



# Stakeholders' involvement & engagement

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Swedish Agency  
for Marine and  
Water Management

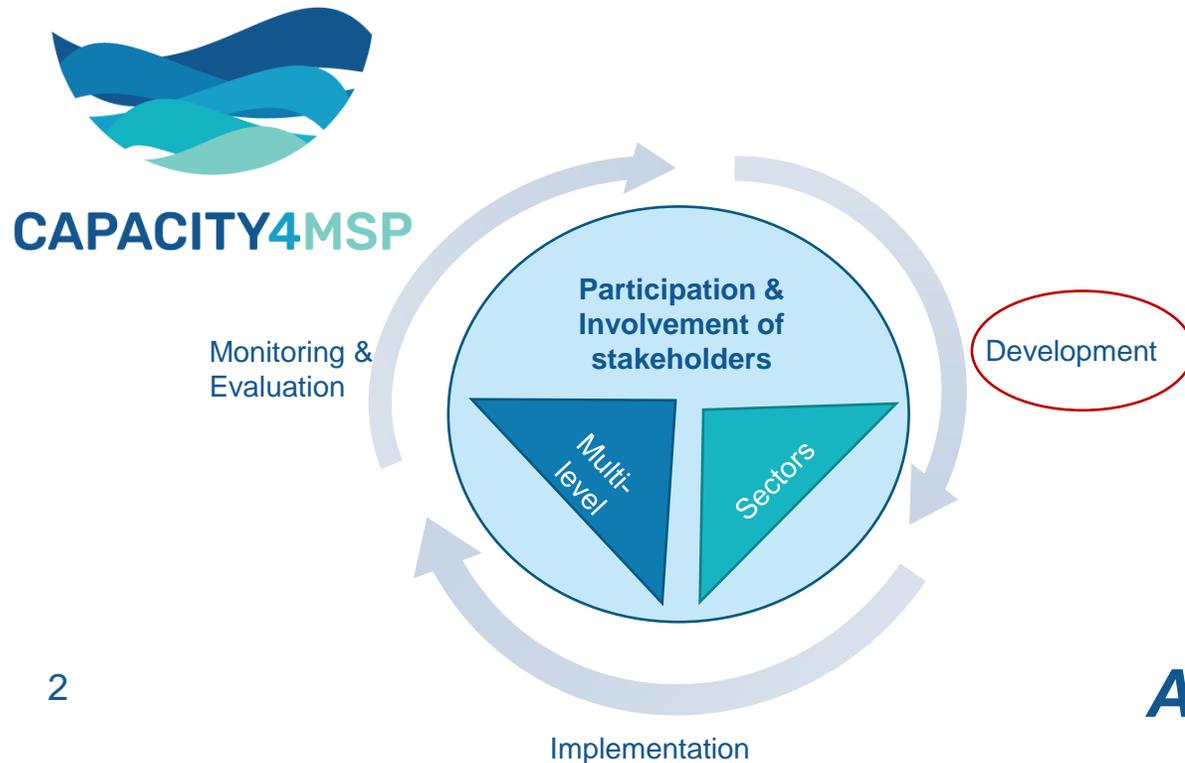


# Aim of the analysis

- To collect and review lessons learned & results from MSP projects and national MSP processes affecting stakeholder involvement, awareness raising and engagement into MSP involvement at EU, BSR and national or regional level

# Target group

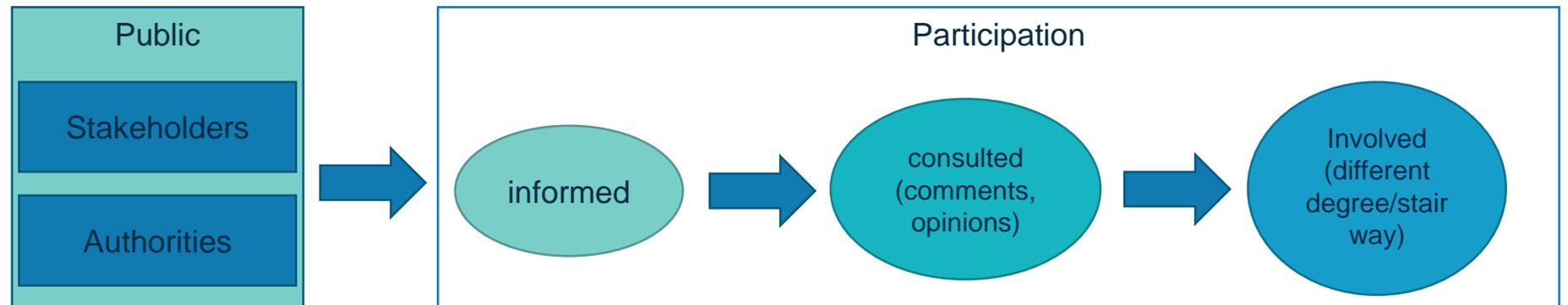
- MSP practitioners, policymakers and decision makers in the BSR and beyond to support their work with stakeholders



***Analysis based on situation in 2020-21***

# Recommendations

- Stakeholder involvement process
- Communication process
- Dissemination of the results of the MSP





