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Endorsing the EE1st principle
in the regional decision
support

Stage 2. Engaging
Stakeholders & building
partnerships



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1. Why engage Stakeholders?
2. Identifying your stakeholders (Prioritising your stakeholder)
3. Analysing stakeholders
4. Communicating with Stakeholders
5. Building partnerships
6. Monitor Your Activities

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1. Why Engage Stakeholders?

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A stakeholder is any person or organisation that is affected by or can affect an initiative – positively or negatively. In this context, engagement is any interaction undertaken with a stakeholder.

The Power of Collaboration

Stakeholder engagement is a **transformative approach** that transcends traditional models of decision-making.

A **dynamic process** that actively involves individuals, groups, and organisations who have a stake in or are impacted by local energy planning decisions.

Stakeholder engagement seeks to harness the collective intelligence, experiences, and diverse perspectives of the community.



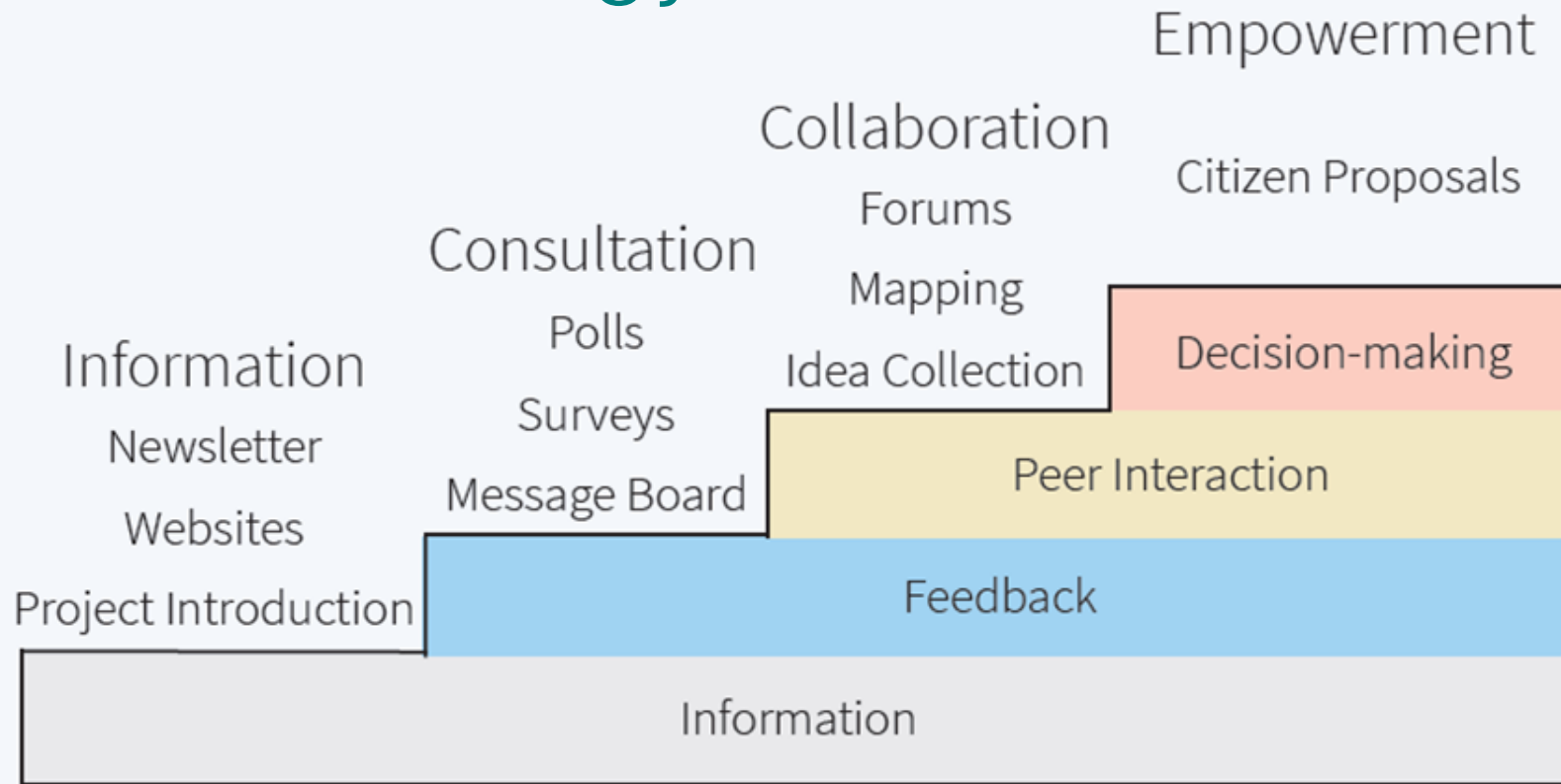
Significance in Local Energy Planning

Local energy planning is a multifaceted process that requires considerations beyond technical aspects. Effective stakeholder engagement is pivotal for several reasons:

- Identifying Diverse Viewpoints and Concerns
- Ensuring Equitable Representation in Decision-Making



Building Community Support for Sustainable Energy Initiatives



Advantages

Informed Decision-Making: Stakeholder engagement taps into the collective wisdom, ensuring that decisions are well-informed and reflective of diverse perspectives.

