



GREEN SURGE

WP8

LIST OF STAKEHOLDERS

Title:

Work package 8:

Dissemination

Partners involved:

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Researchers

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Description:

List of stakeholders: Overview of relevant stakeholders at different levels
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SUMMARY

This list of stakeholders (WP 8, Deliverable 8.2) provides the basis for establishing the European Learning Alliance within GREEN SURGE.

The European Learning Alliance (WP 1, Task 1.3) – to be launched in the second half of 2015 – will be set up to become a continuously growing ‘community of practice’ on key subjects addressed by GREEN SURGE.

ICLEI ES will be collecting contact information from consortium partners and other sources to build up a database. This will be an evolving database which is expected to be further fed by all participants of the ‘community of practice’ throughout the project.

While the database provides a comprehensive set of all categories of stakeholders, which may become involved in the European Learning Alliance, the actual individuals invited for participation will more depend on personal contacts of those who are already participating. However, based on a regular review of the affiliation of participants under the different categories, ICLEI may approach certain institutions/individuals more proactively to get the desired mix of stakeholders involved.

1 RATIONALE

The idea behind this list of stakeholders is derived from the broader objective of establishing a GREEN SURGE European Learning Alliance (LA) as indicated in Work Package 1, Task 1.3. This LA is to promote the exchange of experience and expertise on green infrastructure planning and implementation and include – but is not limited to – lessons learnt from GREEN SURGE activities. The European LA will be designed as a platform for a ‘community of practice’ in which interested and ‘practicing’ individuals representing institutions or acting independently can interact and directly learn from each other. In addition, by sharing the project’s guidelines, tools and datasets as well as other outputs, the European LA will contribute to the dissemination of GREEN SURGE outputs and activities and therefore the implementation of the project’s communication and dissemination strategy (WP8, Deliverable 8.1).

This list of stakeholders should provide an overview of all the institutions/individuals that plan and implement urban green infrastructure and/or work on topics connected to bio-cultural diversity across Europe – with a focus on (primarily) local practitioners and decision-makers. The rationale behind this list is to gain an overview of who is part of the ‘community of practice’, i.e. interested and ‘practicing’ institutions or individuals in the field of green infrastructure across Europe, and identify which of these actors are suitable candidates for the GREEN SURGE European LA (cf. [Annex II](#) for a draft concept note of the European LA).

While this version of the deliverable provides a first list of categories of stakeholders which may become involved in the European LA, the actual individuals invited for participation will depend more on personal contacts of the GREEN SURGE consortium partners as well as those who are already participating in the project. The idea behind this is that inviting actors based on personal contacts may help to achieve a higher and continuous level of involvement by the invitees.

2 PURPOSE AND OUTPUT

The **purpose of this list** is to establish a database, which mainly contains the contact information of institutions/individuals that practice or make decisions related to urban green infrastructure planning and implementation across Europe. Stakeholders from other categories¹, e.g. producers of knowledge or communicators, are also welcome to join.

To make the list a meaningful and useful tool, the GREEN SURGE consortium partners as well as those already participating will propose institutions/individuals that might be particularly beneficial to the European LA and to whom they ideally already have professional ties. In turn, the contacts from those keen on participating will then be used for mailing list serviced by an e-mail address, which will be shared with the participants. The GREEN SURGE consortium partners as well as European LA participants can get in contact with each other via this e-mail address to inform each other, for example, about upcoming events connected to urban green infrastructure planning and implementation or the project more specifically (e.g., stakeholder dialogue fora) as well as raise questions and receive answers on issues related thereto.

The **output of this deliverable** is a first set of contacts (cf. Excel sheet, [Annex I](#)) from institutions/individuals active in urban green infrastructure planning and implementation on the basis of which both the partners and actors already involved in GREEN SURGE will invite those institutions/individuals with whom they are in personal contact to register online on the GREEN SURGE website. By doing so, those eager to participate and exchange experience are distinguishable from the initial, more comprehensive list of stakeholders collected in an Excel sheet.

ICLEI will continuously keep track of the institutions/individuals registered and – as this list is an evolving database – will remind GREEN SURGE consortium partners and participants on a regular basis throughout the duration of GREEN SURGE to encourage others to register and join the European LA.

¹ The categories of stakeholders are based on the GREEN SURGE Communication and Dissemination Strategy's target audiences, i.e. practitioners, policy and decision makers, producers of knowledge and communicators. The practitioners are particularly relevant for this list of stakeholders, followed by the policy and decision makers as well as producers of knowledge.

