



Factsheet 2

From information to mobilisation

For this phase:



Mobilising the various stakeholders who may be affected by your climate change adaptation process is essential to enriching it at every stage.

Informing, mobilisation, dialogue: what's it all about?

Mobilisation involves reaching out to stakeholders to get them involved in a project or process, with a variety of objectives:

- ✎ **Communicating** and informing about the process/project
- ✎ **Gathering information** which is useful for the process/project, and which may be held by certain local stakeholders
- ✎ **Raising awareness** and training stakeholders in the issues involved in the process
- ✎ Involving stakeholders in certain stages of the process, as part of a process of **co-construction**
- ✎ Involving them in certain strategic choices or **decision-making** when justified.

THE DIFFERENT LEVELS OF INVOLVEMENT

There are different levels of mobilisation, depending on the degree of involvement and participation expected:

- ✎ **Informing** is intended to pass on and share information on a subject/project. The logic is 'top-down.'
- ✎ **Consultation** allows stakeholders to be asked for their opinions on a subject/project. There is no guarantee that opinions will be taken into account if they are not in line with the project objectives.
- ✎ The aim of **dialogue** is to get stakeholders to work together to collectively develop proposals for a project.
- ✎ **Joint decision-making** involves taking a collective decision with stakeholders who have a responsibility for the project.

WHAT ABOUT GOVERNANCE?

It is also useful to clarify what comes under the mobilisation of stakeholders and what comes under the governance* of your process.

Governance is the way in which you will 'report' on your process. This means identifying the stages requiring validation and the bodies that will do this. (Who has the authority to validate?)

Ideally, the governance of your adaptation process will be based on the governance already in place within your protected area. But you can also define a specific form of governance for your climate change adaptation process. Governance and mobilisation are, of course, closely intertwined.

🍃 Why mobilise people as part of your adaptation process? 🍃

Depending on the phase of the process, informing and mobilising players/stakeholders can have different objectives:

MOBILISING KNOWLEDGE AND GATHERING INFORMATION

Some of the effects of climate change are not necessarily known to you, but are known to local stakeholders (experts, socio-professional players, local residents, etc.). This is the case, for example, of the potential effects of climate change on human activities at the level of the protected area and its interdependence zone. It is therefore useful to meet with these stakeholders to gather a range of information.

PROMOTING OWNERSHIP AND ACCEPTANCE OF YOUR ADAPTATION PROCESS

Climate change is a complex subject that needs time to be appropriated and accepted. Communication, awareness-raising and education are often essential in this area.

Adapting to climate change can also engender reluctance, controversy and even conflicts of interest, which it is best to anticipate and 'de-escalate' by involving stakeholders as early as possible in the process and in the development of the actions to be implemented.

What's more, adaptation cannot be carried out alone: some of the measures in your adaptation plan will depend on local stakeholders, and conversely, the adaptation measures implemented in the interdependence zone may affect or have an impact on your protected area. The closer your links with local stakeholders, the more likely you will be able to identify levers for action and synergies and overcome obstacles.

INVOLVING STAKEHOLDERS TO ENSURE THAT THE PROTECTED AREA IS FIRMLY ROOTED IN THE LOCAL AREA AND TO SHARE THE ADAPTATION PROCESS

Since climate change is a 'common issue' for all regions, taking action to adapt to climate change means going out and meeting local stakeholders, 'getting out of your protected area,' both to provide information and publicise your process, but also to share and even co-construct certain adaptation actions. Your adaptation process is therefore an opportunity to strengthen **the territorial roots of your protected area**.

TERRITORIAL ANCHORING (IN GEOGRAPHY)



Refers to the sense of belonging of individuals, or collectively of societies, to an area. As a territory is defined by the appropriation of space, anchoring is a component of this appropriation.

TERRITORIAL ANCHORING (ACCORDING TO RNF)



«The anchoring of a geographical entity (such as a nature reserve) is linked to the appropriation of that entity by local players and to the integration efforts made by that entity.»

