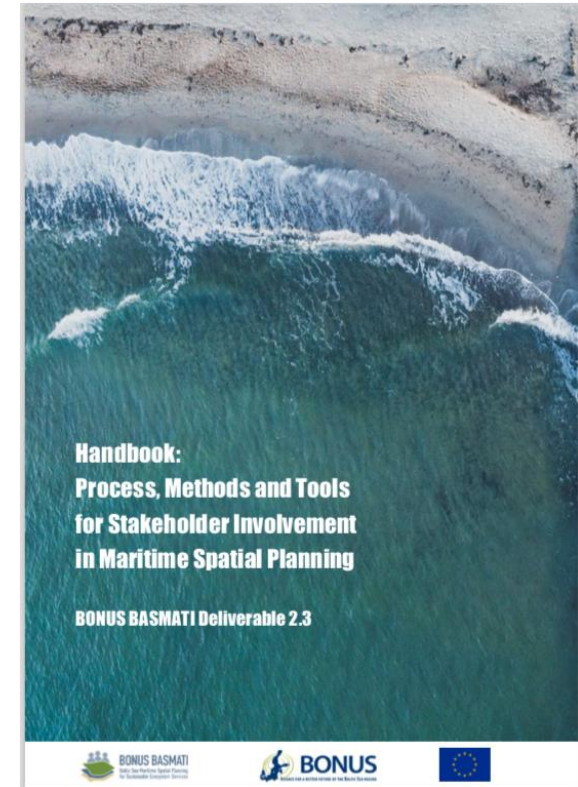


# Involving Stakeholders – Why, Who, When and How?

Based on

**Handbook: Process, Methods and Tools  
for Stakeholder Involvement in Maritime  
Spatial Planning**

*A. Giacometti, A. Morf, K. Gee, M. Kull, H.  
Luthala, S. Eliassen & E. Cedergren*



# Stakeholders in the MSP

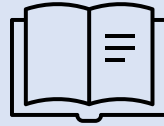


## MSP stakeholder involvement

- How organise?
- Who has a mandate?
- Who has a stake?

# Before involvement: Four key questions

**1. WHY?**



**2. WHO?**



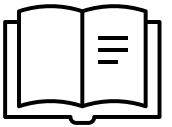
**3. WHEN?**



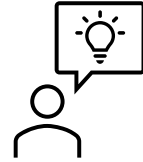
**4. HOW**



# 1: Why: Purposes of participation



- WHY?
- WHO?
- WHEN?
- HOW



## 3 types

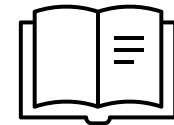


### 1. Instrumental: it is useful

- We need: process input and information
- We want: promote implementation acceptance