3 FORMAT

This deliverable includes an **Excel sheet** (cf. [Annex I](#)) in which ICLEI will collect first contact details from those institutions/individuals whom the GREEN SURGE consortium partners as well as currently involved actors – particularly those in the five ULLs and 15 other ‘tier 1’ case study cities – deem part of the ‘community of practice’ across Europe and beneficial, even indispensable to the European LA. These will be sorted in the Excel sheet according to the categories of stakeholders stated in GREEN SURGE’s communication and dissemination strategy (Deliverable 8.1), but in a more detailed manner.

The Excel sheet includes the category “**Practitioner**” (=P), which is divided into the sheets “P| Local government practitioners”, “P| Non-Local government practitioners” (i.e. practitioners who are not local government officials), “P| Associations” (applies to all levels). The category “**Policy and decision-makers**” (=PDM) is represented in the sheet titled “PDM| Local government decision + policy makers” as the difference between policy and decision-makers is often difficult and specific to each location. The category “**Producers of Knowledge**” (=PK) is split into the sheets “PK| Research Institutes/Universities”, “PK| European projects” as well as “PK| European networks”. The category “Communicators” comprises the sheets “C| Non-governmental organisations” and “C| Media contacts”. There is another sheet in which all those institutions/individuals can be included, which cannot be allocated to either of the abovementioned categories or sheets.

As the idea is to get a better grasp of the ‘community of practice’ the focus while collecting contact details lies on the stakeholder categories of practitioners as well as policy and decision-makers – in other words those that plan and implement urban green infrastructures on a daily basis – and less so on the categories of producers of knowledge and communicators.

To be able to distinguish which institutions/ individuals are really interested in becoming part of the European LA, the majority of the contact details will be collected via an online tool. These interested institutions/ individuals have to register themselves for the European LA on the GREEN SURGE website. The contact details of those who registered themselves can be compiled and retrieved from this online registration mask. While the exact formalities and content of this registration mask depend on the technical requirements, the following details should be submitted by the respective future participant:

- Name of individual
- Name of institution with which individual is affiliated
- Contact details (e.g., location, country, e-mail, social media – confidentiality and data protection rules will of course apply)

Answering the following questions on an online profile, which will be set up on or linked up to the GREEN SURGE website, will allow others to see who else is participating in the European LA and also contact the respective individuals directly, if wished. To enable the GREEN SURGE consortium partners as well as the participants of the European LA to approach each other in a more constructive manner and find answers to their questions, they will have the option to add more information and details to their profile. By answering the following questions they will enable others as well as the GREEN SURGE consortium partners to get a better picture of their expertise and experience.

Questions relevant to GREEN SURGE as a project:

- How did you get to know about GREEN SURGE and/or its European Learning Alliance?
- Which news would you like to receive about GREEN SURGE and/or its European Learning Alliance (e.g., news on events related to GI, updates on publications, opinions and experience of others from the European Learning Alliance)?

Questions relevant to other participants of the European LA:

- What is your role in urban green infrastructure planning and implementation?
- Do you have special expertise or a professional focus in green infrastructure planning/or implementation from which the other participants in the Learning Alliance could particularly benefit?
- Do you have any specific expectations on what you would like to get out of the European Learning Alliance?

English will be the official language in which the Excel sheet as well as the registration form will be set up. The participants will also be expected to communicate in English, so that all other participants can follow the conversations in the LA easily.

4 PROCESS

The **Excel list** will be the starting point for approaching potential participants until the ‘snow ball effect’ of inviting other stakeholders via personal contacts actually shows its effects.

While collecting this information, ICLEI will simultaneously compile a list of existing professional networks or platforms which address similar subjects as the foreseen GREEN SURGE European LA. It will be strictly avoided to create a new network or platform which appears to duplicate or otherwise compete with an existing one. However, at this point it is assumed that no network or platform already exists which is specifically concerned with urban green infrastructure planning and implementation and the promotion of bio-cultural diversity.

Furthermore, ICLEI will also strive for establishing links to those networks or platforms which deal with issues in neighbouring disciplines and also focus on learning opportunities through professional exchanges between practitioners, decision-makers and researchers.

From the **beginning of June 2015**, ICLEI together with UCPH will ask the project consortium partners as well as those actors already involved in GREEN SURGE to **send ICLEI via e-mail the names and contact details of institutions/individuals whom they deem part of the ‘community of practice’** across Europe and would like to see joining the European Learning Alliance. Beforehand, ICLEI will communicate which kind of information – based on the Excel list – on the prospective participants is necessary, if partners and current participants wish to submit potential candidates. They should also **mention whether or not they have personal contacts to these institutions/individuals. ICLEI will compile these first contacts** in the Excel list highlighting whether personal contacts exist or not and share it amongst the consortium partners. **ICLEI might proactively approach those institutions/individuals to which no personal contacts exist** amongst the partners, if these stakeholders would be of added value to the European Learning Alliance.

