WP3: Circle of influence

For mainstreaming NBS

Manabas partners meeting, Brugge, 13-03-2024
Frances Kannekens

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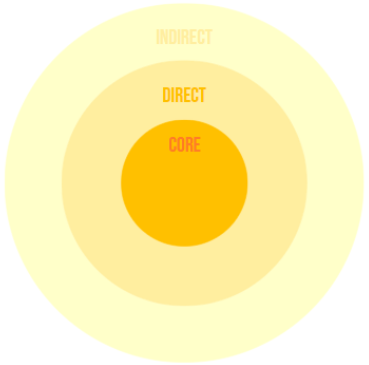
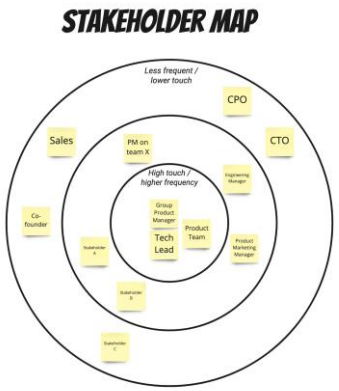
What is the Circle of influence

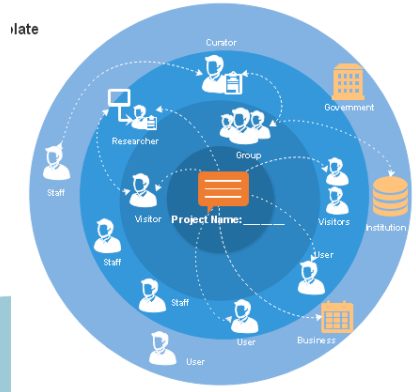
- ***Also known as a stakeholder map or stakeholder analysis, is a visual representation of the ecosystem of stakeholders involved in a project.***

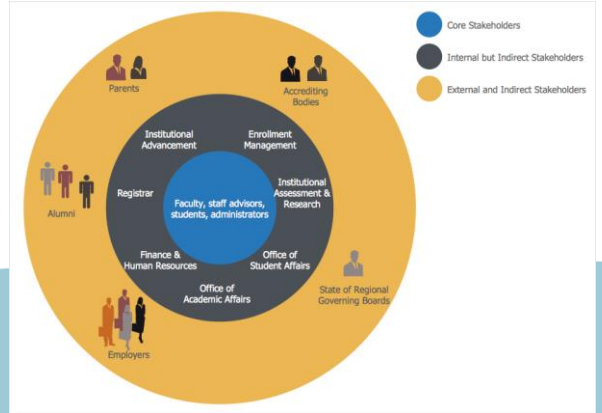
- ***It is a useful tool or method because it helps you better understand the ecosystem you are operating in, including the actors who have a certain interest in a topic or business***

- ***It will help to understand and visualize who is involved, to reveal existing formal and informal relationships between stakeholders.***









Why do we need the Circle of influence

The purpose of creating a circle of influence for mainstreaming NBS is to outline the engagement of various stakeholders across different levels and areas of expertise within our partner pilots.

Through this exercise, we aim to gain insights into the stakeholders who are actively involved and supportive of the project, while also identifying those we seek to engage more deeply but currently face challenges in reaching.

In short:

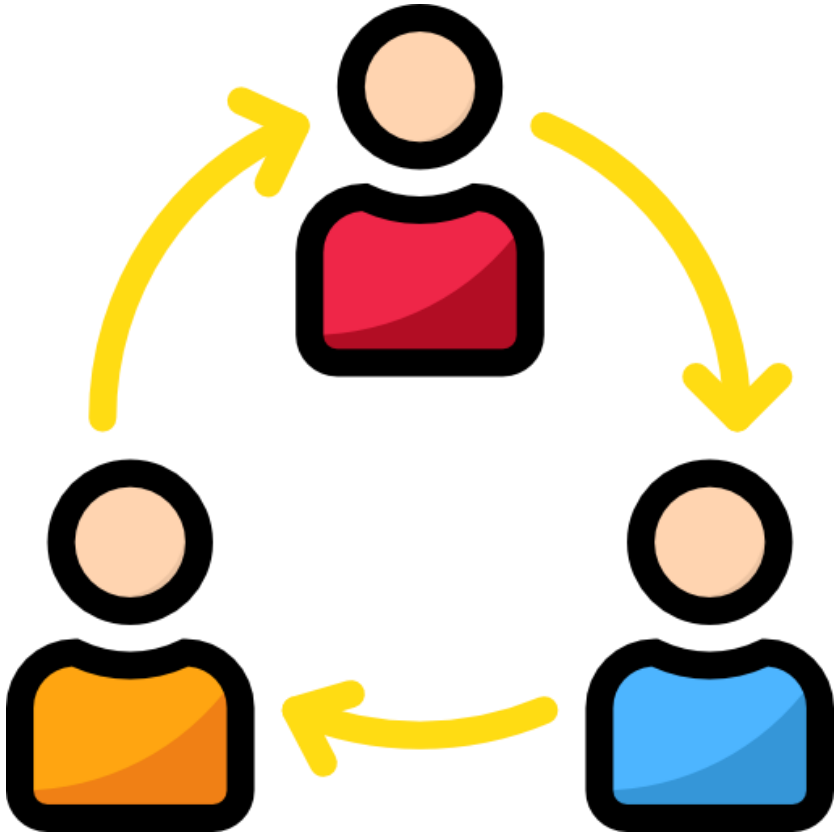
- **It provides a holistic view of the stakeholders involved in a project**
- **To understand the relationships, interests, and influence of various stakeholders in order to effectively engage with them and manage their expectations.**
- **It helps in identifying key stakeholders who can significantly impact the project**
- **Also to understanding the interactions between them**
- **Helps with effective communication**

