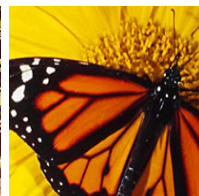
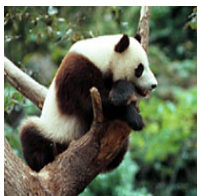


# BALANCE

## Stakeholder engagement in Marine Spatial Planning

Christiane Feucht, WWF Germany, [feucht@wwf.de](mailto:feucht@wwf.de)

Denmark  
Estonia  
Finland  
Germany  
Latvia  
Lithuania  
Norway  
Poland  
Sweden



# Outline

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Good governance

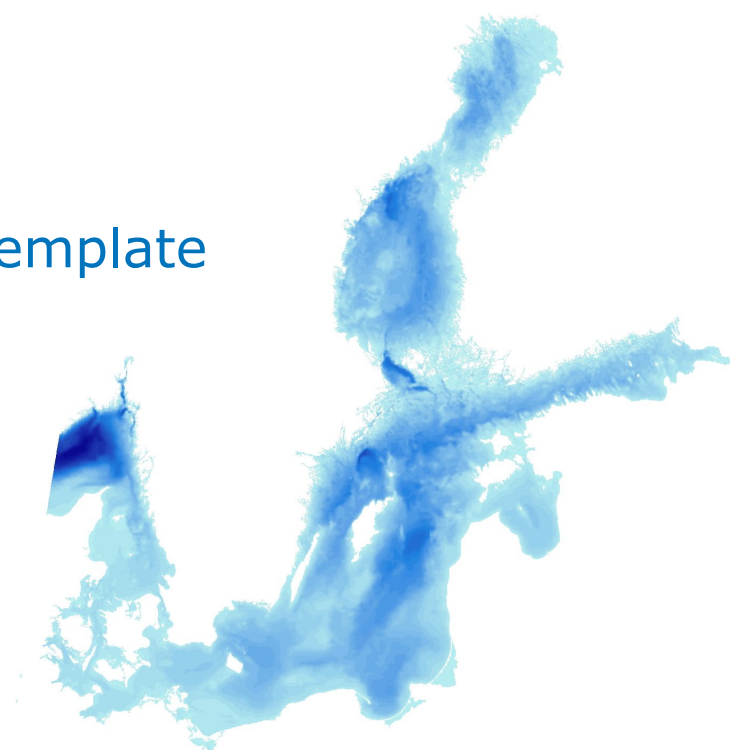
Stakeholder engagement

- Principles
- Benefits

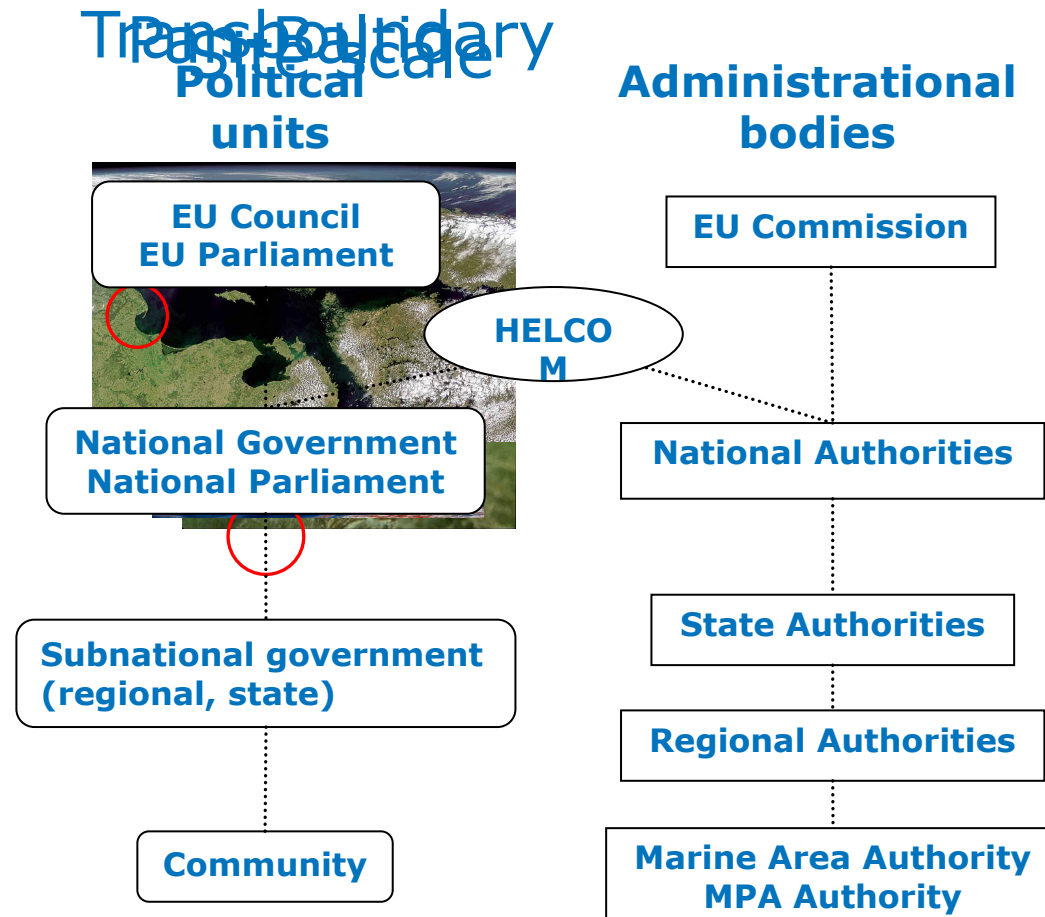
Stakeholder integration in MSP template

Stakeholder tools

Conclusions



# Governance in the Baltic



# Good governance (Worldbank, UN)

- Participation
- Rule of law
- Transparency
- Responsiveness
- Consensus orientation
- Equity and inclusiveness
- Effectiveness and efficiency
- Accountability