From July 2015 onwards the GREEN SURGE consortium partners as well as already registered participants will be regularly encouraged to invite further institutions/individuals from the ‘community of practice’ **by word of mouth**. They should **use their personal contacts to approach suitable candidates and invite them to register for the European LA on the GREEN SURGE website and – ideally – fill out their separate online profile**. While inviting new participants to the European LA its benefits should be well communicated. Amongst these benefits will be, for example (cf. [Annex II](#)):

- To be closely connected to urban green infrastructure specialists from different strands of life.
- To share with them their local problems and solutions.
- To share with them lessons learned from practice.
- To be kept updated with latest results from the GREEN SURGE project
- To become personally invited to virtual project events, such as webinars.
- To become personally invited to ‘physical’ events, such as Stakeholder Dialogues and the final conference.

Those inviting may also want to mention the possibility of subscribing to the GREEN SURGE e-newsletter on the website, if they are less interested in becoming part of the European LA.

For a start, the respective project partners should approach their existing contacts in the *five ULLS of Bari, Berlin, Edinburgh, Ljubljana and Malmö* as well as the additional *15 case study cities*.

From this 'core' group word will spread and those working in the five ULLs and 15 other cities will in turn be able to inform further potential candidates that might be interested in the European LA through their own networks.

Based on a regular review of the affiliation of registered participants under the different categories, ICLEI may also approach certain institutions/individuals more proactively to get the desired mix of stakeholders – in terms of the balance between practitioners and other stakeholders (e.g., policy makers, academic experts) as well as their geographical distribution across Europe – involved.

Closely collaborating with UCPH, ICLEI plans to have the registration mask on the GREEN SURGE website up and running in the first half of June 2015. Once in place, ICLEI will share the news – including the mode of registration - with all GREEN SURGE consortium partners via e-mail. This will be reiterated **during the PMG meeting** at the end of June 2015 (WP1, Milestone 8) **followed by the Focal Learning Alliance meeting** (WP 8, Milestone 50), in which focal LA Facilitators and ULL Coordinators will be encouraged to further spread the word to their local contacts. The initial Excel sheet will only be maintained by ICLEI until the online registration mask goes into operation and the number of those registering gains momentum. After that, ICLEI will monitor the list generated automatically by the registration tool in terms of the number and mix of stakeholders and take action accordingly.

To promote the European LA further, **ICLEI will also collaborate with UCPH to publish postcards in order to trigger further interest in joining** and provide the necessary information on the means and ways of becoming part of it. This postcard will be especially useful for distribution at external events.

ICLEI will also promote the idea and benefits of the European LA through its **own network of cities** and its respective media channels. Furthermore it is foreseen to **add a separate box in the GREEN SURGE newsletter to keep promoting the European LA.**

ANNEX I – TEMPLATE FOR INITIAL LIST OF STAKEHOLDERS

An Excel sheet template for collecting first contact details from the GREEN SURGE consortium partners, participants from the five ULLs as well as 15 other case study cities and further actors already involved in GREEN SURGE accompanies this deliverable 8.2. The partners as well as these actors are encouraged to send ICLEI the contact details of potential participants in the European LA to be included in this yet to be filled template. If personal contacts exist to the suggested candidates, the partners and the previously mentioned actors should invite the prospective participants to register online on the GREEN SURGE website (cf. [PROCESS](#)).

This screen shot merely gives an impression of the template with a number of preliminary entries to showcase the purpose of this Excel list. The columns in which the necessary information is collected range – depending on the category – from “Country”, “Local government” or “Name of European project” to “Contact person and position” and/or “Body” to “Website” and “E-mail address”. Observations as well as notes can be inserted under the column “Remarks”.

Country/ies	Name of European project	Contact person + position (if applicable)	Website	Email address	Remarks
	ENGINE (European Network for GI Knowledge and Experience) project	to be filled in	http://backcrisis.europa.eu/	to be filled in	
	BISE (Biodiversity Information System for Europe) project/platforms	Marco Piria	European Commission	to be filled in	
	OpenNESS (Operationalization of natural capital and ecosystem services) project	Prof. Kera Purman - Project Coordinator Finnish Environment Institute (SYKE)	http://www.openness-project.eu/	kera.purman@ymparisto.fi	
	URBES project	to be filled in	to be filled in	to be filled in	
	URBES project	to be filled in	to be filled in	to be filled in	
	WIGIR Working Group on Green Infrastructure and Restoration	Marco Piria	European Commission	marco.piria@ec.europa.eu	
	GI study on behalf of the EC	Lisa Eichler	to be filled in	lisa.eichler@tripleconsulting.com	
	Future Earth - Europe (includes all running European GI, BSES projects)	Thomas Elmqvist	http://www.futureearth.org/	thomas.elmqvist@stockholmresilience.eu	
	Mediverities	Stephanie Grosset	www.mediverities.org	Stephanie.GROSSET@ville-montpellier.fr	
	GreenInfraNet project	Ingrid Bensen - Project Manager Flevoland Province Council	http://www.greennet.nl/en	Ingrid.Bensen@flevoland.nl	
to be filled in	to be filled in	to be filled in	to be filled in	to be filled in	

ANNEX II – DRAFT CONCEPT FOR EUROPEAN LEARNING ALLIANCE

The European Learning Alliance (WP 1, Task 1.3) – to be launched in the second half of 2015 – will be set up to become a continuously growing ‘community of practice’ on key subjects addressed by GREEN SURGE.

