

**National Consultation Seminar on Important  
Water Management Issues  
10<sup>th</sup> December 2007, Nicosia**

**Maeve O’Keeffe**

**Learning & Development Manager**

**The Environment Council**

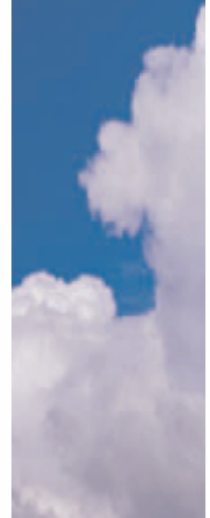
**The UK charity** dedicated to

*Better conversations,*

*Better decision-making*

[www.the-environment-council.org.uk](http://www.the-environment-council.org.uk)

**The Environment Council**



# The Environment Council



**The UK charity with a multi-faceted approach to improving sustainability decision-making:**

- **Advocacy**
- **Delivery of engagement projects**
- **Learning and Development**

# Water Framework Directive (WFD)

Article 14 of the WFD requires  
*‘encouragement of the active involvement of all interested parties in the implementation of the Directive.’*

- Balancing the interests of various groups
- Enforceability
  - transparency
  - citizen involvement
  - care over implementation



# Challenges for engagement in WFD

- Long timescales
- Diverse sectors and people
- Changes over time
- UK approach:
  - right people, right place, right time
  - keeping them there!



# UK Approach to River Basin planning



March 2006: Scoping workshops helped develop the framework for PSE

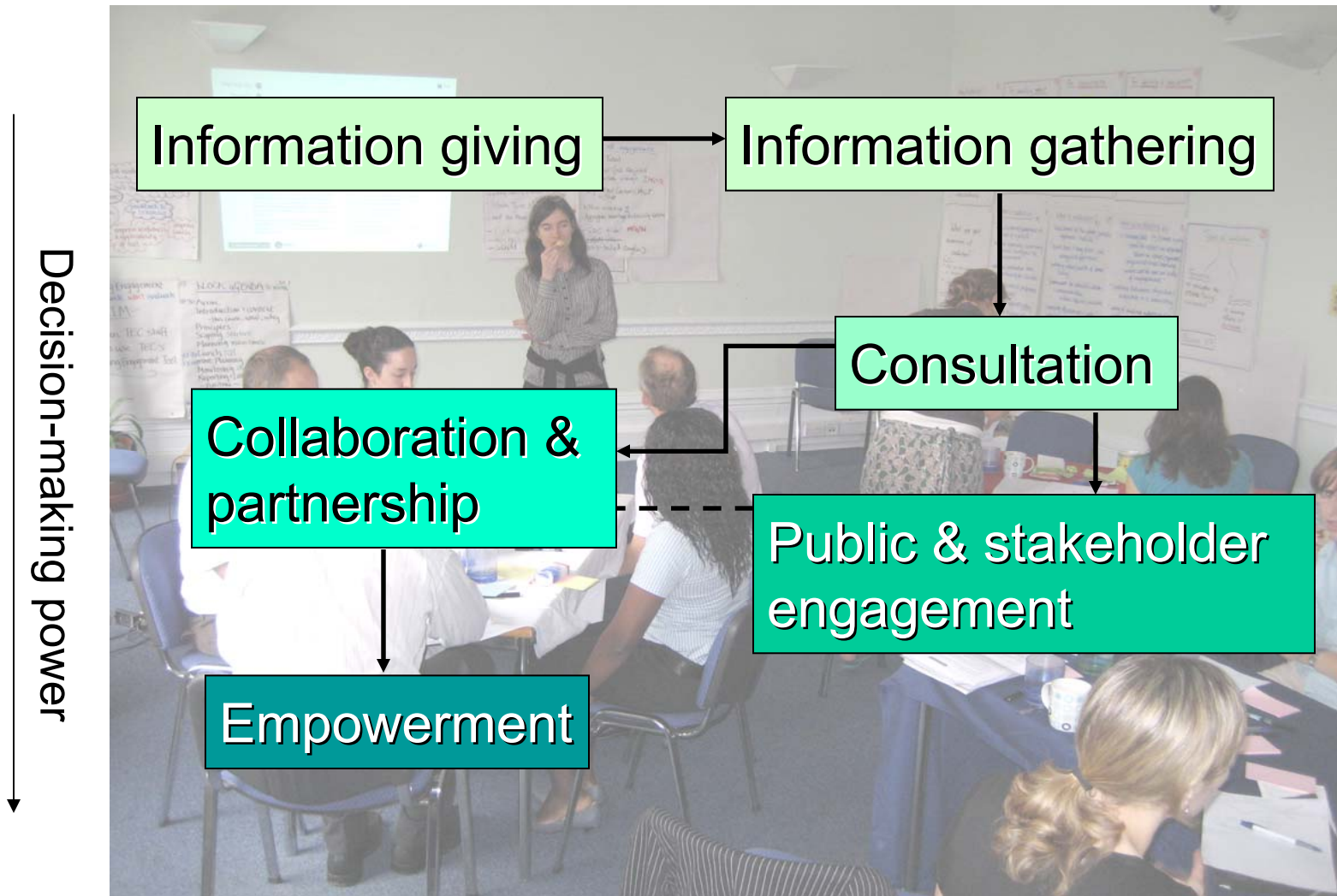
- Development of a core baseline process plan  
→ parity in national approach : regional flexibility
- Coaching and consultancy

July 2006: 1<sup>st</sup> panel meetings

- Training for EA Regional Directors and River Basin Managers

Ongoing advice & guidance, including training & coaching in communication and facilitation skills

