

## **Workshop: Stakeholders management, led by Mr. Ando Goblon**

The main objective of the project is to mobilize citizens for cooperation between municipalities and towns abroad, to sensitize them about the relevance of recycling for their society and for their future generations.

According to the project goals it is reasonable to assume, that clear understanding of the the relevance of recycling and reuse for the society is crucial to both side: municipalities and their representatives on one side an civil society on the other.

However, the importance of understanding of the problems and possible solutions and internal communication between departments of municipality and between municipality and organizations, owned or established by the municipality is the base for successful collaboration between the whole stakeholders value chain.

### Key questions:

How could this objective be reached without the clear and proper understanding of the importance of recycling inside the house, in different departments of the municipality?

Who needs to know and what to know?

Who are internal stakeholders?

What are their roles? (supporters, decision makers, users, payers, opponents,...)

What could be done with this knowledge?

What are the key messages for internal communication?

How could the message be transferred on the most efficient way?

During the workshop discussion we defined the main internal stakeholders, for whom should be prepared relevant messages (depending on what we want they need to know). Those stakeholders are:

- mayor
- elected councillors
- head of environmental department (or environmental protection department)
- head of finance department
- head of educationall department (in some cases, depending on the aim of the suggested activities)
- head of department for social affairs (in some cases, depending on the aim of the suggested activities)
- head of other relevant departments (in some cases, depending on the aim of the suggested activities)
- managers of public companies
- middle management in all mentioned departments and companies
- employees

In general, all relevant stakeholders should be (and must be, to avoid possible conflicts) include, such as:

- relevant institutions
- research
- industry
- schools
- active citizens
- communication and media

During debate, based on experiences of workshop participants, some thoughts were highlighted:

- most denying come from not understanding, therefore show them (to those, who deny) how it works somewhere else
- include all stakeholders, to avoid conflicts and angry reactions
- share best practices
- communicate with video to share the idea or best practices, especially animated videos, which are "depersonalized" (non personal promotion means that idea ownership is given to all citizens who can identify themselves with the idea; that simply means that idea is not "mine", if I am the initiator and that my aim is to inform and mobilize community to be able to implement the better practices)