Circle of influence an Impact statement

Positive Change	What will you achieve?
How	The path to reach the positive change
Takers	Organisations that may reuse your work
End users	Groups benefitting from your work
Scale	Figures specifying the level of impact
When	Timeframe

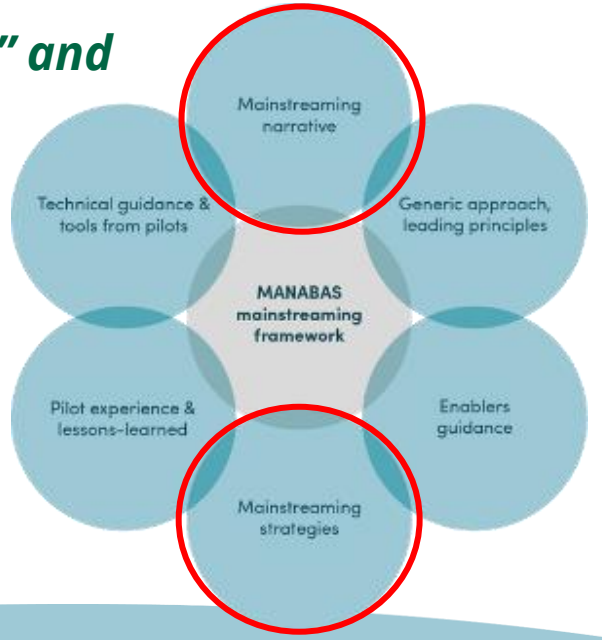
#NorthStar

Circle of influence Exercise

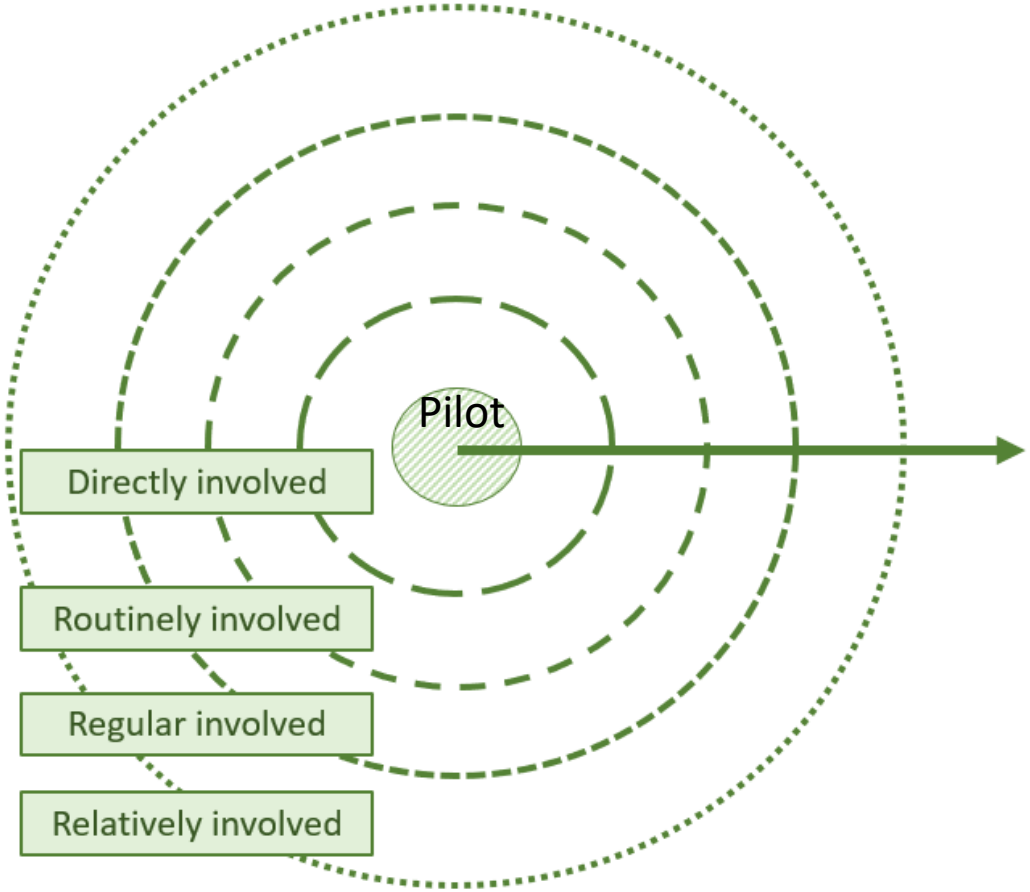


Objectives

- ***First attempt to start thinking about our stakeholders and how we could reach them for mainstreaming NBS.***
- ***Creating a simple visual representation of our stakeholders per pilot site***
- ***Use this first attempt as a starting point for creating our "impact statement" and knowing our takers, end users and scale.***



Circle of influence Exercise



Exercise

Directly Involved: Identify stakeholders or parties that are actively engaged on a daily basis in the pilot/organization. These are the individuals or groups directly contributing to the day-to-day operations.

Routinely Involved: Recognize stakeholders or parties that hold significance but are not involved in daily activities. These may be key contributors who play a vital role but are not required on a daily basis.

Regularly Involved: Highlight stakeholders who maintain regular contact and receive project updates, even though they are not involved routinely or on a weekly basis.