# Typology of Engagement



# Lessons learned from other PSE

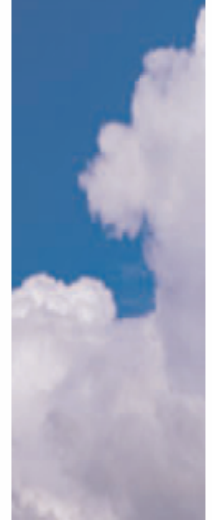


## Brecon Beacons National Park Management Plan

- We worked with them to design engagement strategy
- Co-facilitated first workshop
- Process designed to work with stakeholders on issues important to them – what can you do?
- Building of shared objectives – same as WFD
  
- Engagement = collaborating to work out what we're seeking to achieve
- Consultation = seeking views on an existing plan

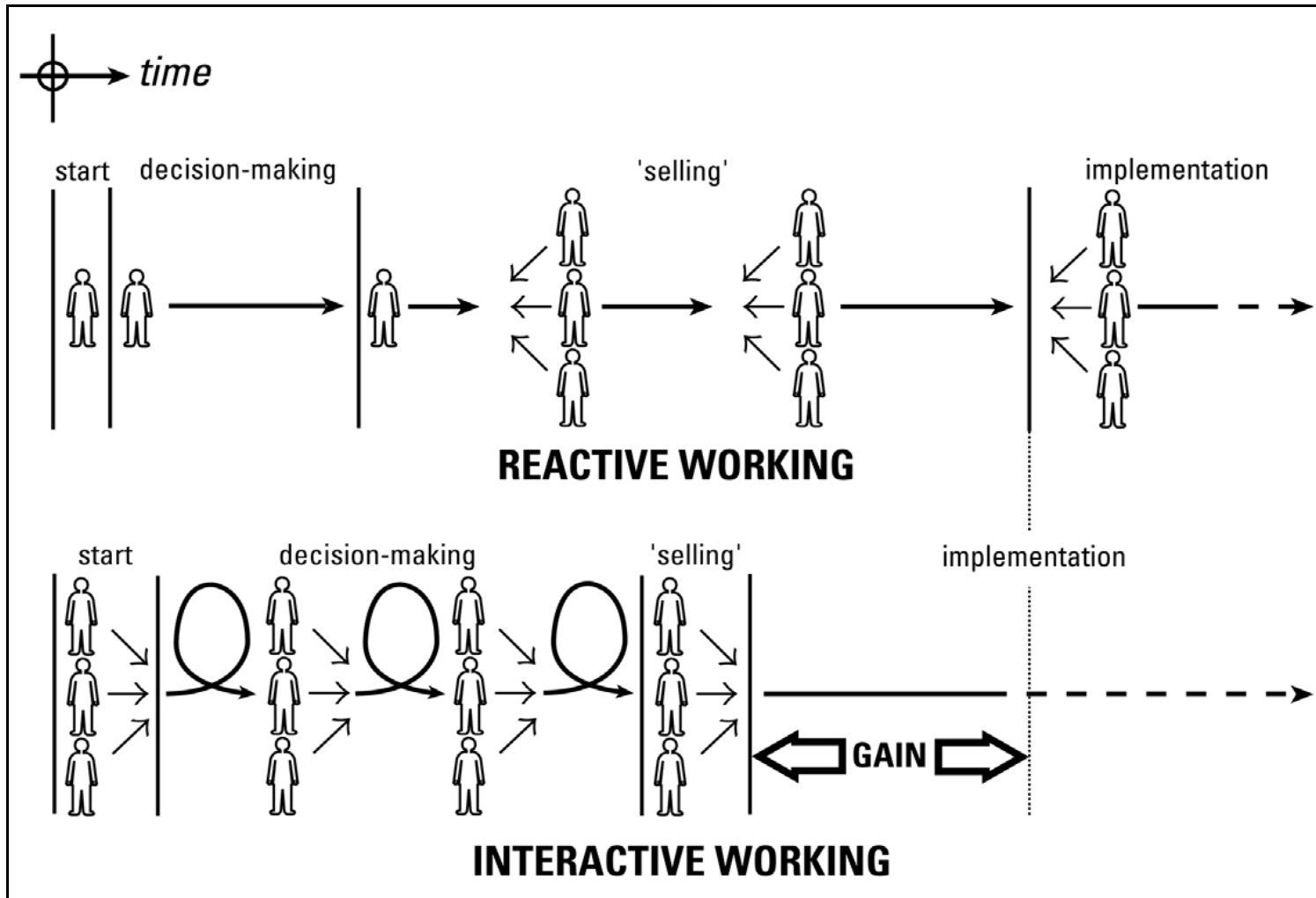
# Better conversations... better decision-making

- Decide, Announce, Defend – the traditional decision making process.
  - Creates a win/ lose
  - No support for implementation
  - No trust and little understanding
- Participate, Agree, implement
  - More work up front
  - More sustainable decisions





# Re-active and Interactive working



# Evaluating engagement

A guidance tool for those aiming to increase the accountability and effectiveness of stakeholder engagement processes

- How to use this guide
- Evaluation - what and why
- Principles
- Guidelines
- Training

## WHY?

- impact
- accountability
- learning & development



# Principles of good engagement

- Inclusiveness
- Transparency openness & clarity
- Independence
- Resourcing
- Commitment
- Accessibility
- Accountability
- Responsiveness
- Willingness to learn
- Productivity
- Evaluation

[www.the-environment-council.org.uk](http://www.the-environment-council.org.uk)



# Key messages

- involve people at earliest opportunity
- design a process that provides equal opportunity to all
- evaluate

**Maeve O’Keeffe**

**Learning & Development Manager**

**[maeveo@envcouncil.org.uk](mailto:maeveo@envcouncil.org.uk)**

**+44 (0) 207 632 0118**