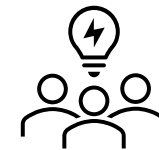
### 2. Normative: follow norms

- We have to: legal requirements
- Democratic involvement



### 3. Transformative: change society

- Mutual learning
- Empower disempowered groups



## 2 Who are the stakeholders?



- WHY?
- WHO?
- WHEN?
- HOW

**Decision makers**

**Planners**

**Experts**

Public

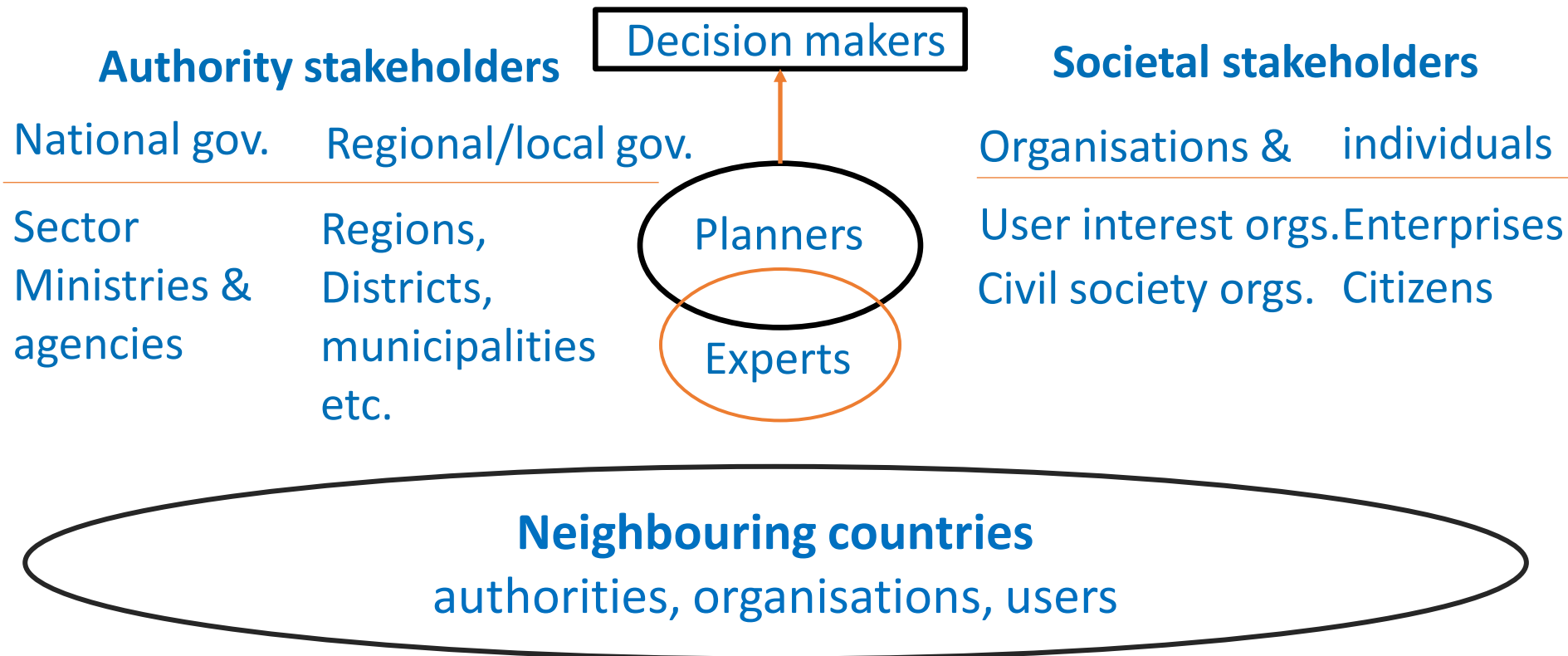
Users



## 2 Who are the stakeholders?



- WHY?
- WHO?
- WHEN?
- HOW





# Stakeholders are diverse



## \* Users of the coast/sea => multiple interests & hats?

- WHY?
- WHO?
- WHEN?
- HOW

- \* **Residents:** Year round- & part-time
- \* **Fisheries:** professional-, household-, leisure, gear
- \* **Transport:** goods, persons, public, private
- \* **Conservation:** cultural, nature, landscape, ...
- \* **Extraction/dredging:** oil, gas, gravel... and dumping!
- \* **Tourism/recreation:** moorings, boats, bathing, diving, infrastructure...
- \* **National defence:** water & land (secrecy, strong)
- \* **Industries:** energy production, aquaculture - water & land
- \* Uses with **indirect effects:** agriculture, forestry, industry, transport etc.

## \* Representation through:

- \* **Not organised:** individuals (driven key individuals), groups (very active informal groups), enterprises
- \* **Formal organisations:** local resident-, enterprise-, conservation-, tourism-, fisheries-, boating-, mixed (NGO-GO),...
- \* **Authorities (including governmental organisations):** municipal, regional, national, EU, conventions (often sectoral) including politicians