Relatively Involved: Identify partners who are stakeholders but have a minor impact compared to those in the other circles. They may be remote, and the project's influence on them is relatively minimal.

Circle of influence - discussion

1. Describe in short, the methodology/ approach your team used to conduct the stakeholder analysis

2. Could you highlight some of the key stakeholders and their potential impact on the project

3. Did this short exercise help you?

- ***For future communication with stakeholders***
- ***Providing an overview of the stakeholders involved***
- ***Would you like to continue on this, but more in depth?***

4. At the end of this day, would you be able to show where you would be standing with your Pilot on the Infographic?

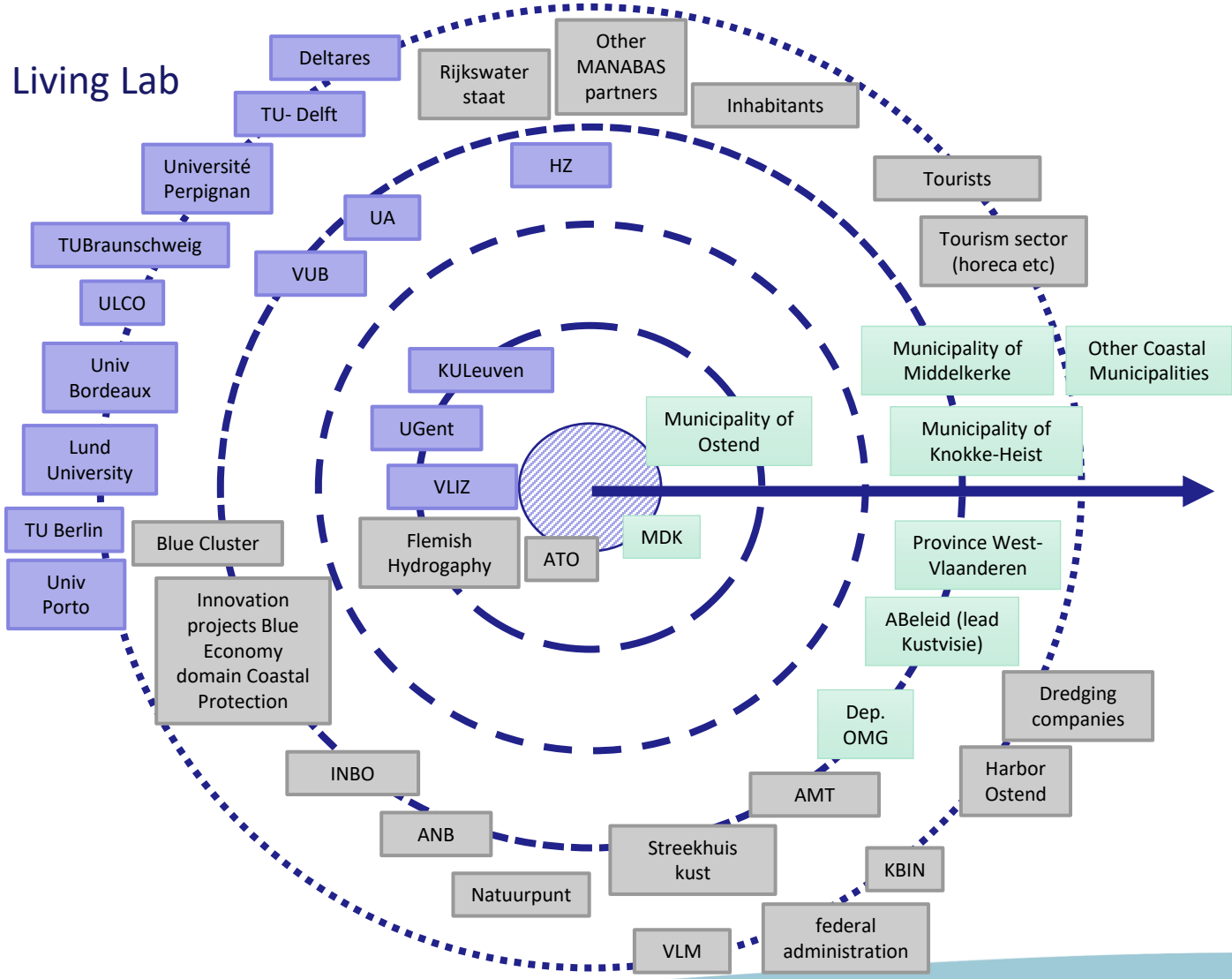
MOW-Flanders-Raversijde Living Lab

Directly involved

Routinely involved

Regular involved

Relatively involved



Text other

Text Research

Text Management /Policy

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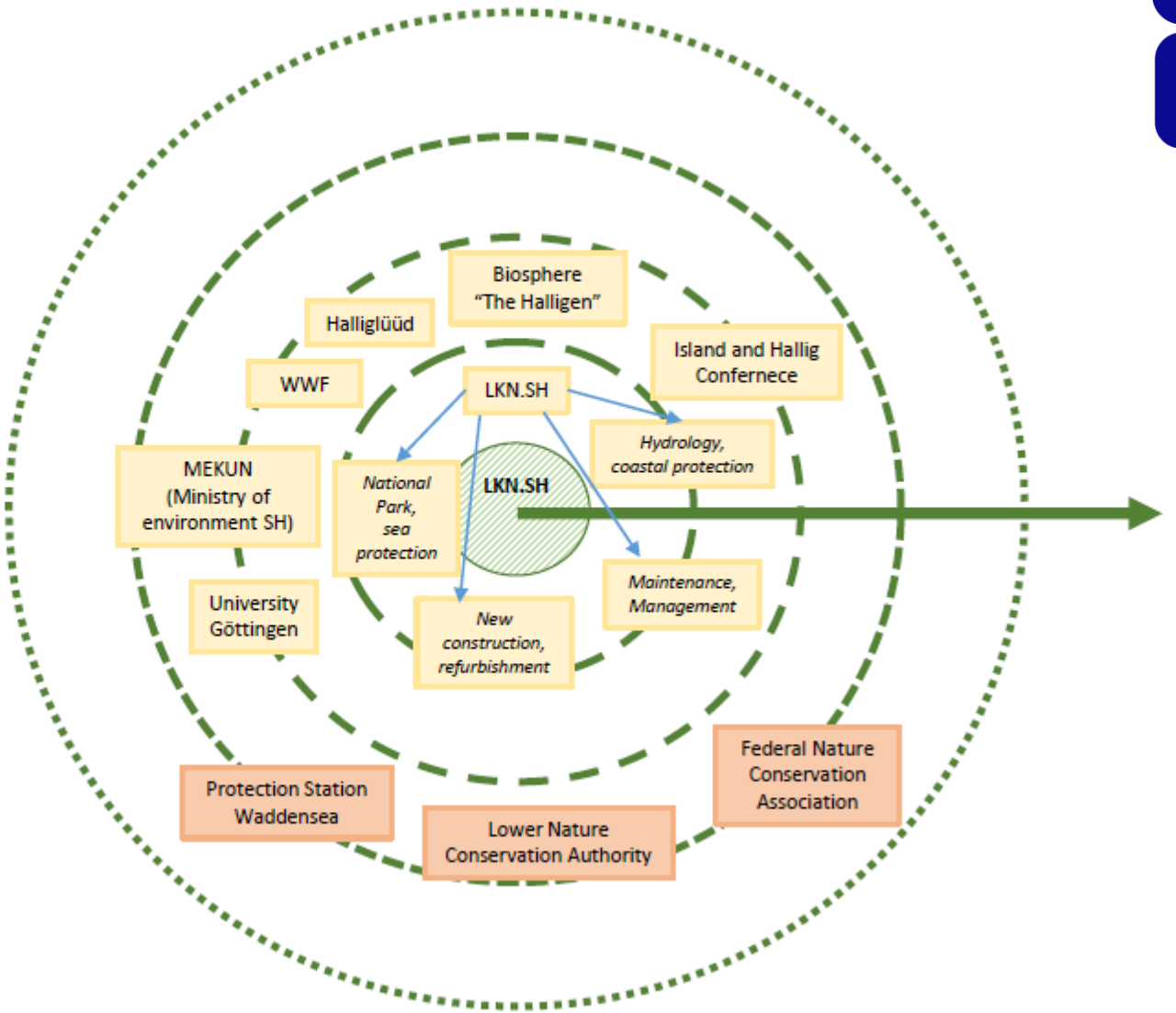
Directly involved

Routinely involved

Regular involved

Relatively involved

Note:
The role and importance of the different stakeholders will very likely change during the project process.
In the beginning communities and communitiy-organisations are important. Later decision making organisations (like MEKUN or Lower Nature Conservation Authority) will get more directly involved.
This Circle of Influence shows our recent stakeholder situation in project phase 1.1.



