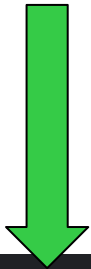# Welcome to
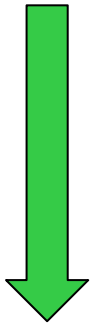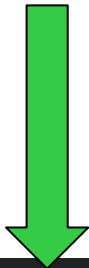## Using Social Science for Stakeholder Engagement

How to Interact

Mute and unmute
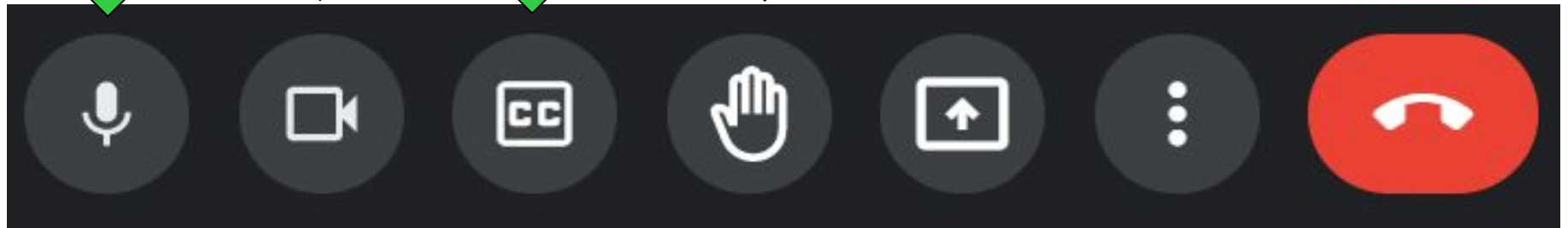
Camera on/off

Activate Closed Captions

Raise and Lower Hand
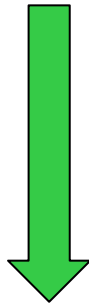
Welcome to
Using Social Science for Stakeholder Engagement

Introductions

Click the chat box icon in the bottom right hand corner
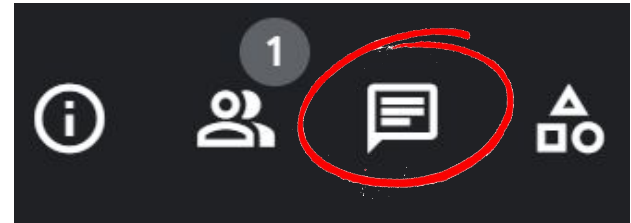
Please introduce yourself in chat by sharing the following:

- Name

- Organization

- Share a coastal management issue of interest that is influenced by human behavior

Share Your Coastal Management Issue

Where Are We Going?

"Recognize social science disciplines"

Defining the problem

Analyzing stakeholders

Engaging stakeholders

Takeaways

Social Science

Social Science

describing, explaining, and predicting
human behavior and institutional structure in
interaction with their environments

Social Science Disciplines & Your Coastal Management Issue

Major Social Science Disciplines

Which of these apply to your work?

- Anthropology
- Geography
- Sociology
- Political Science
- Psychology
- Economics

Where Are We?

Recognize social science disciplines

"Defining the problem"