Increased Project Acceptance: Engaged communities are more likely to accept and support energy projects.



**MAKING
INFORMED
DECISIONS**

Advantages

Community Empowerment: Stakeholder engagement fosters a sense of ownership and empowerment within the community.

When residents, businesses, and organisations actively participate in shaping energy initiatives, they feel a deeper connection to the outcomes.



Challenges

Conflicting Interests:

Establishing transparent processes for conflict resolution fosters collaboration.

Time and Resource Constraints:

Strategic planning, resource allocation, and leveraging technology can maximise the impact of engagement efforts while addressing time and resource constraints.



Challenges

Building Trust:

Consistent and transparent communication, genuine engagement, and delivering on promises are key strategies for building and sustaining trust.





1. Identifying your stakeholders
(Prioritising your stakeholder)
2. Analysing stakeholders

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2 Identifying your stakeholders (Prioritising your stakeholder)

- A successful planning requires effective coordination and collaboration among various stakeholders
- Planners should identify key stakeholders involved in the regional energy planning process
 - Stakeholders can include, amongst others:
 - Energy agencies, utilities, businesses, industry, local authorities, community organizations, environmental groups, energy experts, and citizens



Source: St  fany C., [Goals - importance of planning to achieve success](#)

2 Identifying your stakeholders (Prioritising your stakeholder)

An understanding of the different profiles and characteristics of stakeholder groups and individuals can be developed by systematically seeking to understand their relationship to the policy in terms of:



Their knowledge of the issues relating to the policy

Their relationships with other stakeholders and interests

Their existing relationship with the design, implementation and assessment of the policy

Their expectations of stakeholder participation

How the policy affects

Their willingness to participate

Their perceived power and ability to advance or hinder the design, implementation or assessment of the policy, or the participation processes

Their type of organization

2 Identifying your stakeholders (Prioritising your stakeholder)

Identifying stakeholders and understanding their priorities, interests, strengths, limitations, influence, and potential impact is **essential** for ensuring that the regional energy plan addresses local and regional needs and empowers all relevant parties to contribute to the regions just energy transition actively