# Why stakeholder engagement?



- Public stakeholder groups hold information and knowledge
- Public stakeholder groups support environmental aspects
- Many NGOs have international, transboundary scope
- Lack of encompassing framework – voluntary agreements might bridge the gaps
- Can create commitment and support
- Can help avoiding conflicts
- Can add local knowledge



# General Principles

- Commitment and adequate resources
- Clear targets and outlines of the process
- Information and transparency
- Education and awareness raising



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A manager statement:

„Not only do I have to be like Moses and show them a way through the desert; I have to collect and help all stragglers and then persuade and force everyone to come along every bloody step of the way“

# Benefits (M. Haldin)

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1. "Together we stand"
2. "More bang for the buck"
3. "It is better to be part of the solution than the problem"
4. "Ignorance is the enemy"
5. "Nothing is forever"



# Stakeholder integration in MSP



# Stakeholder Tools

- Strategic communication
- Stakeholder surveys

Communication

- E-participation
- Voluntary agreements

Engagement

# Communication

## Strategic communication



## Stakeholder surveys

**BALANCE Report**

**Stakeholder perceptions of BALANCE products**  
A survey on the usefulness and comprehensibility of BALANCE maps

**BALANCE**

**Baltic Sea marine landscapes**

Artificial marine landscapes are defined by salinity (six categories), photic and non-photoc zone.

Highly useful	Partly useful	Not useful	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Communication tools

Personal Communication	Media	Print material	Events
Public meetings	TV	Press releases	Special events
Information sessions	Radio	Info kits	Celebrities
Forums	Print (newsletters etc.)	Brochures/leaflets	Campaigns
Round tables	Web (sites)	Letters	Competitions
Conferences	Other electronic media	Reports	Interviews
Brainstorms	(internet, intranet,	Sets of recommendations	Guided tours
Workshops	extranet, email)	Feasibility studies	Theatre performances
Personal meetings	Video/DVD/audio-	Books	
Visits	visuals/photos	Questionnaires	
Formal processes	Commercials	FAQ	
	Exhibitions	Information/education	
	Photos	packs	
	Posters		



# Engagement



## E-participation

- In coastal areas e-participation is a fully applicable and useful tool
- Good for demonstrating complex spatial planning issues
- Enhances fairness

## Voluntary agreements

- Improves environmental performance
- Efficient mechanism for strengthening responsibility and cooperation
- Additional conservation value



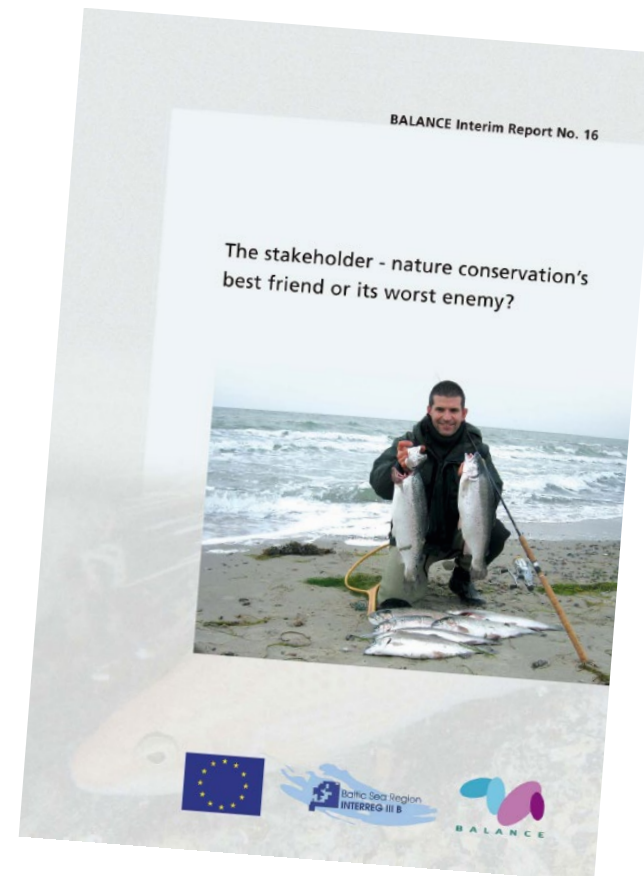
# Conclusions

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- Stakeholder engagement is an essential element of good governance
- Authorities are accountable
- There are two distinct approaches: the formal approach and the cooperative approach
- Stakeholder engagement processes need strategic planning and communication
- Commitment and resources are requirements for a smooth engagement process
- “More is not always better” - engagement activities have to be tailored to the specific situation
- Effectiveness is the key to increase conservation gains

## Acknowledgement

Michael Haldin, Metsähallitus



# Thank you

