



**PENTAHELIX**

# Stakeholder cooperation as the key step for unlocking the potential of DHS

## PentaHelix project

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## PentaHelix project

- 11 partners from 5 countries
- Started: 1.3.2018.
- Focusing on developing and testing a new approach **for integrating multi-governance and multi-stakeholder planning** for sustainable energy and climate solutions

### PentaHelix pillars:

- **Public authorities** (local, regional, national and international);
- **Industry** (and businesses such as SMEs, farmers, trade etc);
- **Academia** (research and educational institutes);
- **NGOs** (associations, interest organisations, etc);
- **Citizens** (house owners, car owners, commuters etc).



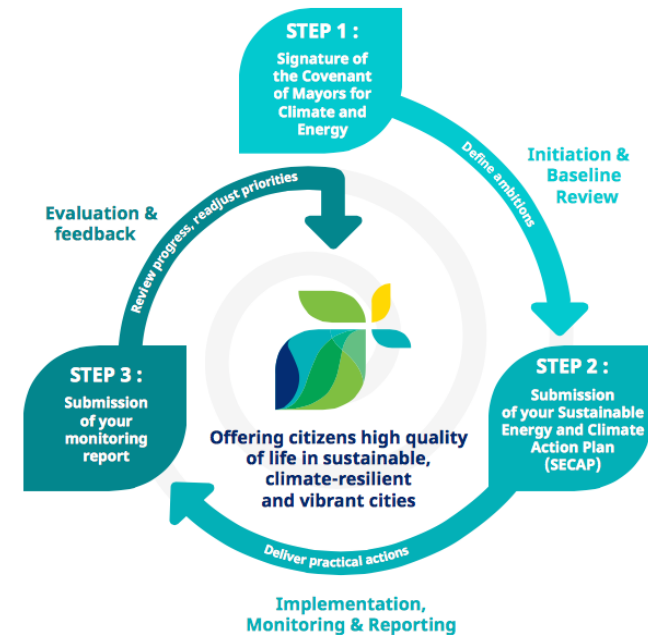
## The Covenant of Mayors for Climate and Energy (CoM)

- an ambitious **initiative for local climate and energy actions**
- aims to convene local authorities voluntarily committing to implement sustainability policies on their territories



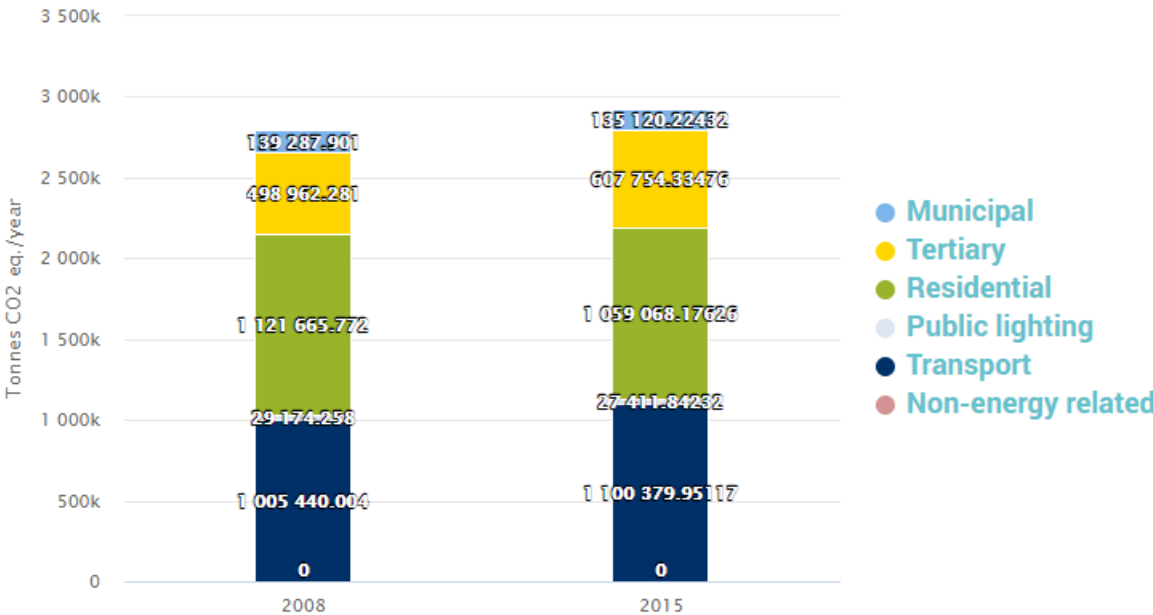
## Sustainable Energy and Climate Action Plan (SECAP)

