

LEARNING CLUSTER 1

TOOLBOX OF WORKING METHODS

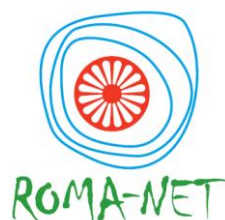
Active Community Engagement

Udine, Italy November 2010



A FAST TRACK NETWORK

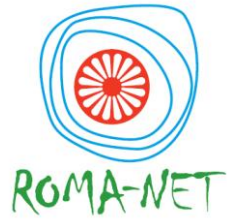




THE STEPS TO SUCCESSFUL COMMUNITY ENGAGEMENT



STEP 1 -	<i>“walk in customers’ footsteps” – what’s their experience – understand their journey ?</i>	Use the customer experience map
STEP 2	<i>Who are the many ‘players’ - map & engagement strategy</i>	Use the power/ influence and interest map
STEP 3	<i>People’s behaviour will need to change – but how?</i>	Use the 4 primary elements to influence behaviour change
STEP 4	<i>The barriers of discrimination need to come down – where and how?</i>	Analyse and gather knowledge to better understand the situation?
STEP 5	<i>Participants need to see a value/benefit for themselves in the community engagement process – what will they value?</i>	Work out the value and clear benefits for being involved?
STEP 6	<i>Encourage - how can we promote the process in an attractive way?</i>	Use the most interesting tools that are appropriate for your community