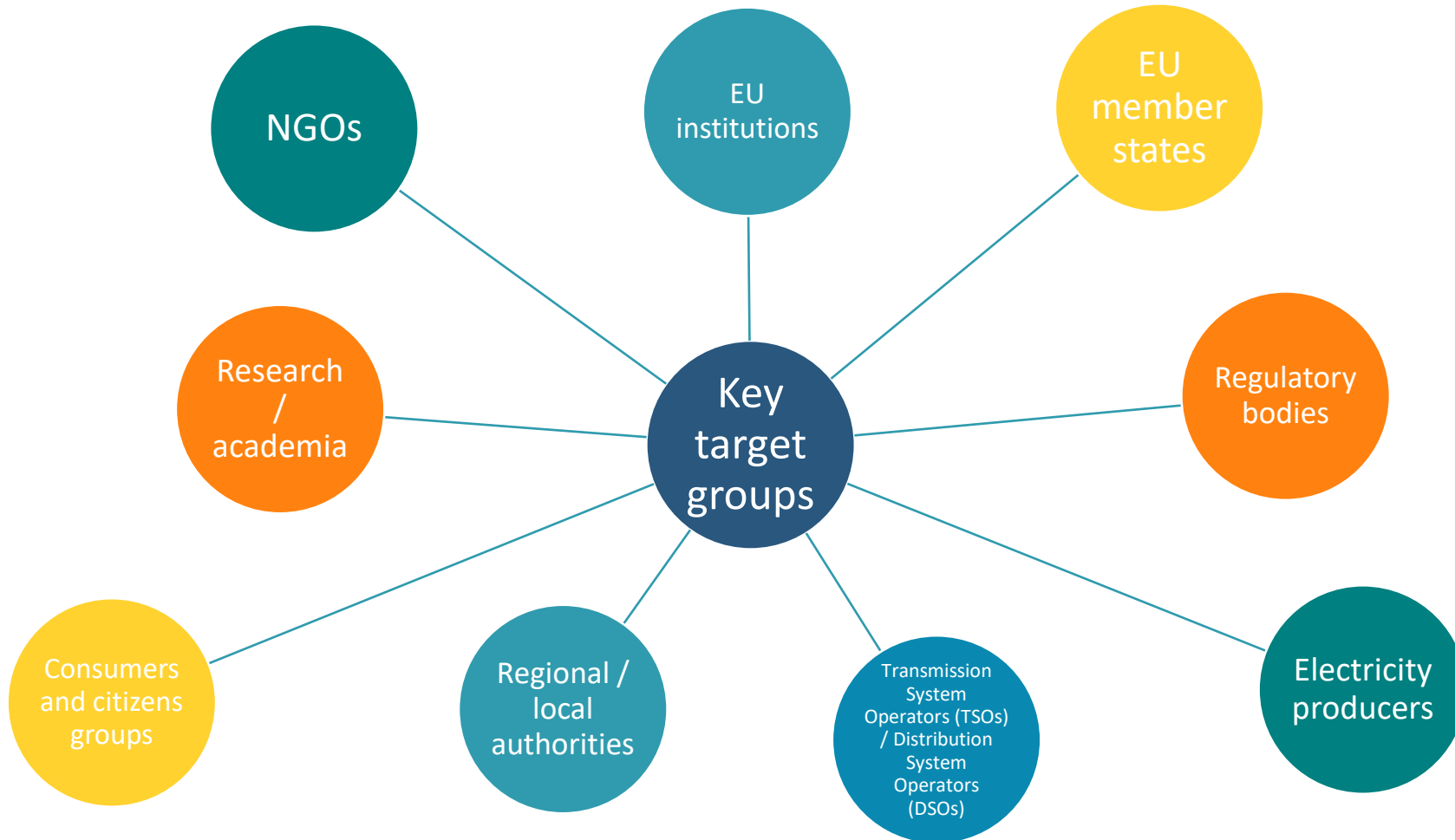


Source: Lada R., [Choosing the right target groups](#)



Source: Jessica B., [Powering Up for a Clean Energy Transition](#)

2 Identifying your stakeholders (Prioritising your stakeholder)



Source: AnnMarie Y., [Why Knowing Your Audience Is So Important](#)

2 Identifying your stakeholders (Prioritising your stakeholder)

Early identifying

- Can help identify further stakeholders and appropriate methods for their participation

Stakeholder revision

- When the context for, or the details of, the policy change

During the identification processes, data like:

- The aim and the activities of the stakeholder,
- How the stakeholder can influence the energy planning process,
- What is the necessity of its involvement,
- Its levels of influence and interest in energy issues,
- The level of expertise

are important information that should be included to assist the stakeholders' analysis

2 Identifying your stakeholders:

The process

Their knowledge of the issues relating to the policy

Their existing relationship with the design, implementation and assessment of the policy
(e.g. close or distant, formal or informal, level of support or opposition)

How the policy affects them (e.g. positive or negative, direct or indirect)

Their perceived power and ability to advance or hinder the design, implementation or
assessment of the policy, or the participation processes

Their relationships with other stakeholders and interests

Their expectations of stakeholder participation

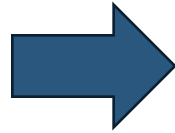
Their willingness to participate

Their type of organization (e.g. civil society, government, consumer, producer, trader)

2 Identifying your stakeholders:

Our target groups:

- EU institutions
- EU MS
- Regulatory bodies
- Electricity producers
- Transmission System Operators (TSOs)/Distribution System Operators (DSOs)
- Regional/local authorities
- Consumers and citizens groups
- Research/academia
- NGOs