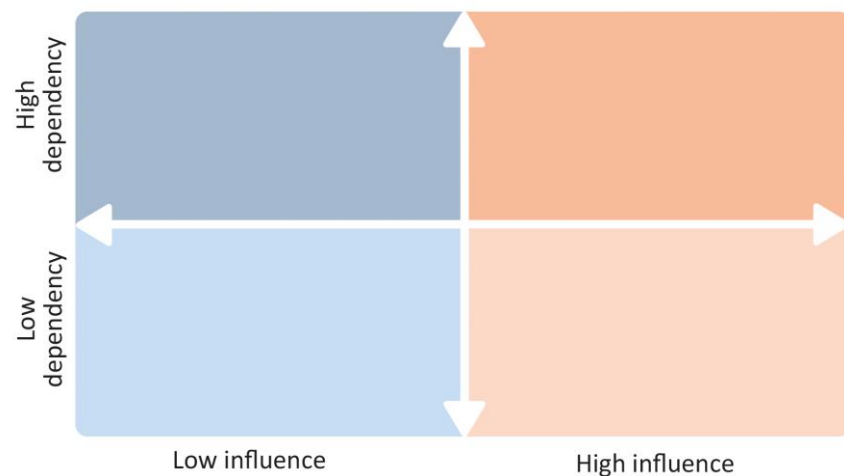
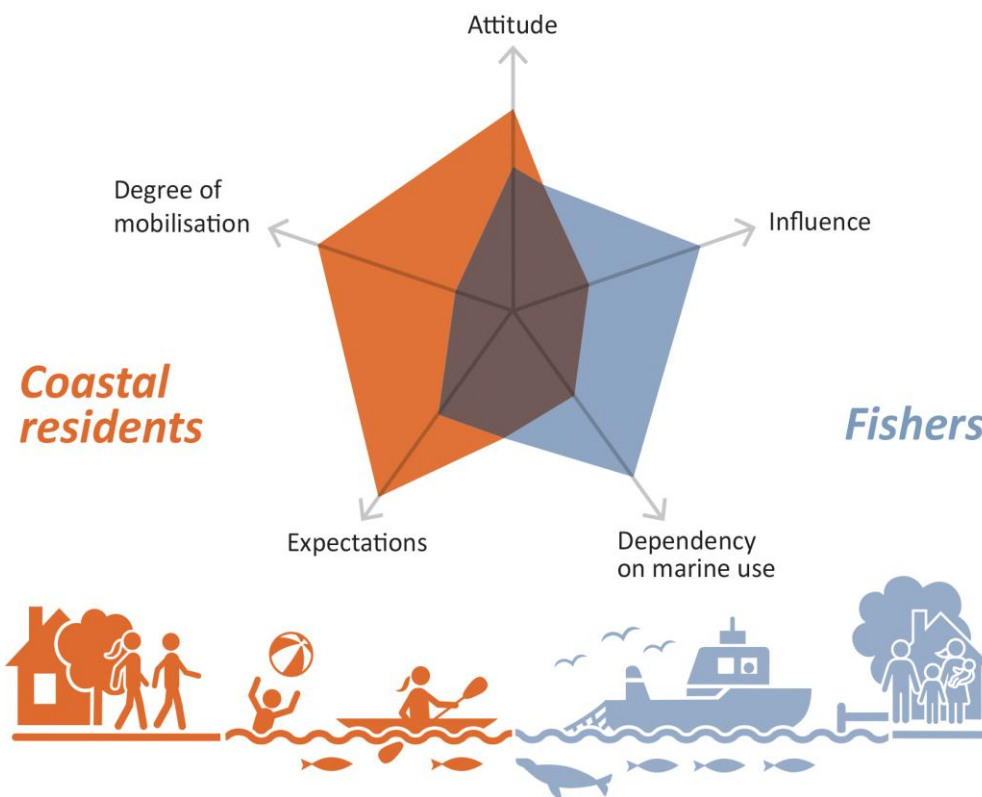
# Stakeholders are multidimensional