Understanding the customer journey

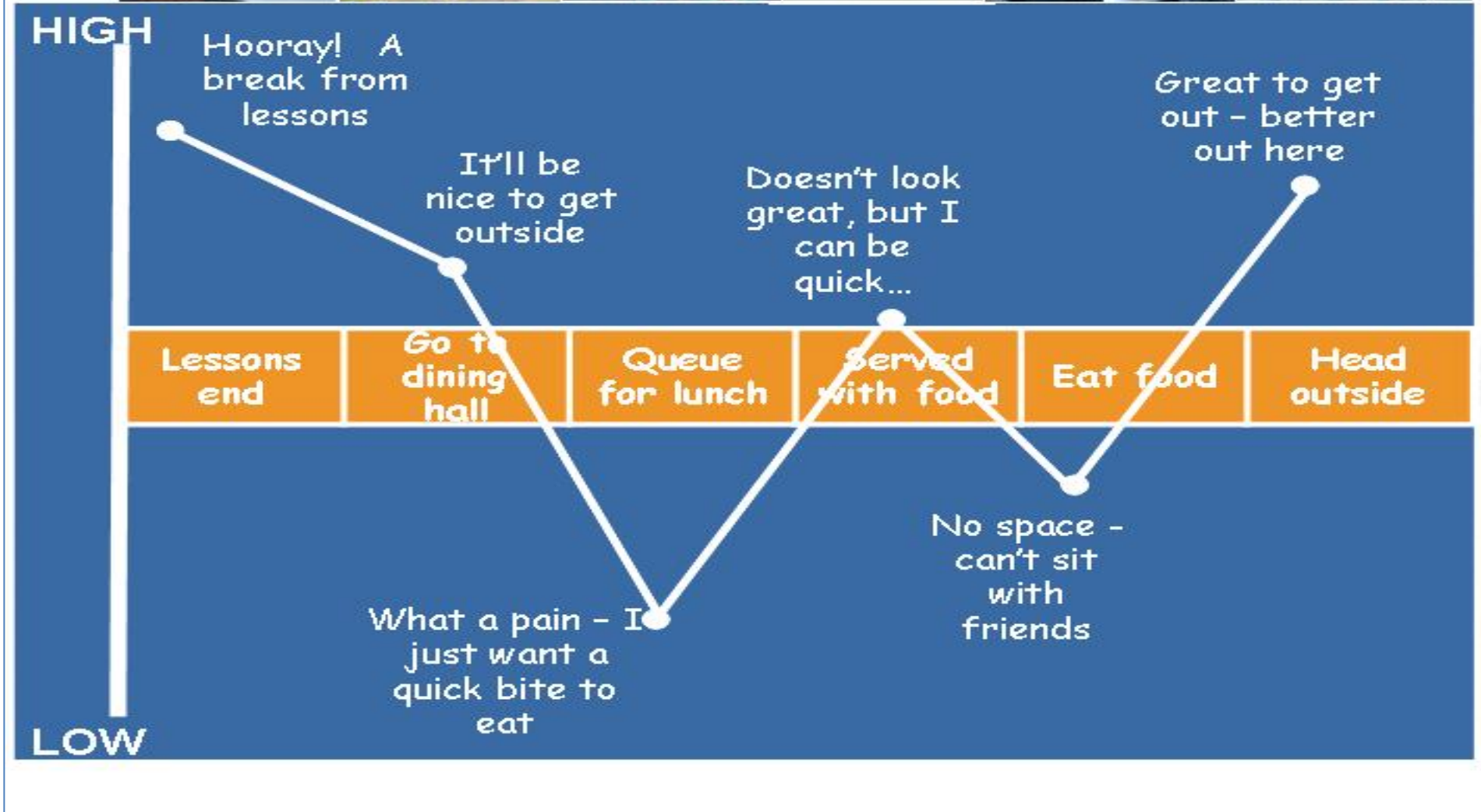
Connecting cities
Building successes

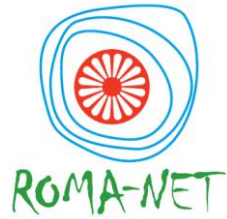


Customer Experience Map

Customer Experience Map			
Identify key steps in the journey			
Describe their experience, actions, feelings thoughts			
Identify touch points, levers, opportunities for improvement			

Example of a Customer Experience Map





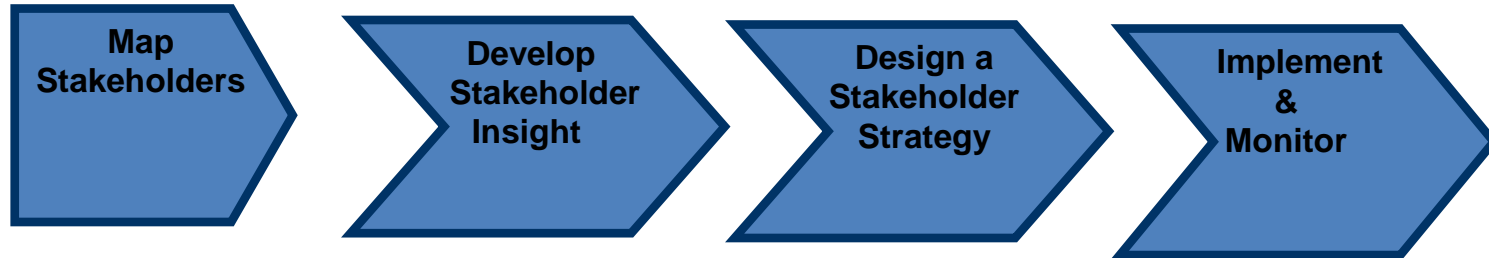
Map and Know your Stakeholders



- Identify - who are they?
- Analyse – who is interested, who is not? Who has power and influence?
- Engagement –
 - what do the stakeholders want,
 - What do you want?
 - How can you help them deliver what you want?



A successful strategy for stakeholder engagement



Key Questions

Who are key stakeholders?

Who has a vested interest in the project's outcome?

What relationship do you have with them?

How do they relate to each other? To the audience?

What are the stakeholders' objectives?

What are their needs and aspirations?

What do you want them to achieve?

Who exerts most influence?

Who can best deliver for you?

What would you like stakeholders to do differently?

How can you help them?

What is non-negotiable?

Who are priorities?

What is working and not working? Why?

What is the stakeholder feedback?

Any changes in priority?

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ROMA-NET

The Power/ Influence and Interest Grid

Connecting cities
Building successes



high

Power / Influence

low

<p>High Influence / Low interest</p> <p>This box shows stakeholders with high influence / power but with limited interest.</p> <p>These stakeholders may be ‘deal breakers’ and could constitute a serious risk.</p>	<p>High Influence / High Interest</p> <p>This box shows stakeholders of high influence and interest to the activities – they can significantly influence its success.</p> <p>The project team will have to develop good working relationships with these stakeholders to ensure effective support for the activity.</p>
<p>This box shows stakeholders who have low influence and low interest / Often these are key stakeholders who need work to be more engaged so they can become people with high interest and high influence/</p> <p>Low influence / / Low Interest</p>	<p>This box shows stakeholders of low influence but high interest in the activity, They require special attention if their interests are to be protected.</p> <p>Low influence/ High interest</p>

Level of Interest

high





Questions to ask when doing a stakeholder analysis?