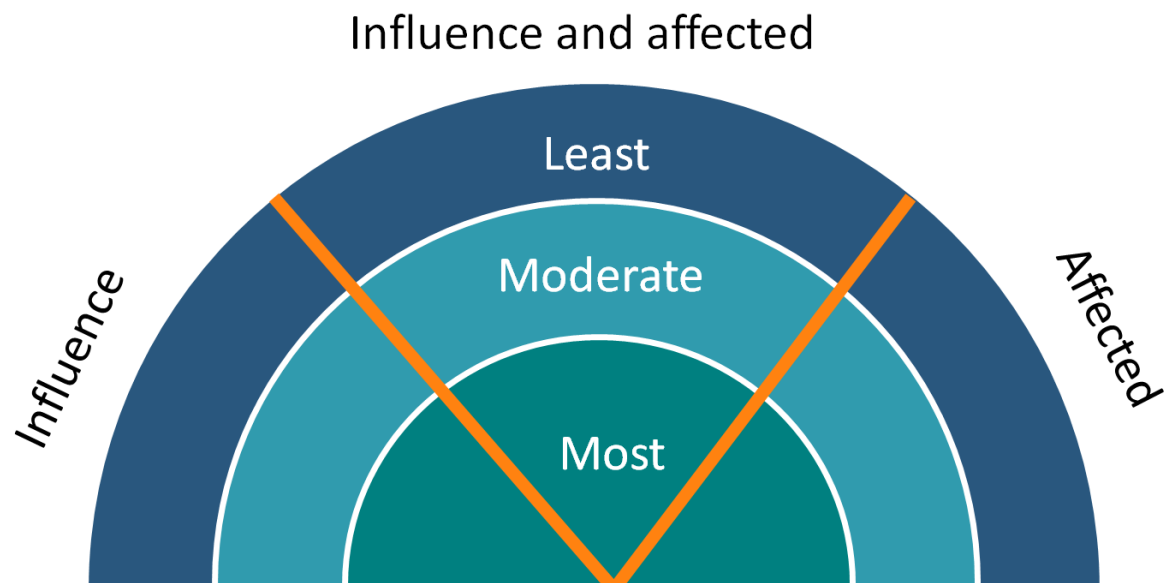


Their role in implementation, planning and investment should be identified

3 Analysing stakeholders

- “Mapping” stakeholders
 - Helps to determine which groups and individual representatives are most important to engage with concerning the purpose and scope of the participation
- Two common methods
 - Rainbow diagram
 - Stakeholder matrix

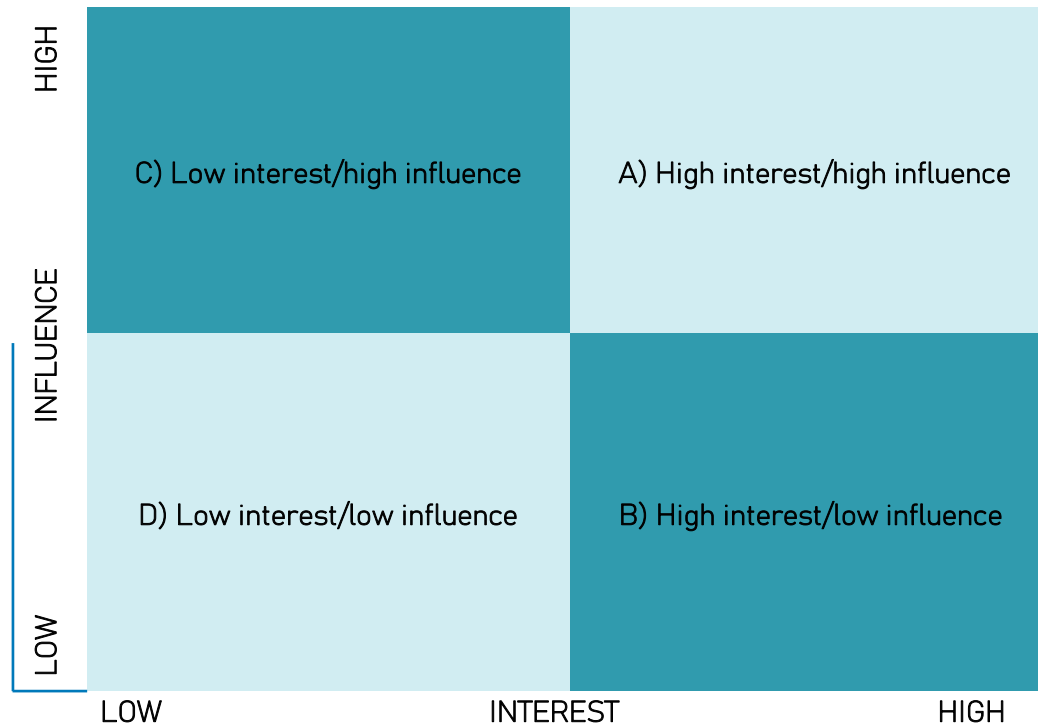
Rainbow diagram



Source: ICAT, [Identifying and understanding stakeholders](#)

- Used to understand the extent to which stakeholder groups are affected compared with the extent to which they are influential
- Can be adapted to understand any differences between stakeholder groups