Map stakeholders

=> Understand aims & needs

=> When/how best include them

- WHY?
- WHO?
- WHEN?
- HOW





# 3 When to involve stakeholders

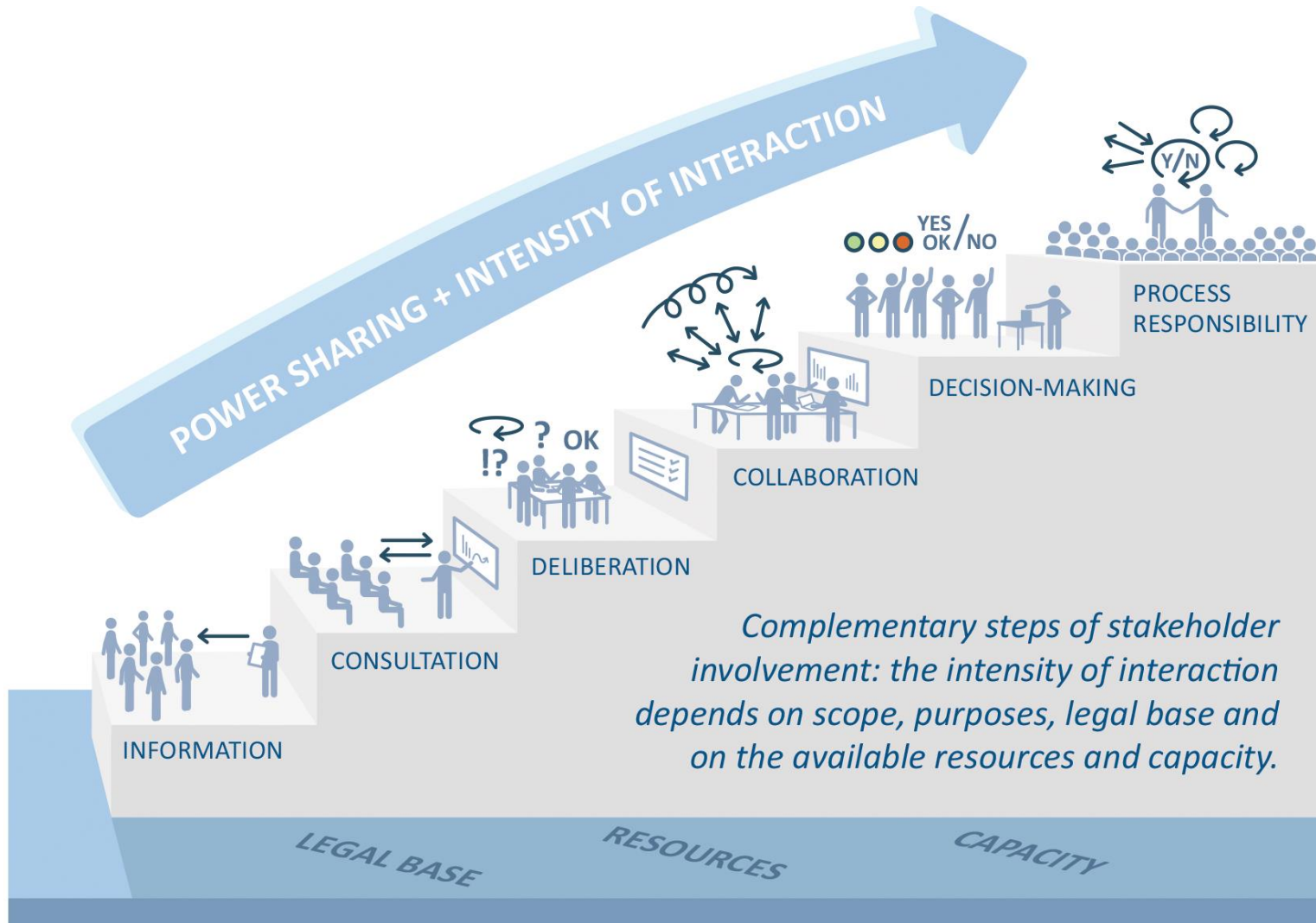
## The Planning Process Loop



- WHY?
- WHO?
- WHEN?
- HOW

# 4 HOW to involve stakeholders

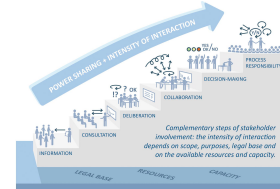
- WHY?
- WHO?
- WHEN?
- HOW



- WHY?
- WHO?
- WHEN?
- HOW

# Approaches => tools & methods

- **Individuals/groups:**  
Multilateral ⇔ bilateral ⇔ single
- **Frequency:**  
Often – repeatedly – one occasion
- **Forms:**  
Written – oral – visual – direct / digital – etc.
- **Content:**  
Knowledge – values – places – practices etc.



⇒ Toolbox!



