

Can Social Science be Tool-ified? Stakeholder Engagement in Adaptation Planning



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The Problem



Source: *National Climate Assessment and America's Climate Choices*



Involving Stakeholders is Critical to Success

“The science and assessments are great, but it won’t even matter unless we engage the right people in the right way, at the right time, to get our plan adopted.”

- Bay Area planner

“Argh. Why can’t I just find a magical formula for stakeholder engagement?!”

- San Diego manager

(S + P)*\$5 = Success!?



The Solution?

- What: Interactive stakeholder assessment and engagement planning tool, drawing on environmental negotiations; communications; decision theory, and social network analysis.
- How: Web-based module consisting of workbooks, resources, and data visualizations.
- Who: Coastal planners and managers creating adaptation plans.
- Where: Mid-size coastal towns in California (test case)
- Why: Successful stakeholder engagement = higher likelihood that plan will be adopted, better buy-in for strategies.
- When: Use at the BEGINNING of project, then periodically to check against progress and assumptions, and access resources as you need them.



Parameterization

Questions: What information can be binned? How do we map strategies to stakeholders?

Answers: Series of interactive worksheets to help user understand the stakeholder universe for their adaptation plan.

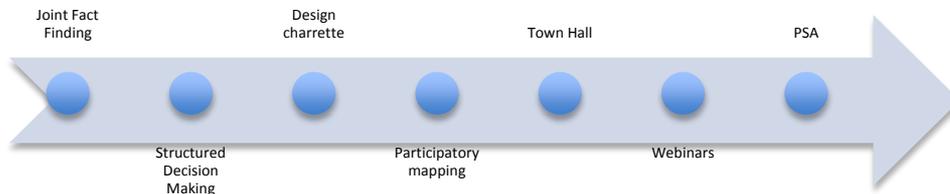
Name	How Affected		Attitudes toward plan		Role in Adopting Plan		Strategies for Engagement		
	Stake	Geography	Influence	Support	Stages involved	Tasks	Messages	Messengers	Tactics



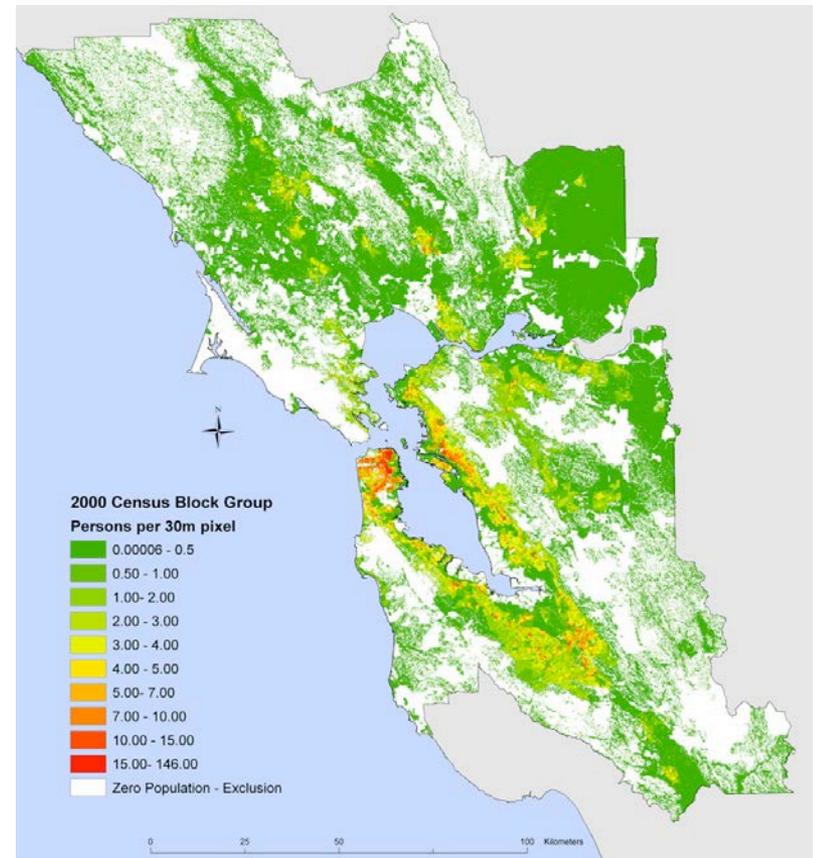
Strategic Spatial and Temporal Overlays

Question: How can we overlay this with spatial and temporal information to create strategic communications plans?

