the process.

Graphics 1

with reference to the different Action plan phases (project design, operational planning, implementation, assessment) which is the most suitable level of stakeholder involvement considering the 4 following forms (inform, consult, involve, collaborate)? Indicate in the corresponding box values from 1 to 4 (1 Very appropriate; 2 Fairly appropriate; 3 Inappropriate; 4 Not appropriate). Number values



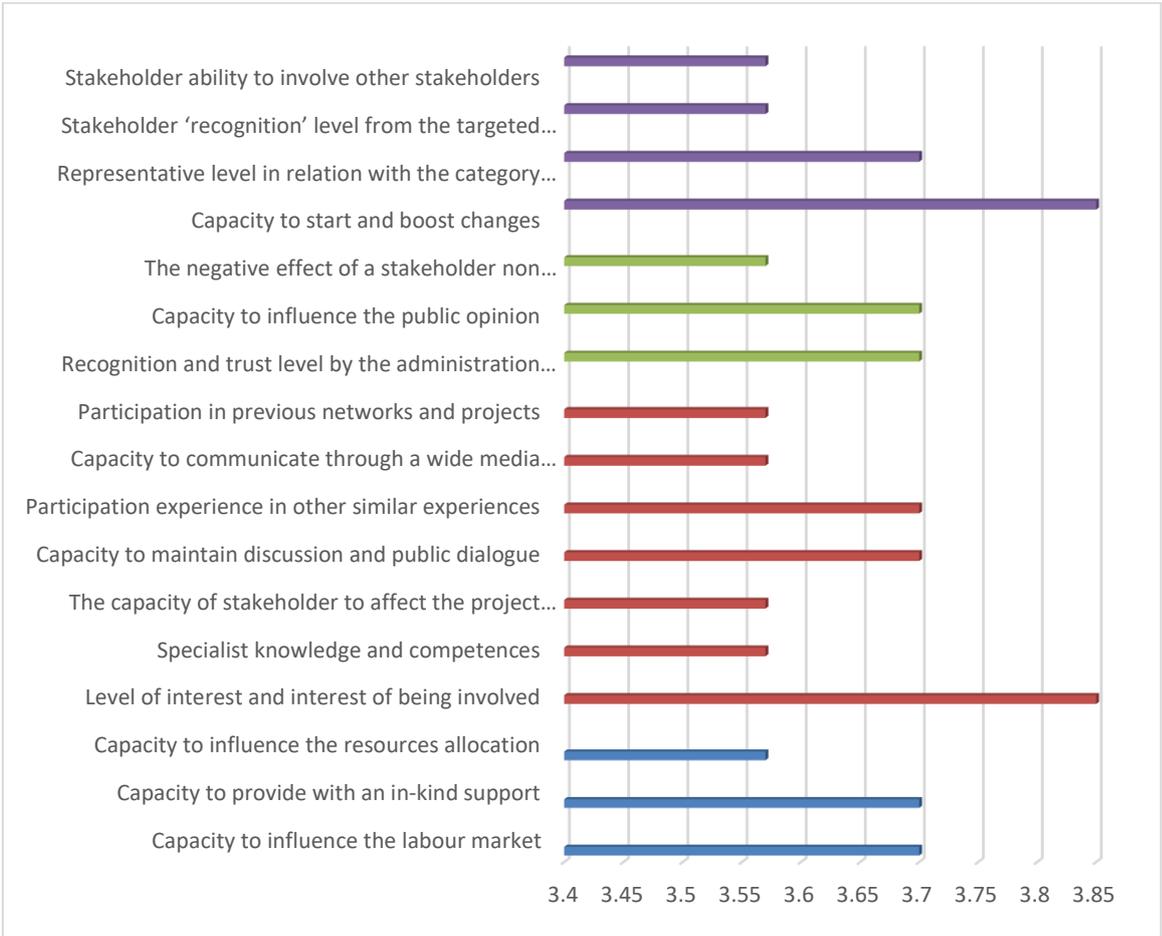


The half of interviewees 56.67% had experience in participatory process management.

The survey analysed the scores referred to the importance of 17 criteria (Graphics 2) that can lead this process, with a scale ranging from 1-low importance to 5-high importance. They are grouped in 4 dimensions:

1. **Social capital dimension**, thus focusing on the level of connection and power to network of each stakeholder. Social capital implies also the level of recognition of each stakeholder within the community.
2. **Economic capital dimension**, focusing on the capacity of the stakeholder analysed to economically contribute to the process, be it as donor, as a multiplier of resources or as an actor on the job market.
3. **Human capital dimension**, that focuses on the skills and knowledge that the representatives of the stakeholders identified possess in the specific field of interest for the process at hand. The human capital dimension also entails the capacity of the stakeholder to effectively share its own knowledge/skills to the benefit of the community.
4. **Political capital dimensions**, evaluating the level of trust of the public authority towards the stakeholder, as well as the stakeholders’ own capacity to have a political stand in the topic at hand.