TERRITORIAL ANCHORING ASSESSMENT

Réserves Naturelles de France and the LPO have developed and tested a methodology for carrying out a territorial anchoring assessment to enable a protected area to evaluate the level of ownership of the site by local stakeholders. This assessment is based on a sociological survey. It should be noted that in this survey, four metrics address the level of knowledge and awareness of climate change and how the protected site's management choices adapt to climate change.

To find out more, see the [tool box](#).

Who should you mobilise in your adaptation process?







In terms of mobilisation, you might refer to **actors or stakeholders**: these are all the people or structures affected by the project you are working on.

In the case of your adaptation project, the stakeholders should be identified within the protected area team, its partners and local stakeholders. It is also useful to identify who you are going to involve in the governance of the protected area, for everything to do with the decision-making and communication processes inherent in the protected area.

How do you go about it?

1. IDENTIFY THE STAKEHOLDERS INVOLVED IN YOUR ADAPTATION PROCESS:

A wide variety of stakeholders in and around the protected area can contribute to the adaptation process:

-  The protected area team (team with direct links and/or within the structure in other departments)
-  Climate, natural heritage or other experts
-  Local authorities (technical experts and elected representatives) and government departments
-  Socio-economic players (agriculture, forestry, tourism and leisure, etc.)
-  Local associations (environment, hunting, fishing, etc.)
-  Local residents and/or users.

It's up to you to identify and choose who to involve at the various stages of the process, depending on your objectives, the context and your resources.

2. IDENTIFY THE LEVEL OF INTEREST OF THE STAKEHOLDERS

For example, ask them about their current vision of the protected area and their apparent interest in the subject of climate change. What are their expectations of your adaptation process? What could be potential bottlenecks? etc.

3. IDENTIFY YOUR OWN NEEDS AND EXPECTATIONS IN TERMS OF THE STAKEHOLDERS INVOLVED IN YOUR PROCESS






This involves clarifying your objectives, needs and expectations of stakeholders: why do you want to involve them? What do you need? To do this, you can use the objectives set out above in this factsheet. («Why involve stakeholders in your adaptation process?») You should also remember to identify the stakeholders who are 'key' to the success of your process.

4. PRIORITISE THE STAKEHOLDERS TO BE MOBILISED AND DEFINE THEIR LEVEL OF INVOLVEMENT

The previous steps will enable you to prioritise the stakeholders to be involved (for example, by examining their interest in the subject and their impact on the protected area) and to define their role in your process and their level of involvement (providing information, consultation, dialogue, co-construction and joint decision-making, etc.). Will they be direct contributors to the process? Will it be more a question of informing them or raising their awareness? Will they have a decision-making role? If so, are they part of your governance?

5. DEFINE THE WAYS IN WHICH STAKEHOLDERS WILL BE INVOLVED

Different methods of involving stakeholders can be deployed, depending on your objectives, your needs, the stakeholders involved and, of course, your context:

-  Interactive workshops
-  Individual interviews or interviews with groups of stakeholders
-  Phone interviews
-  Online questionnaires
-  Technical or thematic working groups,
-  etc.

PHASE	Example target groups	Example associated objectives and level of involvement (information / consultation / dialogue / joint decision-making)	Example possible tools and advice
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IMMERSION AND PLANNING	Protected area team	<p>Raise awareness about the process ▶ Informing</p> <p>Assess adaptation to and perceptions of climate change ▶ Consultation</p> <p>Define the process to be adopted ▶ Dialogue</p> <p>Integrate the process into current activities ▶ Joint decision-making</p> <p>Collect information on the protected area ▶ Consultation</p>	<p>Emails, bilateral exchanges, meetings, questionnaires, etc.</p> <p>You can reuse elements of the Natur'Adapt guide (diagram of the process, etc.).</p> <p><i>Remember to ex-plain what the process is, but also what it isn't (scientific study, etc.)!</i></p>
Consultation bodies (SC, committees, etc.) Decision-making bodies (board of directors, etc.)	<p>Raise awareness among partners and stakeholders of the process and the initiative that will be adopted ▶ Informing</p> <p>Assess adaptation to and perceptions of climate change ▶ Consultation</p> <p>Initiate synergies, convergences and complementarities with other processes or initiatives in the area ▶ Consultation</p>		
Partners and key players in the protected area and the region			

