

# STAKEHOLDER AND PARTNER ENGAGEMENT

## DESCRIPTION

Building upon the stakeholder identification exercise, it is important to consider potential roles for key stakeholders, as well as the most effective ways to engage them.

## RATIONALE

- Commitment and involvement from key stakeholders and partners are vital for a successful planning process
- A defined engagement plan will ensure that no key voices are missed in the process

## LOGISTICS

**Duration:** 30-45 minutes

**Format:** generated by project lead or small group discussion with project team

**Key Players:** project lead; could also involve other team members

**Resources:** flip chart paper, markers, pens, scratch pads (if doing group exercise)

## OUTPUT

A categorization of stakeholders and partners, as well as the information needed to develop a stakeholder and partner engagement plan. It can also serve as a potential outline of who should be included on an advisory committee.

## PROCESS

1. Use the list generated in the previous step to complete the matrix on the following page individually or as a group.
2. Consider and rank the role that stakeholders and partners will play:
  - A. Essential - The process could fail without their involvement
  - B. Important- Implementation may suffer without their involvement
  - C. Minor- Nice to have, but not critical to the process
3. As you move through the list of partners and stakeholders, also consider when and how to best engage those identified, answering the following questions:
  - What are the best ways to get input?
  - What has worked in the past when engaging these groups?
  - What hasn't worked in the past when engaging these groups?
4. From this assessment, identify the partners and stakeholders to actively include in the strategic planning process and integrate them into your workplan.





## STAKEHOLDER ASSESSMENT TEMPLATE AND EXAMPLES

Partners/Stakeholders	Partner Assessment	When and How?
Ask yourself: Who are the key stakeholders and partners?	Ask yourself: Are the Partners or Stakeholders A – Essential B – Important C – Minor ?	Ask yourself: <ul style="list-style-type: none"> <li>• What are the best ways to get input? (One-on-one? On-line survey, open house)</li> <li>• What's worked in the past, what hasn't?</li> </ul>
<i>Example:</i> <i>Local First Nations</i>	<i>Example:</i> <i>A - Has potential Aboriginal title over key resource areas, and has expressed interest in working together and "packaging" area attractions</i>	<i>Example:</i> <i>Joint council meetings, staff to staff meetings, include FN businesses in survey</i>

## CASE STUDY

The Township of Oro Medonte is a township in south-central Ontario with a population of approximately 20,000. Their Economic Development Plan, completed with the assistance of the Ontario Ministry of Agriculture, Food and Rural Affairs and the Ontario Ministry of Tourism, was finalized in 2011.

During the plan, the Township conducted the following engagement:

- Two public Asset Mapping/Visioning exercises, with participation from approximately 60 people
- An online survey, with responses from 56 people
- A community meeting for action planning

Following the community meetings and online survey, the Township conducted a geographical analysis to assess whether participants reflected the variety of businesses in the Township. Further personal interviews were then conducted with local businesses identified as under-represented in the engagement process.

A stakeholder and partner engagement activity, such as the one identified here, allows for identifying the stakeholders and partners for a LED work plan. It is also useful for a check-in during the planning process, in order to see who hasn't been successfully engaged and who needs to be targeted in further engagement.