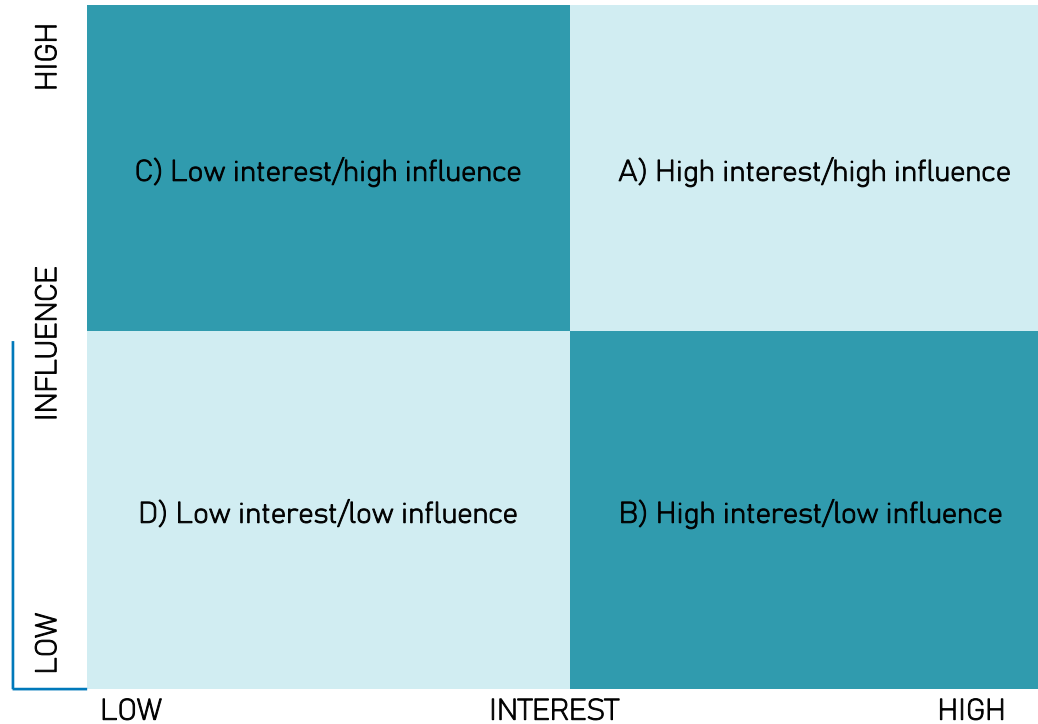
Stakeholder matrix



Boxes A, B and C in the matrix are the key stakeholders of the policy

- Map stakeholders by understanding the relationships between the stakeholders and the policy
- The level of interest and influence of stakeholders will depend on various issues, such as
 - The nature of the policy,
 - The timing and extent of their involvement, and
 - Their ability to affect the outcomes
- The stakeholders are mapped according to their level of interest in and level of influence over the policy

Stakeholder matrix



Boxes A, B and C in the matrix are the key stakeholders of the policy

- The implications of each box
 - Box A
 - Stakeholders are important for the policy's success
 - Box B
 - The interests of these stakeholders may need to be protected
 - Box C
 - Stakeholders can affect policy outcomes, but their interest in the policy is not necessarily aligned with its overall goals
 - Box D
 - Limited monitoring and engagement are needed for this group of stakeholders, although they should be kept informed



4. Communicating with Stakeholders

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4 Communication with the Stakeholders

Communication Channels:



Digital Platforms: Utilise websites, social media, and email for regular updates and announcements.



Face-to-Face Meetings: Conduct periodic meetings to address concerns and provide in-depth updates.



Newsletters and Reports: Distribute regular newsletters and reports summarising the progress and milestones.



4 Communication with the Stakeholders

Communication ways		Audience Segmentation	
Feedback Mechanisms	Surveys and Questionnaires	• Community Members • Technical Experts • Businesses • Government Agencies	What is needed: • Proactive Engagement • Timely Information
	Open Forums		
Active Listening	Designated Contact Persons		
	Responsive Platforms		
Interactive Workshops	Scenario Planning Workshops		
	Joint Decision-Making Workshops		

4 Communication with the Stakeholders

Tools, methods and strategies for Community Engagement →

Based on the target group the appropriate methods should be selected

Community Workshops and Forums (open discussions, Q&A sessions, Hands-on activities)

Online collaboration tools (objectives, communication channels, timeline)

Community surveys (targeted questions, anonymous feedback, data analysis)

Role-Playing Exercise: Communicating Energy Concepts (Improve Communication Skills, Address Concerns, Tailor Messaging)

Create a sample community engagement (objectives, communication channels, timeline)

Focus groups and stakeholder advisory committee (objectives, communication channels, timeline)

4 Communication with the Stakeholders

Crisis communication plan ➡

Preparedness and Transparency (Identify Potential Crises, Establish Response Protocols)



Transparency in Crisis Communication (Open communication, Responsibility Acknowledgment)