- tackling **mitigation and adaptation to climate change**
- defining actions that allow cutting down **at least 40%** of CO2 emissions by the year 2030
- risk and vulnerability **assessment of the effects of climate change**, in order to highlight strengths and weaknesses of a territory



# Implementation?

Greenhouse gas emission per sector



## Stakeholder involvement processes

### The keys to a successful SECAP:

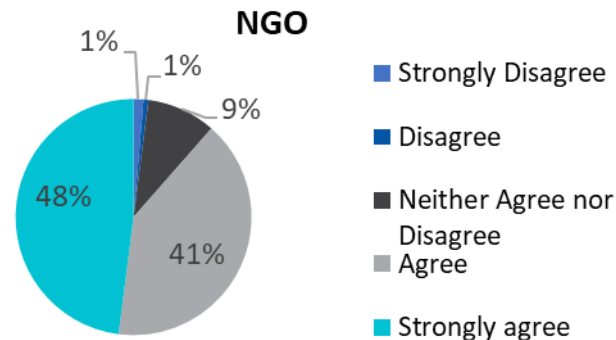
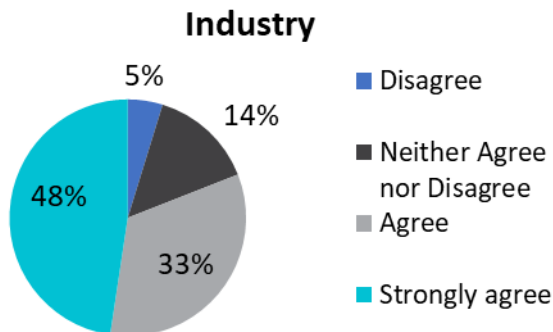
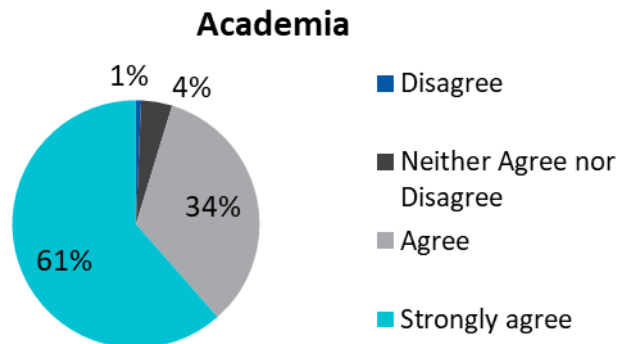
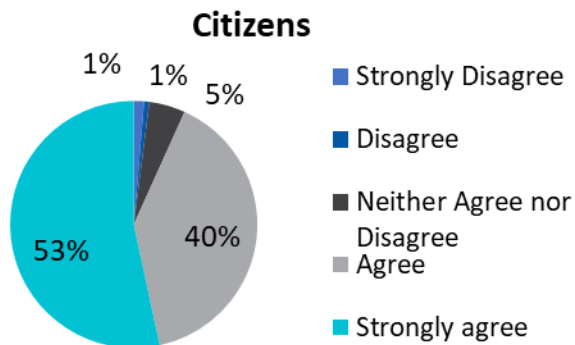
- a good involvement process of stakeholders from **public sector, private sector, academic sector, NGOs, and the civic society**
- real involvement throughout the process, from the development of the plan, through the implementation and re-evaluation phase

### Taskforce group

- Should be established to structure that all parts of the society are involved
- Should be included as early as possible and included throughout the entire process
- At least one actor from each of the



# Need for stakeholder involvement in planning proces- Survey results



## Advantages from stakeholder cooperation for unlocking DHS potential

- Suitable governance arrangements
- Resources- in terms of time, money, data, knowledge and demand
- Understanding internal drivers and barriers of the stakeholders
- Breaking the myths
- Stakeholder support
- Better insight to the data
- Ground for WIN- WIN solutions