The following Graphics 2 indicates, according to the interviewees' point of view, the level of relevance of criteria used in stakeholder selection that an administration responsible for a program/project should consider.



Legend: Economic capital (blue), Human capital (red), Political capital (green), Social capital (purple)

The human capital dimension is the most important with 3.85; followed by social capital, the economic and political capital have a intermediate importance

Methods and Tools for the participatory process

The two following survey's questions analyzed the potential effectiveness of a series of methods, tools and techniques differentiated by the phase of participation process. Two tables were used, one for the project design, the other for the implementation phase. Interviewees were asked to indicate, for each of the 20 techniques proposed and for the 4 involvement levels (inform, consult, involve, collaborate), a score from 1-few efficacy to 5-very efficacy.

Tools, technique	Level of stakeholder involvement	Project design	Project implementation phase
Production booklets posters	inform	33,33	37,04
	consult	33,33	33,33
	involve	33,33	29,63
	collaborate	48,14	29,63
Information on the specific interests of the interest parts	inform	40,74	37,04
	consult	33,33	37,04
	involve	37,04	44,44
	collaborate	40,74	37,04
Publication of agendas, reports and other relevant materials	inform	48,14	44,44
	consult	48,14	37,04
	involve	37,04	33,33
	collaborate	37,04	37,04
Web site	inform	59,26	44,44
	consult	55,56	40,74
	involve	51,85	44,44
	collaborate	51,85	33,33
Dedicated platform/Apps	inform	48,14	51,85
	consult	51,85	33,33
	involve	44,44	37,04
	collaborate	40,74	40,74
Mailing list	inform	44,44	33,33
	consult	33,33	33,33
	involve	44,44	37,04
	collaborate	48,14	37,04
Newsletter	inform	25,92	44,44
	consult	29,63	44,44
	involve	25,92	33,33
	collaborate	29,63	48,14
Social media	inform	51,85	37,04
	consult	40,74	44,44

	involve	55,56	40,74
	collaborate	40,74	44,44
Events/seminars/conferences physical and online	inform	48,14	37,04
	consult	44,44	48,14
	involve	40,74	37,04
	collaborate	40,74	40,74
Common methods physical workshops, setting events qualitative techniques for working group	inform	37,04	37,04
	consult	44,44	37,04
	involve	48,14	37,04
	collaborate	51,85	37,04
Methods online	inform	44,44	33,33
	consult	37,04	37,04
	involve	44,44	33,33
	collaborate	40,74	37,04
Auditive methods with individual quantitative techniques	inform	37,04	29,63
	consult	37,04	48,14
	involve	48,14	40,74
	collaborate	44,44	29,63
Auditive methods with individual qualitative techniques	inform	29,63	33,33
	consult	37,04	33,33
	involve	37,04	29,63
	collaborate	37,04	37,04
Auditive methods interview	inform	37,04	37,04
	consult	33,33	29,63
	involve	37,04	29,63
	collaborate	33,33	25,92
Research-Action	inform	37,04	25,92
	consult	33,33	29,63
	involve	37,04	33,33
	collaborate	33,33	33,33
Group techniques	inform	25,92	25,92
	consult	40,74	25,92
	involve	33,33	25,92
	collaborate	33,33	29,63
Negotiation techniques	inform	33,33	33,33
	consult	33,33	33,33
	involve	37,04	33,33
	collaborate	37,04	33,33
Techniques for conflict change/management	inform	33,33	33,33
	consult	40,74	33,33
	involve	33,33	40,74
	collaborate	33,33	40,74
Set up of multi-stakeholder committees set up	inform	44,44	33,33
	consult	40,74	29,63
	involve	33,33	29,63
	collaborate	33,33	33,33

Participatory budgeting	inform	37,04	33,33
	consult	40,74	25,92
	involve	37,04	33,33
	collaborate	40,74	33,33

The scores for the Methods, techniques and tools used, depend on the project and its goals and foreseen results. Most of the techniques, tools and methods can be applied in different situations, but not for each phase or project.

Most of the proposed techniques, tools and methods, for each involvement level high average value. All participants agreed with the importance of the participatory processes.

The final table shows the interviewees' opinion about the importance of communication in involving stakeholders.

Stakeholders can be actively involved, if communication is	<i>Absolute value</i>	<i>Percentage (%)</i>
a constant flow of information and exchanges	<i>19</i>	<i>67.86</i>
an established flow of information and exchanges	<i>9</i>	<i>32.14</i>
other (specify)	<i>0</i>	<i>0</i>
Total	28	100