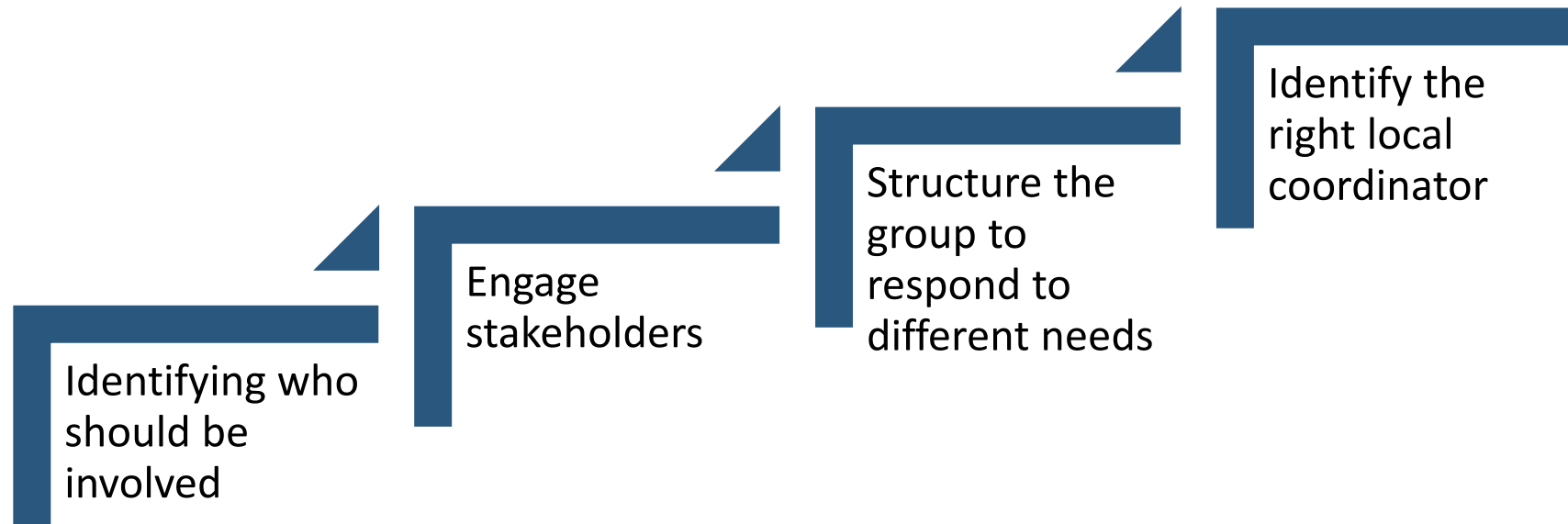
5. Building partnerships

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5 Building partnerships

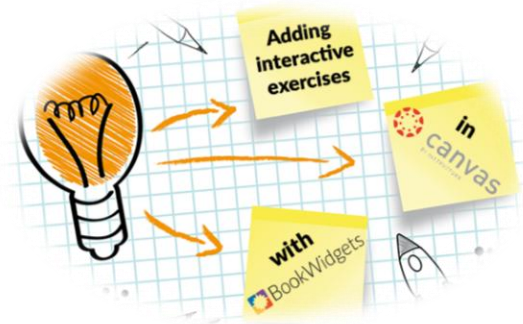


5 Building partnerships

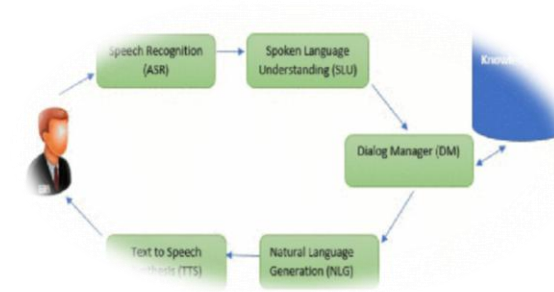
Strategies for collaborative decision – making



Brainstorming sessions



Interactive exercises



Structured dialogues

Those could be used to both an:

1. Advisory committee
2. Consensus Building

Benefits:

1. Enhanced Decision Quality
2. Increased Stakeholder Support
3. Reduced Implementation Challenges



6. Monitor Your Activities



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Function and objectives

The objective is to ensure the effectiveness, sustainability, and adaptability of **regional energy policies** while fostering positive and long-term impacts on **local communities** and the environment through transparent communication and **stakeholder integration**.



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Function and objectives

Event report

Event Report

Title of event

[Date]

[Time]

[Location]

[Small description of the event]

Agenda

- 10h-12h:
- 12h-13h:
-

Participants

Organisation	Name	Attendance

Outcomes

....

Next steps

The following outcomes and next steps have been agreed on:

What	When	Who

-Feedback stakeholders

from

-Potential risk identification



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- 1 Establishing Key Performance Indicators (KPIs) for Success
- 2 Putting Knowledge into Practice
- 3 Regional Example: Asturias Observatory for Just Transition

Establishing Key Performance Indicators (KPIs)

01

Level of Stakeholder Satisfaction

- Surveys
- Open-ended questions
- Periodic reviews

02

Community Perception

- Media Analytics
- Community Meetings
- Media Monitoring

03

Inclusivity Metrics

- Demographic Data
- Representation
- Accessibility

Continuous Improvement Strategies



01

Adaptive Planning

- Regular Reviews
- Flexible Strategies
- Learning from Challenges

02

Iterative Decision-Making

- Feedback Mechanisms
- Decision Review Sessions
- Adapting Strategies

03

Capacity Building

- Training Programs
- Educational Materials
- Empowerment Initiatives

Developing a Monitoring Plan

1 Identify Key Performance Indicators (KPIs)

2 Continuous Monitoring

3 Learning and Improvement

4 Holistic Data Collection

5 Feedback Mechanisms



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OBSERVATORIO DE TRANSICIÓN JUSTA DE ASTURIAS (OTJA)

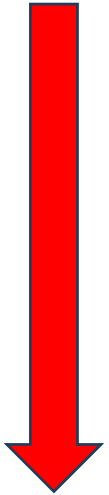
Asturias Observatory for Just Transition