⇒ Skills & capacity to facilitate and use

# Approaches & tools: many!

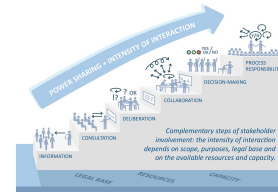
- Many overall approaches & specific tools for collaboration, knowledge sharing, negotiating

⇒ Inspiration: land based planning, participatory rural appraisal, conservation management and more

- Tools directed for MSP still in development

⇒ BONUS BASMATI tools specifically for MSP:  
Elaborated in next section

- WHY?
- WHO?
- WHEN?
- HOW



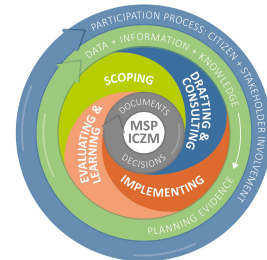
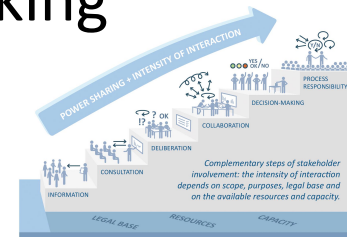
# Conclusion & Thanks!

We hope this helps you to develop your own thinking

- About stakeholder involvement in general
- To develop your own communication strategy

⇒ Think about the 4 Qs early on - and on and on...!

⇒ Communicate your intentions and empower if needed!



Looking forward to receiving your feedback

[andrea.morf@gu.se](mailto:andrea.morf@gu.se)

[kira.gee@hzg.de](mailto:kira.gee@hzg.de)

[soren.eliasen@nordregio.org](mailto:soren.eliasen@nordregio.org)

Follow us:



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Challenges and enablers for transboundary integration experiences from the Baltic Scope project  
John R. Moodie<sup>a,\*</sup>, Michael Kull<sup>b</sup>, Andrea Morf<sup>c</sup>, Lise Schreder<sup>d</sup>

<sup>a</sup> Roskilde University, Department of Planning, A.C. Møysen Building, 4000, Copenhagen, Denmark



Towards sustainability of marine governance integration in transboundary marine spatial

Andrea Morf<sup>a,b,\*</sup>, John Moodie<sup>b</sup>, Kira Gee<sup>c</sup>, Alberto Giamberini<sup>d</sup>, Jack Zaucha<sup>e</sup>, Ilhan Kellecioglu<sup>f</sup>, Ann

<sup>a</sup> Swedish Institute for the Marine Environment, University of Gothenburg, Sweden

<sup>b</sup> Hochschule Ostsee, Ostsee- und Küstenschutz GmbH, Germany

<sup>c</sup> Institute of Geography of the Polish Academy of Sciences, Poland

<sup>d</sup> Institute of Geography of the Polish Academy of Sciences, Poland

<sup>e</sup> Institute of Geography of the Polish Academy of Sciences, Poland

<sup>f</sup> Institute of Geography of the Polish Academy of Sciences, Poland

## Further material & references

- [www.bonusbasmati.eu](http://www.bonusbasmati.eu)
  - Handbook: Handbook: Process, Methods and Tools for Stakeholder Involvement in Maritime Spatial Planning
  - Handbook summaries in national languages
  - Video: Involving Stakeholders in MPS – Why, Who, When and How?

## Scientific articles and books:

- Morf et al 2019. Towards a ladder of MSP participation. Chapter 10 In: Zaucha, J., & Gee, K. (eds). *Marine spatial planning – past, present, future*. (eBook); <https://doi.org/10.1007/978-3-319-98696-8>
- Moodie et al 2019. Challenges and enablers for transboundary integration in MSP: Practical experiences from the Baltic Scope project *Ocean and Coastal Management* 177 (2019) 1–21  
<https://doi.org/10.1016/j.ocecoaman.2019.04.002>
- Morf et al. 2019. Towards sustainability of marine governance from a stakeholder integration perspective: challenges and enablers for stakeholder involvement in transboundary Marine Spatial Planning (MSP) in the Baltic Sea Area. *Ocean and Coastal Management*. Vol. 177, 1 July 2019, Pages 200–212,  
<https://doi.org/10.1016/j.ocecoaman.2019.04.009>