



## Independent exercise 2 – Choosing engagement strategies

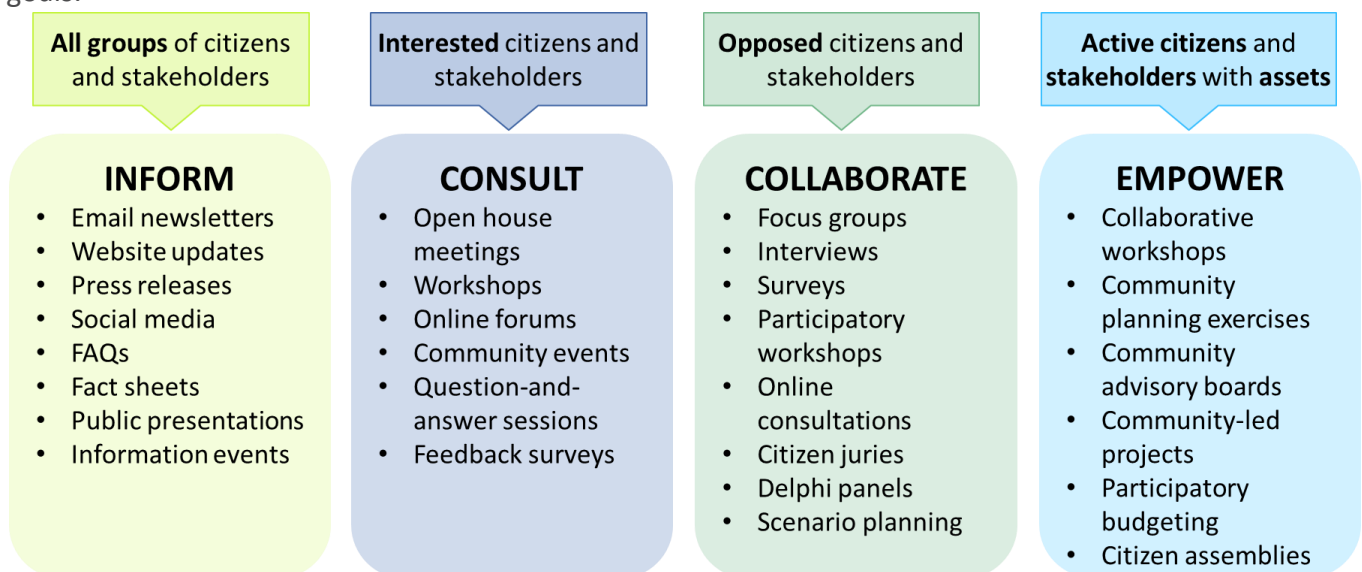
### Exercise relevance

A successful SUMP requires active support from stakeholders and the wider public, as stakeholders hold the power to support and interfere with SUMP processes. Public involvement is fundamental to ensure the legitimacy and quality of decision-making and is also required by EU and international conventions.

Working with stakeholders is not a new practice, but often only certain groups have a say in planning, therefore it is crucial to ensure active and direct involvement of citizens and stakeholders throughout the planning process, addressing their specific requirements. Only a Sustainable Urban Mobility Plan that was developed in cooperation with stakeholders and the public will be accepted and effective in practical and financial terms. Stakeholder and citizen involvement needs a comprehensive engagement strategy, based on concrete goals of what we want to achieve by engaging them and drawing on different formats and techniques suitable for dealing with authorities, private businesses, civil society organisation and other stakeholders throughout the SUMP cycle.

### Engagement types and forms to consider

There is an array of participation techniques. It is helpful for the management process to identify the level and type of involvement for each stakeholder group, including the public, in advance. Considering different participation approaches and tools for different planning phases will help to activate interest in participating in the earlier stages of SUMP development and help achieve set engagement goals.



SUMPs for BSR project, co-funded by the Interreg BSR programme, is supporting transition to sustainable urban mobility planning.



## Exercise tasks

For this exercise, you need a list of identified and prioritised stakeholders (output of the Module 5 Independent exercise 1). Exercise steps can be grouped into 2 tasks:

1. Choosing the involvement activities starts with answering the question of what goals of each stakeholder’s involvement will help achieve. Note that some stakeholder groups can contribute to achieving more than one goal. This analysis should be done while having in mind all SUMP phases and steps. You can write down the goals and the SUMP phases/steps. You may write down a list of identified stakeholders (column 1), involvement goals (column 2) and their corresponding SUMP phase/step (timing) (column 3) in the table template provided below.
2. The last part of the exercise is choosing the most fitting involvement type. For some examples of the involvement types, refer to the previous page. You may add your chosen engagement formats in column 4 in the same table below.

More useful reference materials for this exercise can be found at [The Baltic Sea Region Competence Centre on SUMP](#).

Column 1	Column 2	Column 3	Column 4
<p><b>Stakeholder</b> <i>Stakeholders and stakeholder groups identified during Independent exercise 1</i></p>	<p><b>Goal</b> <i>Why do we want to engage them? What kind of result do we expect from the engagement?</i></p>	<p><b>SUMP phase/step</b> <i>Does this stakeholder group need to be engaged during the “Preparation and Analysis” phase, “Strategy Development” phase, throughout the whole SUMP process, etc.?</i></p>	<p><b>Engagement format</b> <i>Which format of engagement is the most suitable to achieve each specific goal? Does it need only one form of engagement or several different ones to achieve the goal?</i></p>



Column 1	Column 2	Column 3	Column 4
<p><b>Stakeholder</b> <i>Stakeholders and stakeholder groups identified during Independent exercise 1</i></p>	<p><b>Goal</b> <i>Why do we want to engage them? What kind of result do we expect from the engagement?</i></p>	<p><b>SUMP phase/step</b> <i>Does this stakeholder group need to be engaged during the "Preparation and Analysis" phase, "Strategy Development" phase, throughout the whole SUMP process, etc.?</i></p>	<p><b>Engagement format</b> <i>Which format of engagement is the most suitable to achieve each specific goal? Does it need only one form of engagement or several different ones to achieve the goal?</i></p>