



Stakeholder Mobilisation Plan



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Author(s)	J. Giannoumis
Contributors	
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Authors | Jessica Giannoumis

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BlueMissionAA aims to build a coordination hub to support the Mission implementation in the Atlantic and Arctic basin. BlueMissionAA focuses on preserving and restoring marine and coastal ecosystems and biodiversity for increased climate resilience. The stakeholder mobilisation plan describes the strategy for stakeholder engagement for BlueMissionAA.

Building on the Portfolio Analysis EU Mission “Restore our Ocean and Waters by 2030” (Chimni et al., 2023), the stakeholder mobilisation plan is designed in such a way that it aligns with the policy recommendations in the Portfolio Analysis. The Report identified a pressing need to build nature restoration programmes around the needs of the people and communities living close to and benefiting from the natural ecosystems. Furthermore, the Report outlines a need to co-create and partner with the regional stakeholders to ensure that governance approaches are appropriate and aligned with both environmental and stakeholder needs. This is reflected in the three-step stakeholder mobilisation plan proposed in this deliverable (Figure 1).

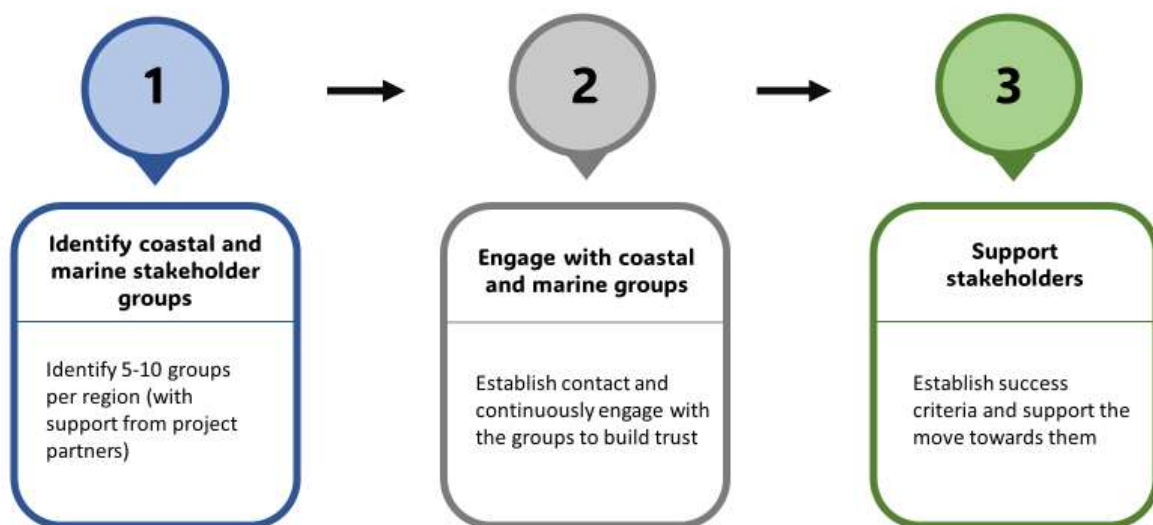


Figure 1 Stakeholder mobilisation plan in three steps with main goals highlighted.

Step 1: Identifying Coastal and Marine Stakeholder Groups

BlueMissionAA will identify and map coastal and marine stakeholder groups that actively engage within their local community and contribute towards the Mission, i.e., active local groups working towards ecosystem restoration and biodiversity.

These stakeholder groups are aligned with the BlueMissionBANOS project which facilitates the development of a sustainable, carbon-neutral and circular economy through stakeholder engagement in the Baltic and North Sea. The stakeholder groups of BlueMissionAA follows the same stakeholder categorisation:

- Fisheries, Aquaculture and Conservation;
- Industries (including blue economy industries and marine renewable energy industries);
- Research and Education;
- Ports and shipping;
- Regions, Islands and Cities;
- Citizens and Youth;
- City Council and other Governmental Representatives;
- MPA

Within each categorisation and within the Atlantic and Arctic region, between five and ten potential groups will be identified. The consortium partners will support the stakeholder identification. The stakeholder identification mapping will be aided and cross-referenced with project partners to ensure that potential stakeholders are captured in the stakeholder mapping.

The selection will include stakeholders from across the Atlantic and the Arctic to ensure a wide spectrum of different stakeholders and to maximise learning opportunities for BlueMissionAA – the stakeholder mapping may evolve over time.

Step 2: Engage with Stakeholder Groups

BlueMissionAA will **engage with the groups** identified in the first step to understand potential pathways of promoting and realising the objectives of BlueMissionAA which are not limited to, but include, the building and mobilisation of governance networks through multidisciplinary and multi-sectoral cooperation building on existing initiatives, in particular those linked to ecological restoration.

1. BlueMissionAA will first engage through establishing contact, building on existing contact points, building trust, and identifying opportunities of collaboration to support both BlueMissionAA and the community, for example through initial surveys, etc.
2. BlueMission will continuously build trust and collaborate with the community to get an in-depth understanding of how the stakeholders operate, engage, and realise their visions. This requires an in-depth understanding of regional differences across the different groups.

Step 3: Support Stakeholders

BlueMission will establish success criteria, to understand how BlueMissionAA can **support stakeholders** in protection and restoration projects and extract valuable learnings to understand how success stories can be replicated elsewhere. BlueMissionAA builds on existing initiatives, in particular those linked to ecological restoration, as such the support of stakeholders is built on building and mobilising governance frameworks and networks through multidisciplinary and multi-sectoral cooperation. The results from our engagement will also feed into D1.4. which will deliver two reports outlining options of appropriate mission governance models to deliver to the Atlantic and Arctic Lighthouse.

1. Through engagement, we seek to raise awareness of BlueMissionAA, encourage and enable stakeholders to engage with BlueMissionAA, and for stakeholders to support and/or endorse mission charters.
2. Through engagement, BlueMissionAA also seeks to understand how stakeholders engage with other stakeholder groups on a governance level. This is underpinned by an interdisciplinary approach that allows insights on a local, regional, national, and cross-regional level. This approach includes close collaboration with stakeholders through continuous engagement – this process will be co-created with the stakeholders and may thus differ between the different regions.

References

- Chimni, G., Failler, P., Galgani, L., Lehne, M., Leoni, S., Mariani, P., . . . Vallette, P. (2023). *Portfolio Analysis EU Mission “Restore our Ocean and Waters by 2030”*
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