



# STAKEHOLDER ENGAGEMENT FACTSHEET

## For local public authorities: creating commitment for sustainable energy collaboration

*Insights from COOPENERGY workshop on Communication and Involvement, in Luleå – 12 March 2015*

Regional and local authorities in Europe are collaborating to plan and implement measures to reach sustainable energy targets by 2020 and beyond. But how can we effectively engage our stakeholders to collaborate and deliver on these strategies and projects?

This factsheet, produced within the IEE co-funded project COOPENERGY [[www.coopenergy.eu](http://www.coopenergy.eu)], presents the outcomes of the workshop on this topic, held in Luleå (SE) on 12 March 2015 and attended by representatives of regional authorities, local authorities and communication experts.

### Building collaboration in the planning process

- ❖ **Ask local authorities** from local planning departments **what guidance they need to support more sustainable decision-making**. Then develop a tailored set of guidance, terms and conditions to support them. See **examples of the terms & conditions developed** in [Valence Romans Sud, Rhône-Alpes](#).

### Engaging and influencing more sustainable behaviour

- ❖ **Energy agencies play a key facilitator role**. See **examples from** [K. Kessler](#) and [E. Eid](#).
- ❖ **Create competitions** – this actively engages citizens to create their own energy solutions. See the '[Citizen Energy Ideas](#)' presentation by [Martina Dünzel](#) and [Hackathon: 'Energy and Connected Homes' in Paris](#).
- ❖ **Give clear, memorable messages**. See **examples of sustainable transport campaigns in Umeå**.
- ❖ **Create Energy Ambassadors** – people of trust in the community (e.g. Mayors, teachers) can act as ambassadors and promote more sustainable action in others. See the '[Citizen Energy Ideas](#)' presentation and [Energy Caravan presentation](#) for an examples.
- ❖ **Develop sector-based energy solutions** in collaboration with your target groups. **Example: see the catalogue of measures developed for municipalities in Germany**.
- ❖ **Social pressure** is very powerful in changing behaviours ([Alex Laskey](#)).



Image: Car sharing campaign (Source: [Green Citizens of Europe](#))

#### Financing your engagement campaign

- Encourage banks to sponsor your campaign for a [win-win](#).
- Apply to EU funding pots.

Read our [financial factsheet](#) for more information.





## Raising awareness and effective communication

- ❖ **Sell the benefits** – know your audience and tailor the benefits to them for a Win-Win mentality. Time is a good incentive for city commuters. **Example:** [‘you can get further in 10 minutes by bike than by car’](#) (Johan Sandström, City of Umeå). Cost incentives are important. **Example:** [‘it is cheaper to park your car outside town and cycle in’](#) (Johan Sandström).

- ❖ **Create videos** – don’t know how? Make use of your savvy interns who are often the most IT-literate and could come up with exciting ways to promote your work.
- ❖ **Use social media and games** to communicate ‘unexciting’ material – and make it exciting! ([Marc Lindstedt](#)). **Example:** [“CEO2 – the climate business game”](#).
- ❖ **Create ‘clickbait’**: catchy titles and slogans to attract the attention of people now living in an ‘attention economy’ not an ‘information society’ ([Marc Lindstedt](#)).



- ❖ **Run joint campaigns** – in areas that are well visited e.g. public libraries. See the [‘Loan a meter like a book’](#) campaign for an example of a joint campaign in Heidelberg, Germany.
- ❖ **Go to people** – don’t ask them to come to you...go to your local supermarket to reach the unengaged ([Christine Wissink](#)).
- ❖ **Enter National/International Competitions** – entering competitions can obtain visibility for your initiatives, and achieve wider environmental benefits. See [presentation slides on the European Green Capital of the Year 2017](#) for an example of how this is working in Umeå.
- ❖ **Use visual material:** maps, diagrams, postcards to grab people’s attention. **Example:** [the ice block bet \(KliBA\)](#). See more examples from [Marc Lindstedt](#) and [Christine Wissink](#).

- ❖ **Get help from celebrities** – to promote your campaigns. They can create a lot of buzz, attract media, and can better appeal to the public. **Example:** [Arnold Schwarzenegger promotes Covenant of Mayors](#).

### Low/no-cost kick-starters for action...

- **Sign a Memoranda of Cooperation** to officialise commitment between stakeholders. See [example MoCs](#).
- **Set-up a Working Group or Steering Committee** on a specific subject.
- **Visit local meetings (e.g. Mayor meetings)** to get the attention of local citizens.
- **Put a face to your campaigns** – make the local authority more approachable by including a picture with a name.
- **Keep communications open** – hold regular meetings or webinars to keep your stakeholders engaged.





## Be inspired by further examples of Stakeholder Engagement on:

- [COOPENERGY](#) good practice case studies of collaboration on energy initiatives.
- [COOPENERGY](#) presentations and videos from the 'Stakeholder Involvement and Communications' Workshop on 12 March 2015.
- [COOPENERGY](#) resources page on stakeholder awareness and involvement.
- [Covenant of Mayors](#) 'Benchmarks of Excellent' (best practices).
- [ManagEnergy.net](#) local and regional sustainable energy case studies.
- [Eltis.org](#) Urban Mobility observatory (case studies).
- [FEDARENE.org](#) regional best practices



[Watch our video](#) - Johan Sandström, from the Be Green Umeå project, discusses the initiatives underway **to encourage more sustainable travel amongst citizens in Umeå, Sweden.**



[Watch our video](#) – E. Eid, from the European Federation of Agencies and Regions for Energy and the Environment (FEDARENE), discusses **the role of energy agencies and how they can support public authorities to engage stakeholders** in energy initiatives.