PROSPECTIVE ANALYSIS – CLIMATE	Climate experts (academics, local IPCCs, etc.)	<p>Collect information and data (local weather stations) ▶ Consultation</p> <p>Legitimise/validate the climate report ▶ Dialogue, joint decision-making</p>	<p>Emails, bilateral exchanges, meetings, etc.</p> <p>Opinion surveys, dissemination of the climate report, discussion workshops, etc.</p> <p><i>Examine local knowledge and scientific data, get stakeholders to express their feelings and observations, invite an expert to your meetings, etc.</i></p>
Protected area team			
Consultation and decision-making bodies	<p>Assess adaptation to and perception of climate change ▶ Consultation</p> <p>Raise awareness of the effects of climate change ▶ Informing</p>		
Partners and key players in the protected area and the region			

PHASE	Example target groups	Example associated objectives and level of involvement (informing / consultation / dialogue / joint decision-making)	Example possible tools and advice
PROSPECTIVE ANALYSIS – HUMAN ACTIVITY	Protected area team	Refine and validate the selection of objects of analysis for human activities ▶ Dialogue, joint decision-making	Emails, bilateral exchanges, meetings, workshops, etc.
	Consultation and decision-making bodies		
	Partners and key players in the protected area and the region	Collect information on human activities (with an impact on the protected area), their potential change under the effect of climate change and human activities. ▶ Consultation Raise awareness of the effects of human activities on nature, including in the context of climate change ▶ Informing	Surveys, interviews, interactive workshops, etc. <i>Be sure to clarify your position/ legitimacy and your objectives/ expectations</i>
PROSPECTIVE ANALYSIS – NATURAL HERITAGE	Protected area team	Refine and validate the selection of objects of analysis for the natural heritage of the protected area ▶ Dialogue, joint decision-making	<i>Bilateral exchanges, meetings, workshops, interviews, etc.</i> <i>To facilitate the positioning of experts on the vulnerability of natural heritage: Define a level of confidence, specify that the opinion applies 'based on current knowledge,' etc.</i>
	Consultation and decision-making bodies		
	Nature experts	Gather the necessary knowledge and information, possibly contribute to the vulnerability assessment ▶ Consultation, dialogue	
	Neighbouring protected areas with a climate similar to the future climate	Identify potential new arrivals ▶ Consultation	
PROSPECTIVE ANALYSIS – HUMAN ACTIONS	Protected area team	Refine and validate the selection of objects of analysis on management actions and resources ▶ Dialogue, joint decision-making	Meetings, interactive workshops, etc.
	Consultation and decision-making bodies	Support the analysis of protected area management actions and resources ▶ Consultation, dialogue	

PHASE	Example target groups	Example associated objectives and level of involvement (information / consultation / dialogue / joint decision-making)	Example possible tools and advice
ADAPTING MANAGEMENT	Protected area team	<p>Share the results of the vulnerability assessment and the prospective report ▶ Informing</p> <p>Co-construct and share the adaptation plan ▶ Consultation, dialogue or joint decision-making, depending on the players and actions involved</p>	Meetings, interactive workshops, questionnaires, etc.
	Consultation and decision-making bodies		At this stage, communicating / presenting / sharing / co-constructing adaptation measures makes it much easier for local players to take ownership of your plan.
	Partners and key players in the protected area and the region		

BILAN ET CAPITALISATION	Protected area team	<p>Report on the process and shared reflection on the changes brought about by the process for the team ▶ Consultation, dialogue</p>	<p><i>Meetings, interactive and creative workshops</i></p> <p><i>There are a number of possible formats for reporting on your process: reports, diagrams, drawings, videos, etc.</i></p>
	Consultation and decision-making bodies	<p>Present and share the report ▶ Information to consultation</p>	<p>Emails, meetings, workshops, etc.</p>
	Partners and key players in the protected area and the region		
	Other protected area managers	<p>Give feedback to your peers on the adaptation process ▶ Informing</p>	<p><u>naturadapt.com</u> but also: webinars, conferences, technical meetings, etc.</p>

