

Fact
sheet
N°3

Tool

Mobilisation of stakeholders



Context

Mobilising local stakeholders is essential if we are to successfully adapt to climate change. But how can local actors be mobilised? What kind of mobilisation? For which audience? How do you generate momentum, lead it and sustain it?



Referent

The International Office for Water (OiEau) is coordinating the LIFE Eau&Climat project and is leading the action to mobilise stakeholders.

Description

The study "Mobilising local actors - analysis of practices and recommendations" provides an overview of existing mobilisation tools and makes recommendations to support partners in their efforts. A review of the current situation enabled 6 categories of mobilisation to be defined and listed in a toolbox.

General recommendations have been extracted. They are enriched and supplemented by feedback from the 6 partners in the LIFE Eau&Climat project who are implementing mobilisation actions.

Preliminary stages

Mobilising stakeholders involves a number of preliminary stages. This is a moment that should not be underestimated or neglected. The outcome of the mobilisation depends on these stages.





Objective

This tool helps partners to choose their methods and tools, from among those already available in order to optimise and better organise their mobilisation actions. In particular, by improving communication with target audiences and learning about existing tools.

How to use it?

Any project designed to mobilise stakeholders requires a clear understanding of its target group, its objectives and its resources.

There are several steps to successful stakeholders mobilisation:

- Follow the preliminary steps for preparing the action (see overleaf),
- Follow the specific recommendations for each type of mobilisation action (see blue box).

To find out more

 ap.mettouxpetchimoutou@oieau.fr

 <http://www.pearltrees.com/lifeeauclimat>

 @gesteau

Recommendations

1 Promoting ambassadors

Being a climate or water ambassador means being a repository of knowledge, disseminating information and representing the interests of target stakeholders. The symbolic impact of the ambassador is strong. The study identified four types of ambassadors: the "enlightened" (informed actors), the "relays" (actors providing knowledge), the "referents" (trained and instructed actors) and the "missionaries" (actors creating and/or leading a network).

2 Raise awareness

Awareness raising is the first stage in mobilising people who have no prior knowledge of a subject. It encourages reflection, raises awareness and suggests solutions or alternatives to a problem.

3 Communicate

Communication is an interactive process between different actors to share meaning. This notion of "giving meaning" is the very essence of mobilisation.

4 Setting up participative initiatives

There are many participatory approaches to water management and adaptation to climate change. There are different levels of approach: information, consultation, co-construction and co-decision. The level of participation depends on the objective, the stakeholders involved and the resources available.

5 Animate

Facilitation plays a key role in the mobilisation process. It is mainly based on techniques that are applied taking into account 4 factors: objective, type, duration and participants. The choice of facilitation technique is fundamental and linked to the objectives and the target actors. It determines the group dynamics and guides the results.

6 Guide

A guide is both a decision-making tool and a knowledge transfer tool. The aim of a guide is to support the target actors in mastering, modifying and guiding their practices.



The LIFE Eau&Climat project (LIFE19 GIC/FR/001259) has received funding from the European Union LIFE program.

Avec le soutien
financier de :



La Région
Auvergne-Rhône-Alpes