The draft concept of the European Learning Alliance is as follows (an elaborated concept for the European Learning Alliance will be shared by ICLEI by June 2015):

Purpose of the European Learning Alliance

The prime purpose of the European Learning Alliance is the *exchange of experiences on urban green infrastructure planning and implementation*. This includes – but is not limited to – lessons learnt from GREEN SURGE activities.

By providing access to the project’s guidelines, tools, data sets and other outputs the European Learning Alliance will also increase the outreach of GREEN SURGE dissemination, thus contributing to the implementation of the project’s communication and dissemination strategy (WP8, Deliverable 8.1).

However, the format and mechanism of the European Learning Alliance will be designed in such a way that interested individuals can directly learn from each other (e.g. through an overall e-mail address servicing those that registered as well as the online profiles the users can fill in to showcase their experience and expertise amongst the other participants).

Scope

Starting point of the European Learning Alliance will be GREEN SURGE consortium partners as well as interested stakeholders in the five Urban Learning Labs (ULLs) and in the 15 other cities on which the so-called tier 1 case studies were developed.

Building on this core group, the European Learning Alliance will be made known to others ‘practicing’ urban green infrastructure planning and implementation, especially those working in local governments and encourage them to join. Of course, experts from outside Europe will also be welcome, but their involvement will not be pursued proactively.

Target audience

The European Learning Alliance will bring urban planners, environmental managers and other relevant city level practitioners and decision-makers involved in the design and implementation of urban green infrastructure together with researchers in the field and with experts leading or being otherwise involved in relevant major projects all across Europe.

Format

The overall format of the European Learning Alliance will follow a ‘community of practice’ approach. The core mechanism for exchange will be a simple mailing list. Further features like a common web platform will still have to be discussed, incl. in terms of budget issues and their viability in the long-term.

Process for setting up the European Learning Alliance

ICLEI will promote the participation in the European Learning Alliance across the entire project consortium. Project partners – and in particular those acting as LA Facilitators and ULL Coordinators – will be encouraged to offer participation to their contacts of other people who are working in the field.

Participation in European Learning Alliance

Interested individuals who want to participate in the European Learning Alliance will have to provide their contact details to ICLEI or register via greensurge.eu.

In order to increase participation, registered people will also be asked to think of experts and stakeholders in their own professional environment and find out whether they might be interested in joining, too.

ICLEI will also promote participation in the European Learning Alliance through its own cities network and other media channels, e.g. through its own institutional newsletter.

Furthermore it is suggested for the GREEN SURGE newsletter, to add a separate box to keep promoting the European Learning Alliance.

Benefits of participation in the European Learning Alliance

The benefits for practitioners and decision-makers will be:

- To be closely connected to green infrastructure specialists from different strands of life.
- To share with them their local problems and solutions.
- To share with them lessons learned from practice.
- To be kept updated with latest results from the GREEN SURGE project
- To become personally invited to virtual project events, such as webinars.
- To become personally invited to 'physical' events, such as Stakeholder Dialogues and the final conference.

The benefits for researchers will be:

- To get firsthand information on green infrastructure planning and implementation all across Europe.
- To be closely connected with relevant actors on the ground from whom they can learn for their own research.

Tentative timeline for European LA activities

<i>Mid June 2015</i>	Initial list of proposed participants for European LA in place
<i>Mid/end of June 2015</i>	Postcard available for promotion of GREEN SURGE
<i>From mid/end of June 2015</i>	Registration for European LA possible on GREEN SURGE website
<i>Sept/Oct 2015</i>	First stakeholder dialogue forum (Milestone 55) brings interested participants of European LA together
<i>Between Nov 2015 and July 2016</i>	Organisation of one or two webinars reflecting 'hot topics' addressed in European LA or presenting key result of GREEN SURGE research as far as deemed relevant for participants of European LA
<i>Sept/Oct 2016</i>	Second stakeholder dialogue forum (Milestone 56) – see above
<i>Between Nov 2016 and Feb 2017</i>	Organisation of one further webinar – see above
<i>March/April 2017</i>	Third stakeholder dialogue forum (Milestone 57) – see above