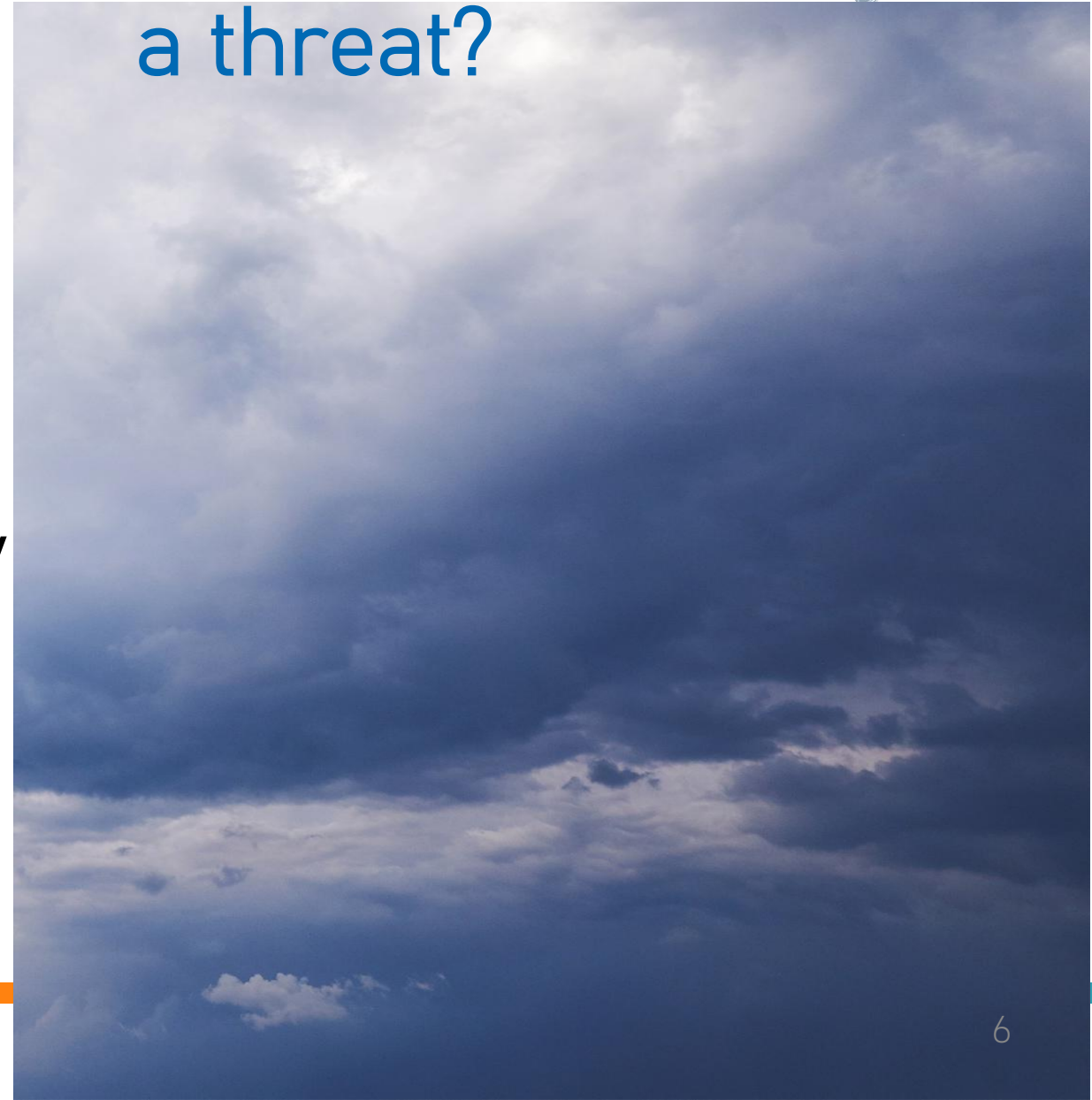


Energy transition as...

- CO2 emissions
- Economic activity
- Employment
- Safety and quality supply



a threat?



Function and objectives

The Observatory will evaluate the **evolution of KPIs** related to the Just Transition Process in Asturias, integrating the **participation** of citizens, entities and social organizations, providing the greatest possible **transparency**.



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Behind the logo



Observatorio de
Transición Justa
de Asturias

www.otja.es

observation
nature & sustainability
green transition

Key Performance Indicators

+500 indicators related to energy, climate, employment, economy, ...