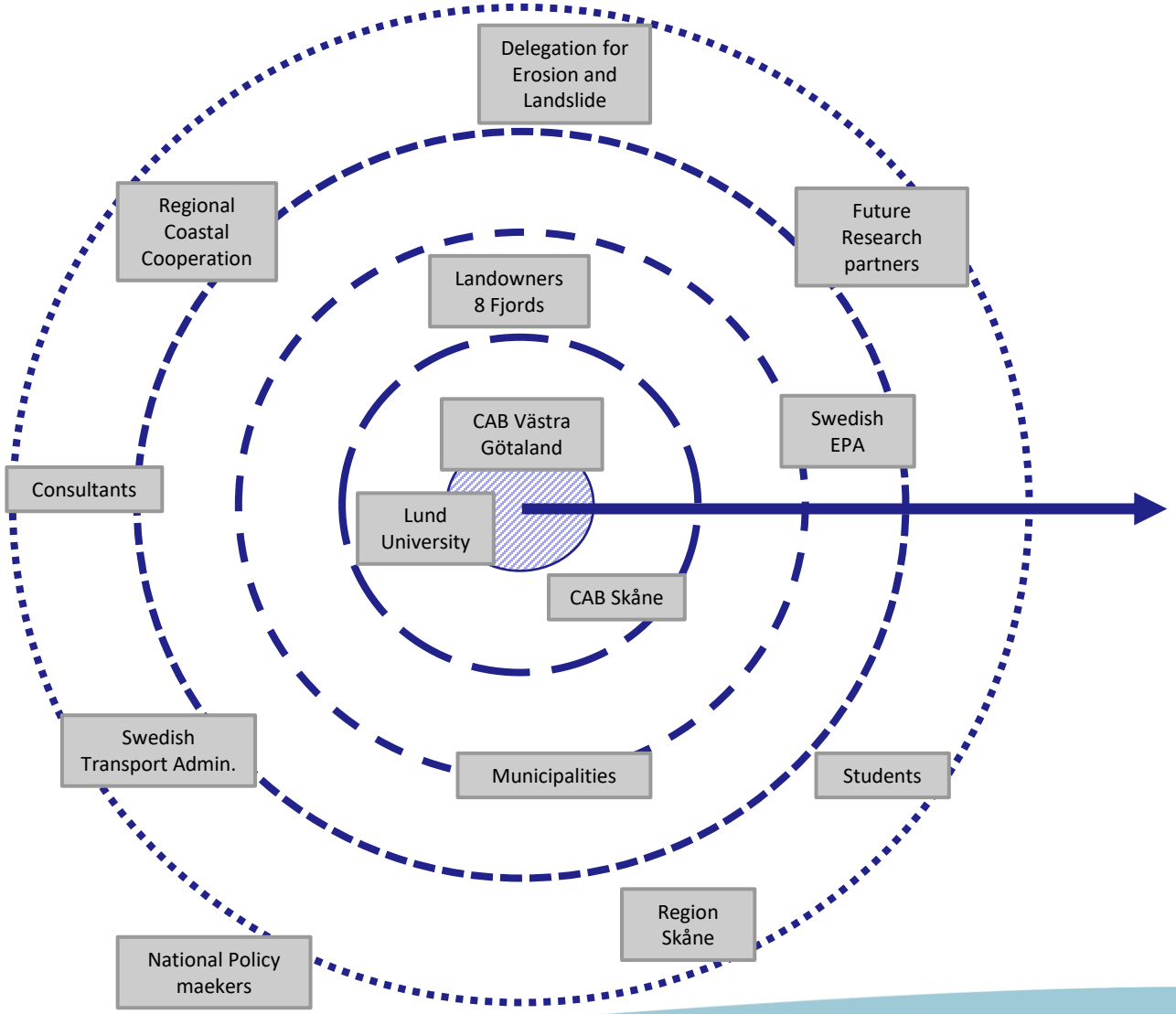
Organisation: SGI

Directly involved

Routinely involved

Regular involved

Relatively involved



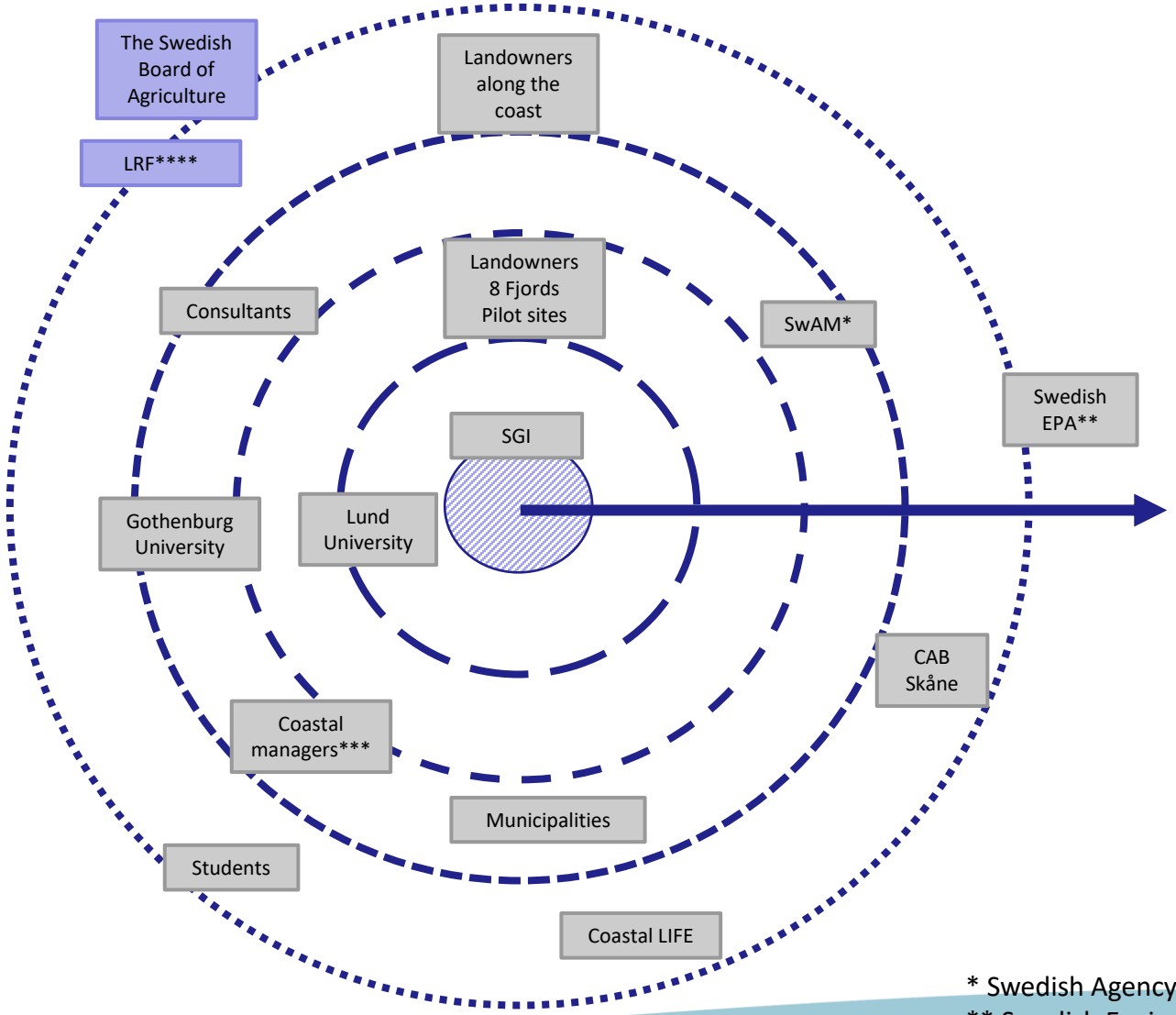
Organisation: Lst VG

Directly involved

Routinely involved

Regular involved

Relatively involved



* Swedish Agency for Marine and Water Management
** Swedish Environmental Protection Agency
*** Västkuststiftelsen, Kosterhavet National Park
**** The Federation of Swedish Farmers