## Drivers for the SECAP implementation

1. Greenhouse emissions savings
2. Energy savings
3. Lower vulnerability to climate change
4. Knowledge exchanging
5. Financial savings
6. Unemployment reduction

## Barriers for the SECAP implementation

1. Lack of showing the importance of stakeholders' participation and support
2. Lack of the opportunity to provide input and feedback to the planning process
3. Lack of interest in my engagement from the municipality
4. Lack of the personal benefits
5. Lack of the professional benefits

## Tips for successful communication

- Create good meeting places
- Ask questions to understand
- Involve others
- Help people see the change in a positive light, using good examples
- Make it easy to make the right choice!

### 10 TIPS

### for successful and effective climate communication

#### 1. Envision the dream

Visions bring us hope. They are necessary and provide energy for our daily life. The United Nations' Sustainable Development Goals and other long-term goals help us create a common vision to strive for. A common vision for sustainable development in the future empowers us to make changes in the here and now.

#### 2. Ask questions to understand

We need to take our point of departure in the needs and assumptions of the target groups, not on our need to inform. Avoid finger-pointing during a conversation. Ask questions to stimulate curiosity and LISTEN. We can learn more about the values and interests of the different target groups that way. This can help us adapt our message to the different target groups.

#### 3. Involve others

It is therefore wise to communicate through pre-established networks such as the workplace, clubs, associations, special interest groups, housing cooperatives, sports associations etc. This is a way to signal our intention of facilitating eco-friendly choices and that we are many who stand united in those intentions.

#### 4. Create good meeting places

It is easier to create common visions and develop specific activities for climate change if we work as a group.

#### 5. Take advantage of the conflict between what we know and what we do

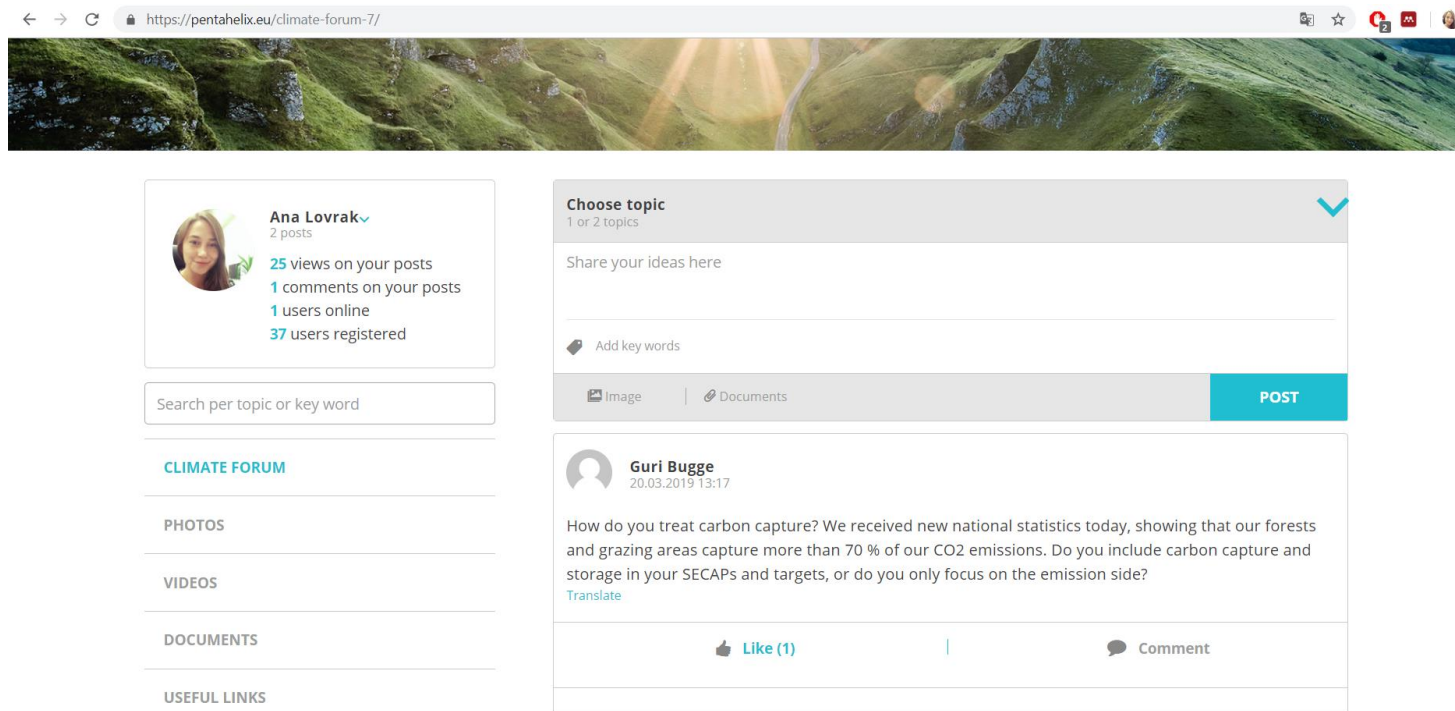
We know that automobiles are environmental time-bombs, but we always find a good reason to drive to work. We know that exercise is healthy, but we often find an excuse to be lazy. There is great potential out there to change our behaviours and become climate-smart. People really want to do what is right, but we also need to realise that there are opportunities for making good changes in our everyday lives. Our basic needs are basically sustainable. We have acquired much knowledge on how climate change came about, and how we can limit emissions.