ENERGY



ENVIRONMENT



TERRITORY

Main Objectives

Renewable contribution to the final energy supply

Annual figure: 4% 2030 goal: 9%

44%

Renewable contribution to electricity generation

Annual figure: 34% 2030 goal: 72%

47%

Reduction of primary energy consumption

Annual figure: 22% 2030 goal: 26%

83%

Reduction of final energy consumption

Annual figure: 8% 2030 goal: 9%

89%

Reduction of GHG emissions

Annual figure: 54% 2030 goal: 70%

77%

Degree of Self-Supply

Annual figure: 12% 2030 goal: 20.6%

59%

Employment

Annual data: 1,385 jobs 2030 goal: 6,300 jobs

22%

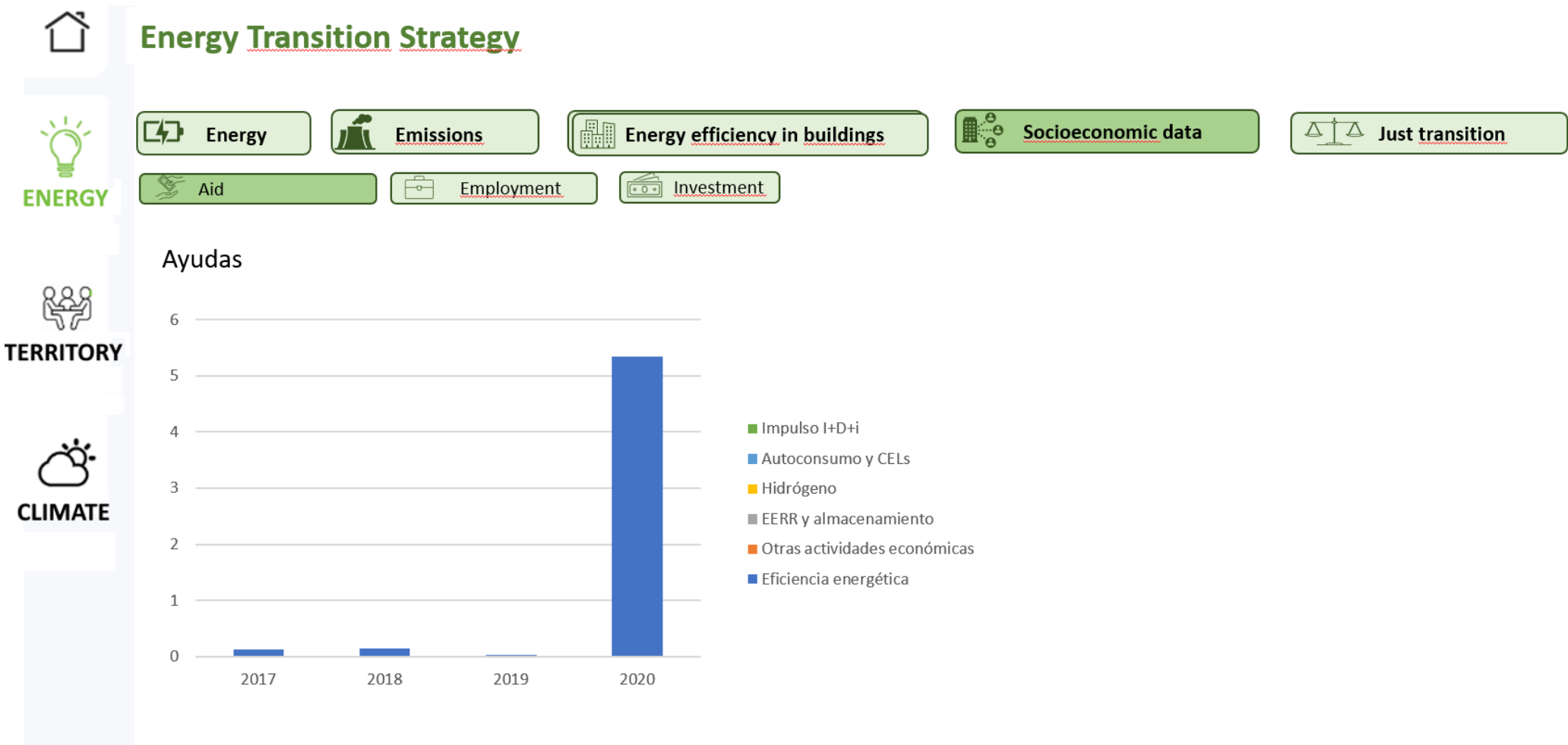
Investment

Annual figure: €1,267 M 2030 goal: €6.5 billion

20%

[see more](#)

Calculation Tools



Monitoring and evaluation of regional energy planning

Modeling of the Asturian energy sector using **software specialized in the analysis** of regional energy systems.

The tool will make it possible to verify fulfilment of each individual objective and its contribution to overall objectives set out in the Strategy.

Conclusions

1

Observatory for **monitoring results** of 4 strategies + Just Transition Fund Plan

2

Governance: **Working together** all the key actors (public and private)

3

Transparency

4

Open **participation**



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Thank you.

For more info, follow our hashtag **#regio1st**, visit our website or contact us:

- [Discover Regio1st, a new project on the Energy Efficiency First principle - Fedarene](#)
- www.faen.es
- faen@faen.es



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