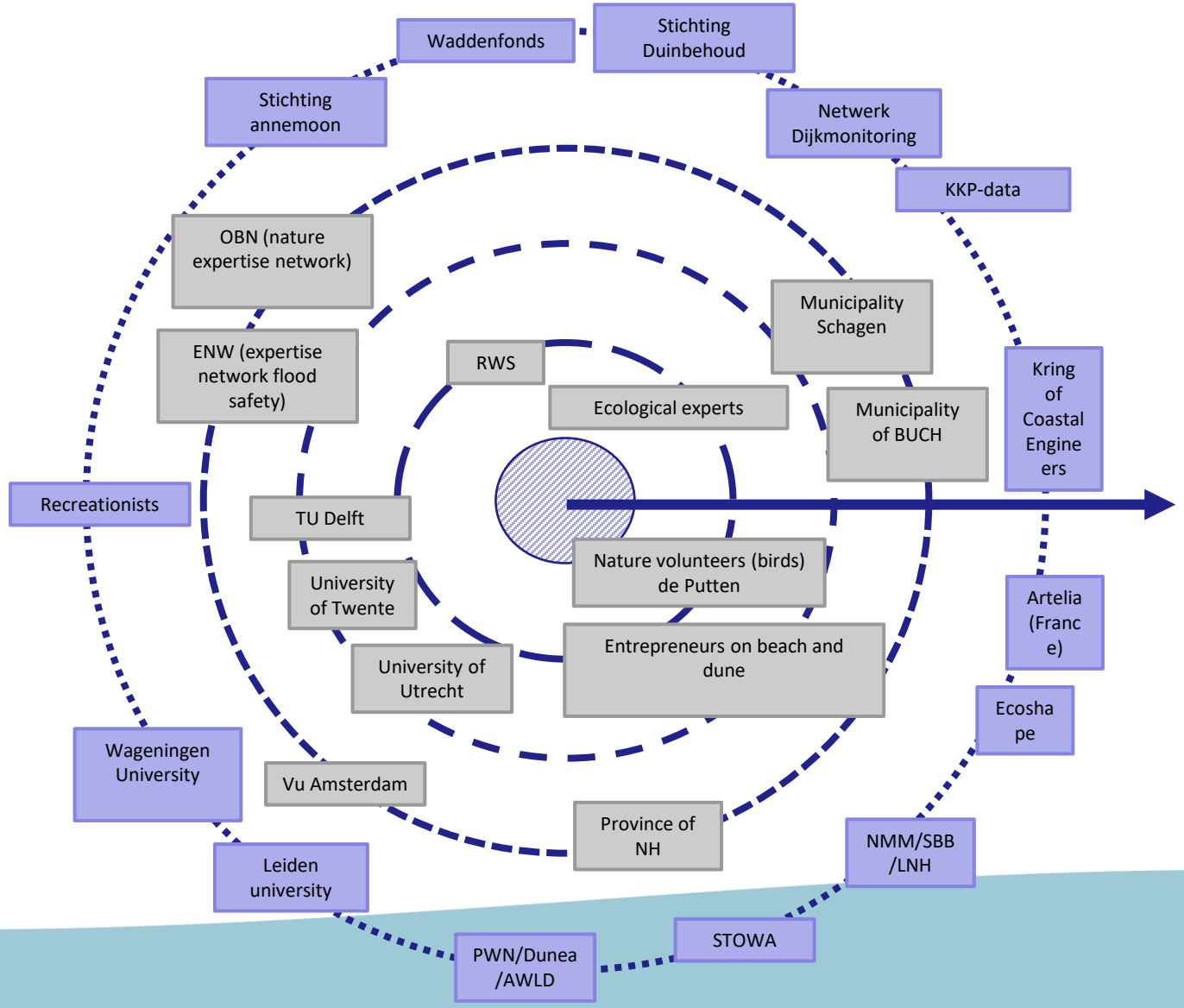
Circle of influence

Directly involved

Routinely involved

Regular involved

Relatively involved



Text Warm

Text Cold

Circle of influence

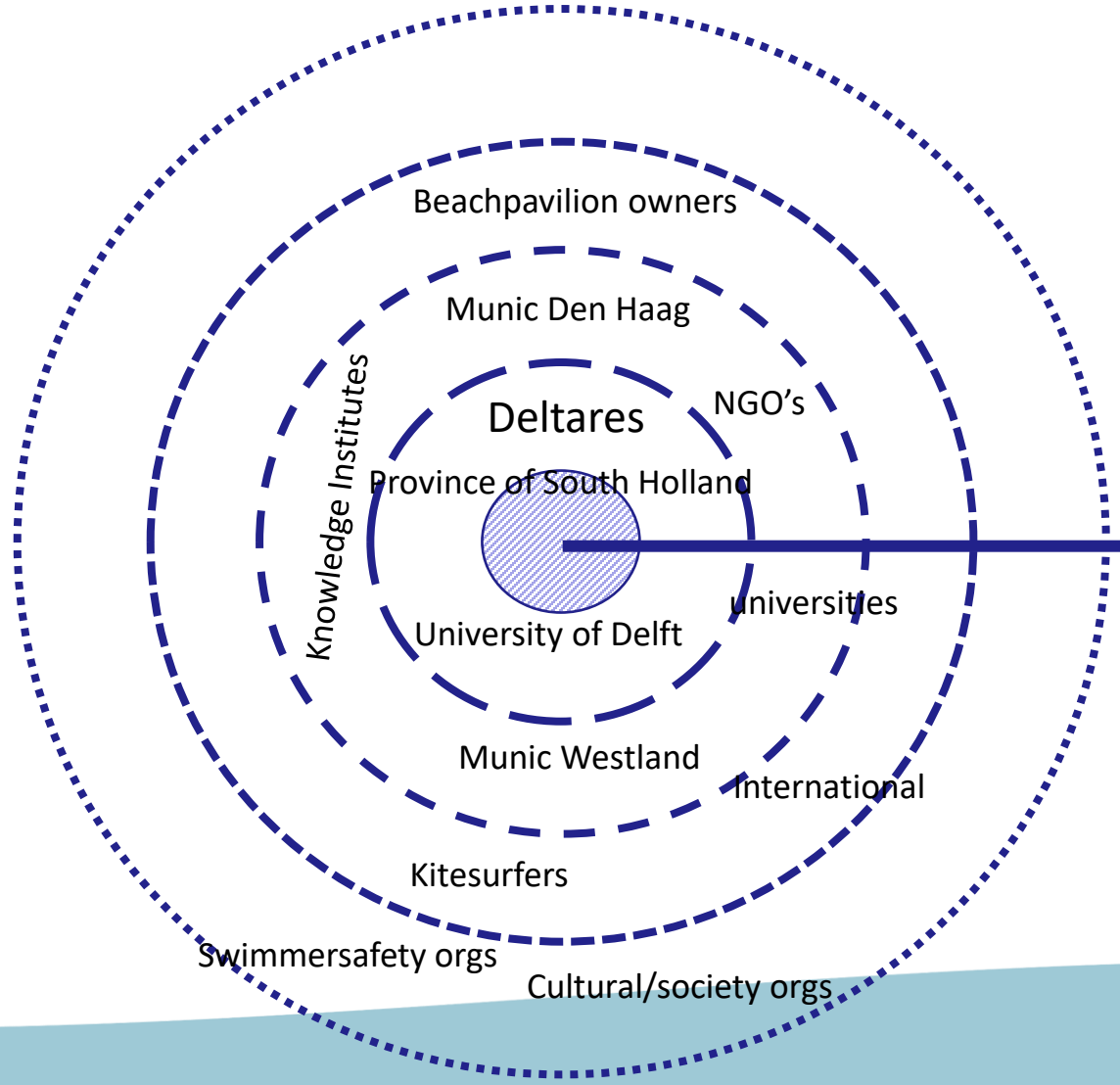