- What are the main barriers and difficulties you anticipate in your city?
- What stakeholder/s sphere of **influence** do these fall within ? (use the power and influence grid to map the power /influence and interest of stakeholders)

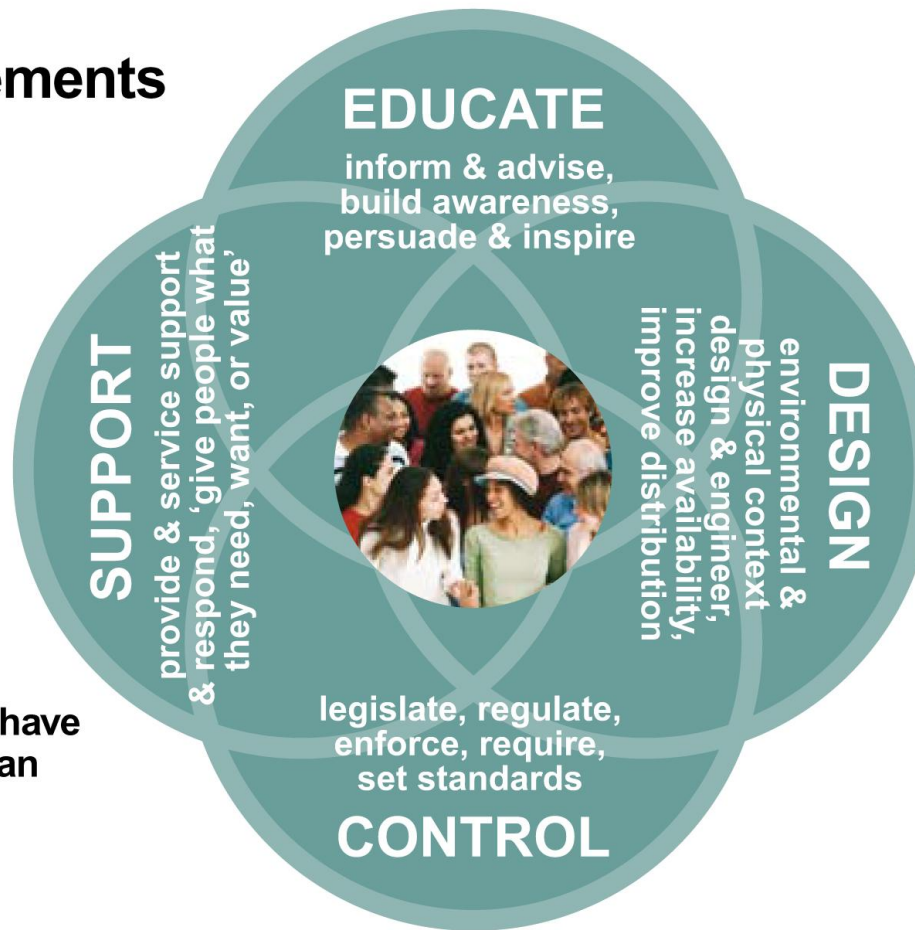


How to influence behaviour + improve experience



4 primary elements

What can you do to support the community engagement and involvement process?



Most interventions have features of more than one of these.

Identifying and applying the effective balance between elements is critical to a successful behavioural intervention



A FAST TRACK NETWORK





Questions to increase understanding of the consequences of Discrimination



- Where does it exist – think of some examples?
- What damage / loss is caused by such actions?
- Does this influence the persons view of society?
- Does this impact on their willingness to participate?
- What are the behaviour changes that need to be brought about = both sides?
- What new learning is needed so we better understand our target groups experience?
- How can this be achieved?

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WHAT TO DO NOW?



- **Make a start** – think about what you need to do to build community engagement
- **Questions** to ask and answer – ‘actionable insight’ to be gathered - from Roma & others
- **Moving** forward – how best to do it?
- Need to **plan a process**, not create a blueprint
- **Flexible & evolving** – not firm & fixed

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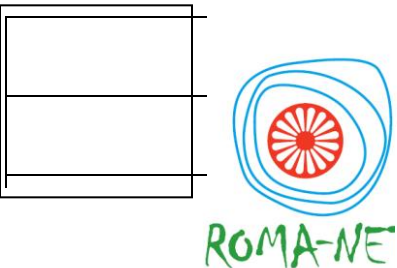


Analyse your current position

SWOT Analysis



Factors/ Variables	Internal	External
Positive	Strengths How to build on your strengths. How to make the most of them.	Opportunities How to take advantage of things that happen in the wider environment.
	Weaknesses How to address and (if possible) remove or get around them.	Threats (Risks) How to spot threats early and plan to mitigate their worst effects.
Negative		



Work with the Local Support Group to answer the following questions



- **Rationale** - why you believe you need to engage the community ?
- **Goals** - what you want to achieve with their involvement?
 - **Participants** – who you want to involve?
- **What is your** strategy for attracting, engaging, interesting them?
- **Process** – how it will actually work?
- **Support** – the things you have that will help it work?
- **Information** – what new insight and intelligence is needed and how do we get it?
- **Timeplan & next steps** – be very practical about the programme and the steps that have to be taken to achieve it.

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