



Stakeholder Engagement Strategy

Fact Sheet

The CRC for Water Sensitive Cities' (CRCWSC) Integrated Research Project 2 (IRP2) aims to develop an economic evaluation framework – plus associated tools and training – to identify and quantify the economic, environmental, and community values of investing in water sensitive practices and systems.

To ensure an accepted and well-aligned economic evaluation framework, it is essential that the project engages stakeholders so that they inform and participate directly in the design process. IRP2 is therefore underpinned by a strong engagement strategy that clearly articulates the commitment being made to stakeholders at their various levels of participation.

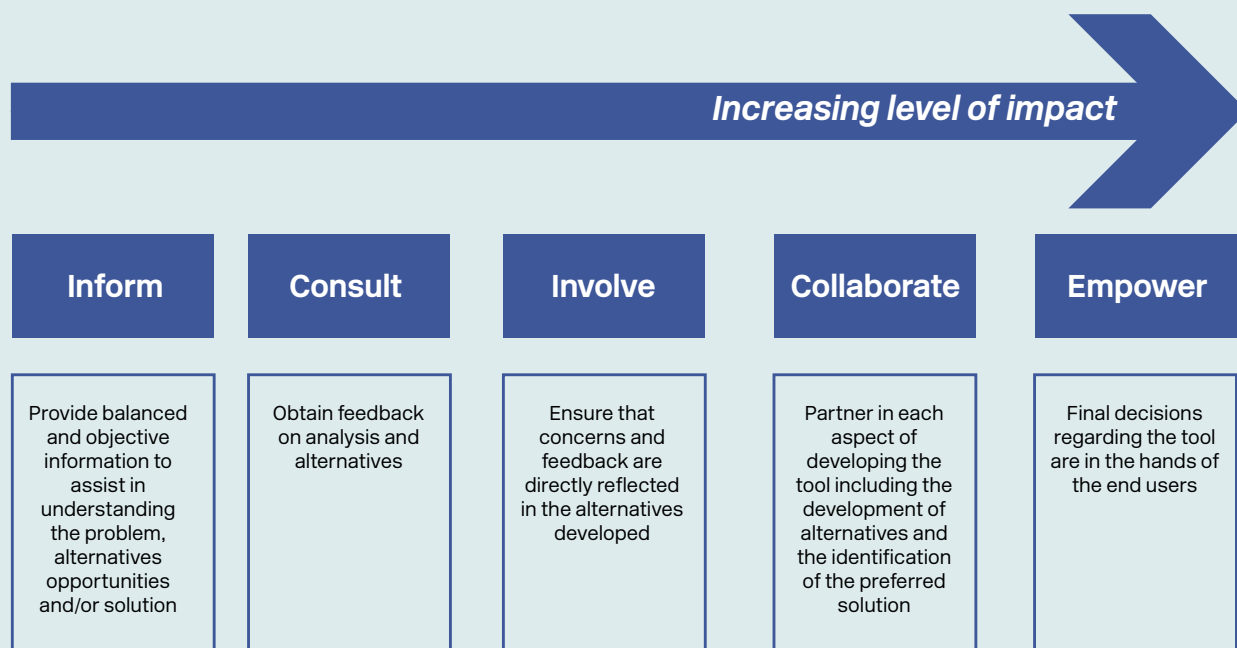
Strategy overview

IRP2 has developed a stakeholder engagement strategy to maximise opportunities for key end users to use the project's tools, information, and lessons. The specific objectives of this strategy are to:

- understand stakeholder needs, and preferences for being engaged
- raise general awareness that the framework and associated tools are being developed
- identify key stakeholders, especially targeted end users in state government, local government and water utilities
- encourage adoption by possible future users.

Level of engagement

IRP2's engagement approach follows that developed by the International Association for Public Participation. The Spectrum has been used as a framework for deciding what level of engagement is appropriate for each target audience, based on the notion that different stakeholders will have different goals, time frames, and levels of interest in the project and its outputs. These levels of engagement determine the nature of all engagement activities for each stakeholder group.



Stakeholders

External stakeholders are generally water utilities and local government bodies (councils, agencies) actively seeking to make investment decisions about water sensitive cities technologies, now or in the future. This also includes important influencers in the area of decision-making, namely regulators and treasuries. To reflect different interests and types of involvement, external stakeholders are grouped into four categories. Engagement with internal stakeholders is covered elsewhere.

Engagement activities

A range of communication activities will align with existing CRCWSC and industry platforms to provide information, seek feedback, and involve stakeholders in the project. These include digital avenues (newsletter, website, teleconferences, industry notes, reports, webinars, and social media) and face-to-face communication (interviews, meetings, presentations, workshops, and industry events).

Target Audience	What is their involvement in IRP2?	Level of Engagement
Active end users	Commit to using the framework and associated tools for real decision-making during the life of the project.	Collaborate
Case study end users	Test the framework and associated tools during the project, and actively inform their development, but do not necessarily use the tool for real decision-making.	Involve
Treasuries and regulators	Influence the acceptability of the framework and associated tools for investments in water sensitive urban design technologies.	Involve
Indirect end users	Interested in using the framework and associated tools for real decision-making, but have not yet committed to using or testing them.	Inform

About the research & further reading

Please refer to the website for further details about Project IRP2: Comprehensive economic evaluation framework. For more detail on IRP2's Stakeholder Engagement Strategy, please see publication "IRP2 Stakeholder Engagement Strategy."

Further information



Dr Md. Sayed Iftekhhar
School of Agriculture and Environment
The University of Western Australia
mdsayed.iftekhhar@uwa.edu.au



Ms Tamara Harold
School of Agriculture and Environment
The University of Western Australia
tamara.harold@uwa.edu.au



Level 1, 8 Scenic Blvd
Monash University, Clayton
Victoria 3800, Australia



info@crcwsc.org.au



<https://watersensitivecities.org.au/content/project-irp2/>



@crcwsc



CRC for
Water Sensitive Cities

© 2017 - CRC for Water Sensitive Cities Ltd.