Answer: Maps and other visualizations linked to process



Sample Timescale for Engagement Tactic



Source: USGS

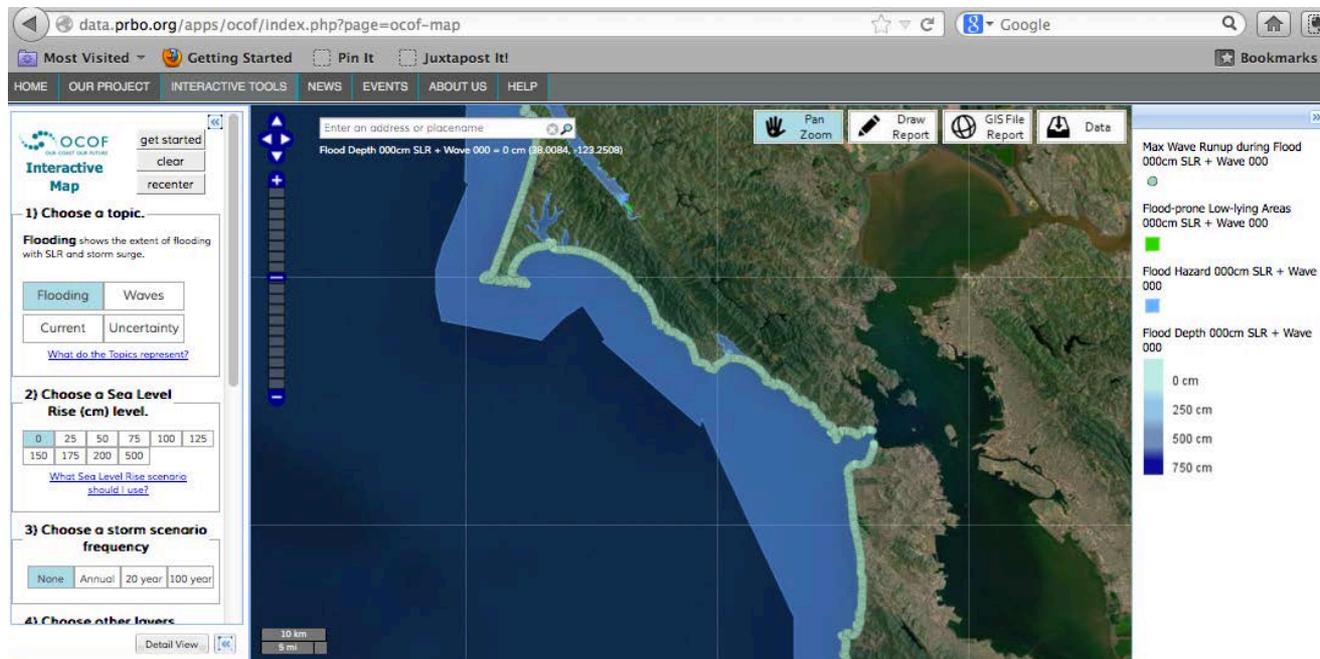


User Interface and Integration

Question: How can we build this to be modular, useful, and useable?

Answer: Interactive, web-based toolkit that scales from rapid prototyping to deep exploration of social science theory and literature

- OR -- integrated into existing DSTs?



Next Steps

1. Listen to your thoughts and comments
2. Refine questions and methods
3. Secure additional funding
4. Identify other test cases



Thank you!

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