Waterboard Delfland

Directly involved

Routinely involved

Regular involved

Relatively involved



Rijkswaterstaat
Pilot Sandmotor

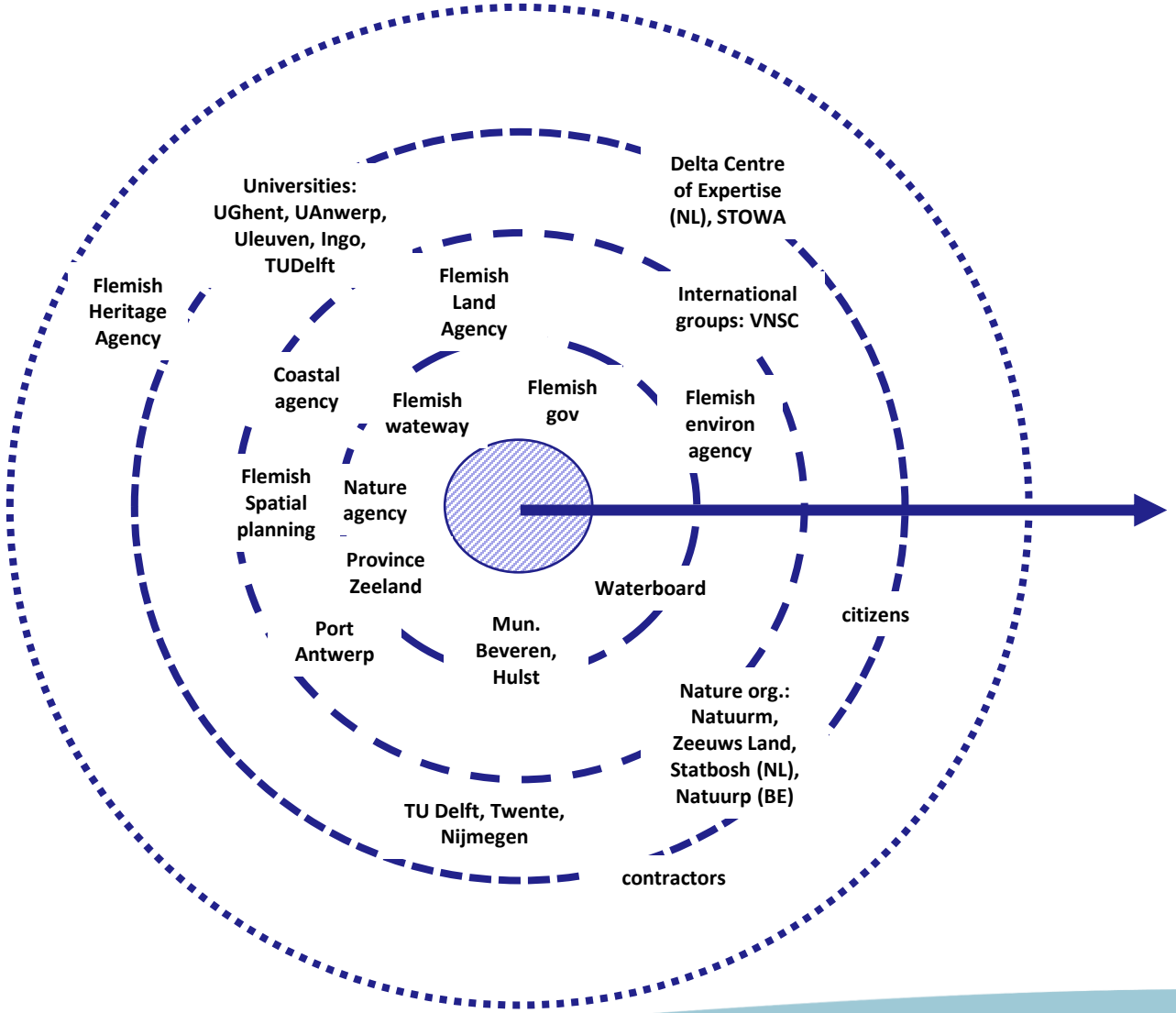
Hedwige site