#### 6. Make it easy to make the right choice!


Even if our attitudes are climate-friendly, we still hang on to old habits. Forget the attitudes; make it easier to make the right choice! Go straight to behaviour!


Use nudging and behavioural design to create situations where people can change their behaviour more or less subconsciously. As they gradually change their

# PentaHelix platform



← → ↻ https://pentahelix.eu/climate-forum-7/ 🔒 ⚙️ ☆ 🔔 📧 👤





**Ana Lovrak** ✓  
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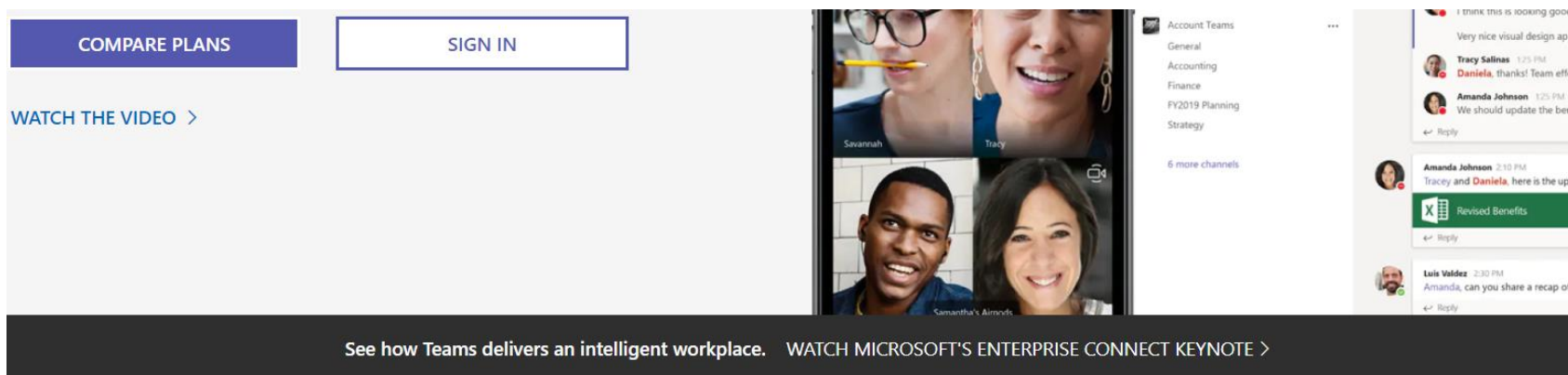
**Guri Bugge**  
20.03.2019 13:17

How do you treat carbon capture? We received new national statistics today, showing that our forests and grazing areas capture more than 70 % of our CO2 emissions. Do you include carbon capture and storage in your SECAPs and targets, or do you only focus on the emission side?

[Translate](#)

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## Instead of conclusion



### It takes a village to turn ideas into realities

When you have a place to create and make decisions as a team, there's no limit to what you can achieve. Teams brings everything together in a shared workspace where you can chat, meet, share files, and work with business apps.

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**Thank you for your attention!**  
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