# Recommendations: stakeholders

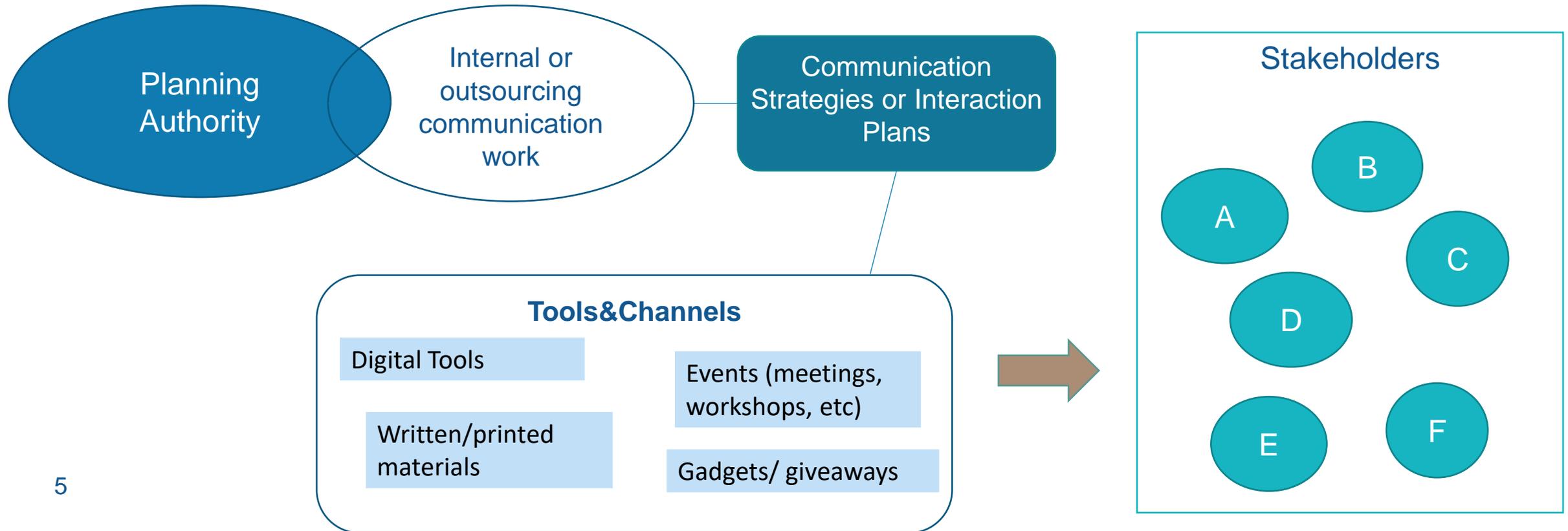
- Experience shows that **early stakeholder involvement** brings multiple **benefits** to the MSP.
- **Building trust** is an incremental process and takes time and efforts from all parties; consequently, resources for the collaboration shall be allocated.
- **Different tools or models** supporting communication with stakeholders should be created for specific purposes and also for different phases in MSP
- Engagement of **local and regional stakeholders** could be strengthened in next round of the development of MSP or during the revision phase; The **incentives** should be mobilized to ensure that all relevant and significant (powerful) stakeholders sit at one table.
- **HELCOM- VASAB MSP WG** could also serve as one of the platforms also to reflect on stakeholder involvement issues strategically.



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# Recommendations: Communication

- Communication and dialogue with wide range of stakeholders should be planned **strategically and systematically** to achieve true inclusiveness in the planning process. A Communication and interaction plan developed at the beginning of the process could support and guide planners as well as to **provide transparency and information** on sequence of the planning and its outcome.





# Recommendations: Communication

- The communication and interaction plans should also include **measurable indicators** to evaluate the success in achieving communication objectives. The assessing the quality and effectiveness of the communication activities requires an ex-post survey or a study.
- **Dialogue and experience** exchange among communication professionals as well as between planners and communication professionals could be supported during the MSP development as well as implementation process. All MSP practitioners should acquire core communication skills to promote the effective dialogue with stakeholders. Such cooperation and capacity building activities could be supported by transnational projects.



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# Recommendations: dissemination

- Dissemination of the results of the MSP improve understanding of the plan and implications for their sector, to each stakeholder group, daily life of communities. The outcomes and future actions or steps in implementation need to be clearer communicated.
- Bringing national and sub-national level MSP outcomes to the local level and discussing implications and benefits from implementation is one of the key steps for MSP authorities. This would increase involvement of civil society, local actors from different maritime sectors.
- Resources for the communication and stakeholder involvement needs to be planned and allocated adequately; involvement of communication professionals can improve communication practices in the planning process.



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## Next

- **HELCOM-VASAB Regional MSP Roadmap 2021-2030**

2.4. Further develop institutional framework for the intergovernmental collaboration on MSP in the BSR

- *Review of the HELCOM-VASAB Guidelines on Transboundary Consultations, Public Participation and Cooperation by 2026*



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# THANK YOU FOR YOUR ATTENTION!