Directly involved

Routinely involved

Regular involved

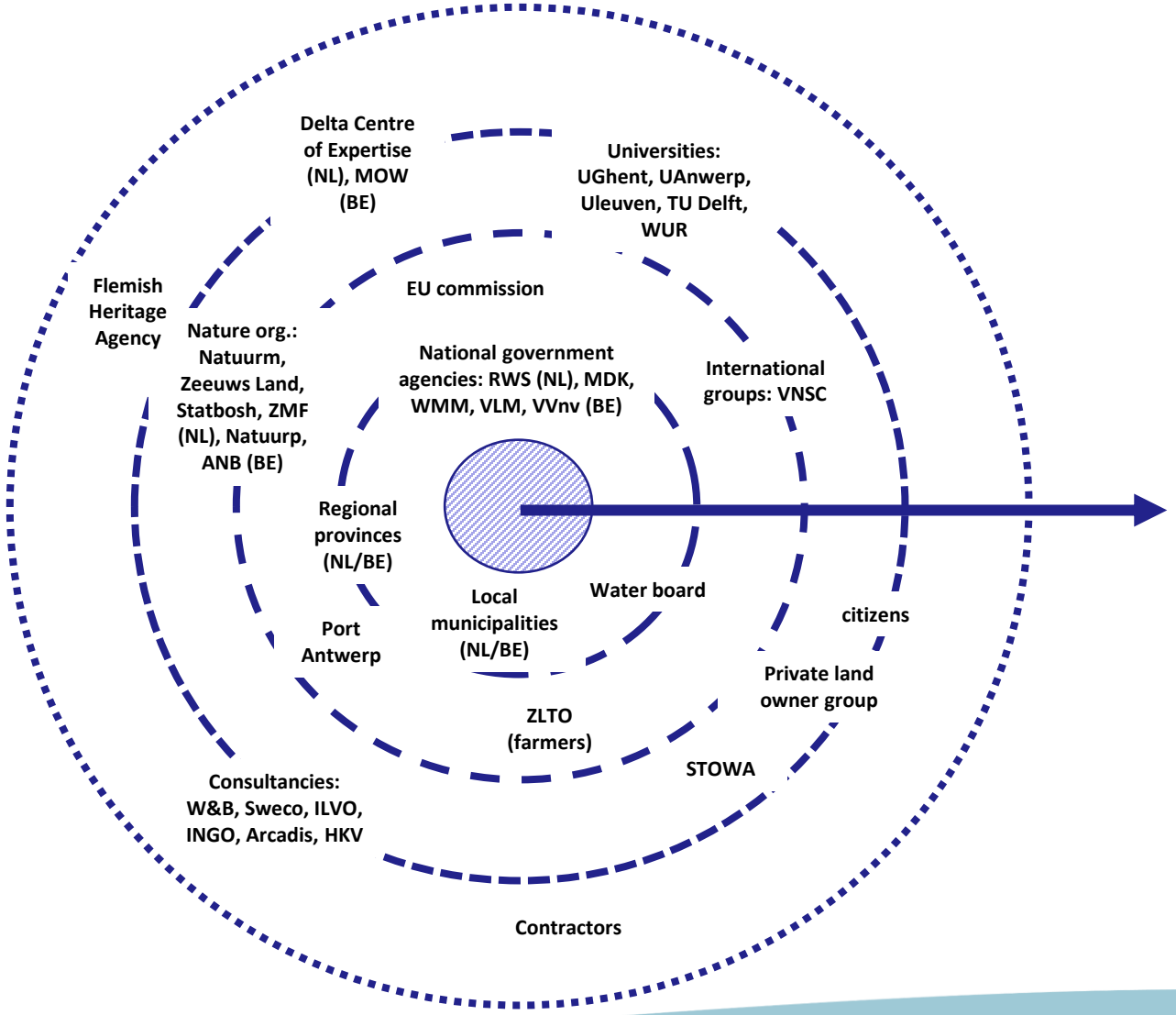
Relatively involved



Wester Schelte system

Directly involved

Routinely involved

Regular involved

Relatively involved