Analyzing stakeholders

Engaging stakeholders

Takeaways

Defining the Problem

Biophysical

Social

Behavioral
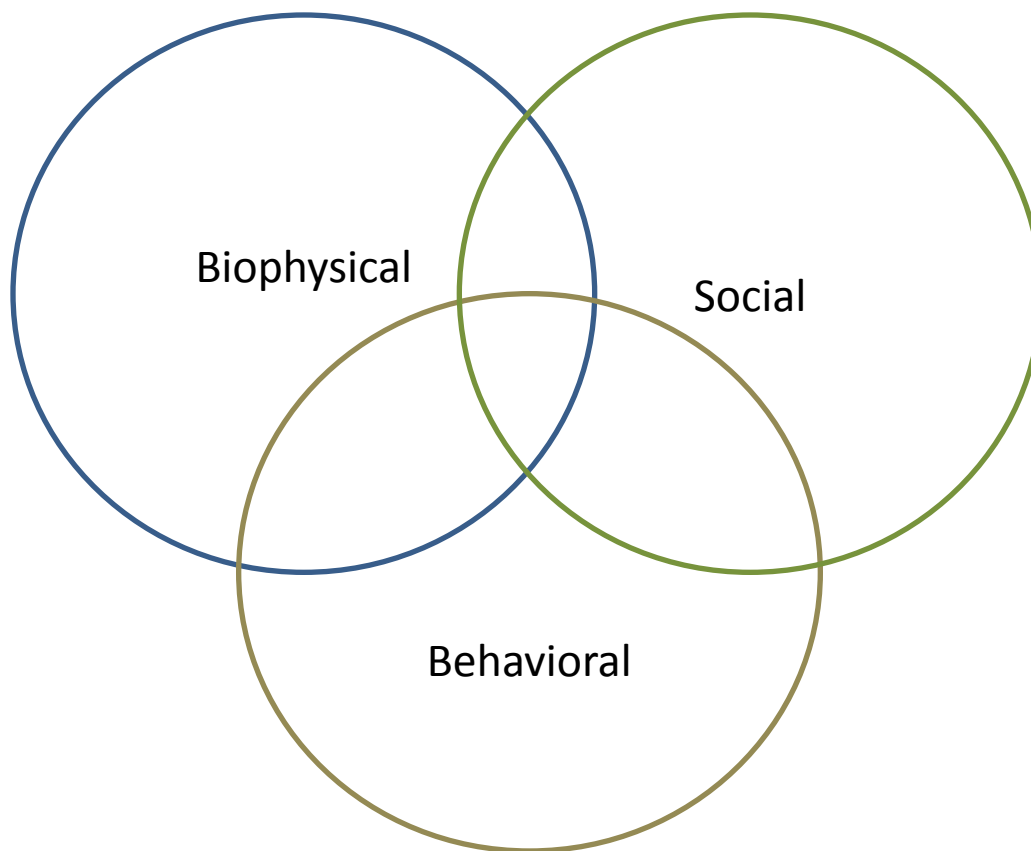
Defining the Problem

"If I were given 1 hour to save the planet, I would spend 59 minutes defining the problem and 1 minute resolving it."

Defining the problem

The Five Whys[1]	Key questions	We know......but......therefore.......
This technique involves iteratively asking 'why' to explore the cause-and-effect relationships of a particular problem. It is called 'five whys' because that is the average number of iterations needed to identify a root cause.		

Defining the problem

The Five Whys[1]	Key questions	We know......but......therefore.......
	This technique involves stepping through a series of key questions intended to uncover the multiple dimensions of a particular problem. • What is the problem? • Why does the problem exist? • Who or what is causing the problem, who is affected by it? • What is the desired state relevant to your problem? • What prevents the desired state from being achieved at the present time?	

Defining the problem

The Five Whys[1]	Key questions	We know......but......therefore.......
		This technique consists of simple 3-part framework for creating a problem statement. Each component should be 1-2 sentences. 'We know' component - a brief summary of your experience and pertinent knowledge about your coastal management issue. 'But' component - a brief description of what is unsatisfactory about the current state. 'Therefore' component - a statement or list of ideas with potential to address the issue

Defining the Problem Activity

- In breakout groups

- Introduce yourselves: Name, affiliation, coastal issue summarized in one sentence **(3 mins)**

- Group selects an issue and technique **(3 mins)**

- Identify a recorder **(1 min)**

- Apply the technique for the selected issue **(8 mins)**

- Total activity time 15 minutes

Defining the Problem

Describe the problem or issue in the space provided below. Be simple and brief.

The Five Whys[1]	Key questions	We know……..but…...therefore…….
This technique involves iteratively asking 'why' to explore the cause-and-effect relationships of a particular problem. It is called 'five whys' because that is the average number of iterations needed to identify a root cause.	This technique involves stepping through a series of key questions intended to uncover the multiple dimensions of a particular problem. • What is the problem? • Why does the problem exist? • Who or what is causing the problem, who is affected by it? • What is the desired state relevant to your problem? • What prevents the desired state from being achieved at the present time?	This technique consists of simple 3-part framework for creating a problem statement. Each component should be 1-2 sentences. 'We know' component - a brief summary of your experience and pertinent knowledge about your coastal management issue. 'But' component - a brief description of what is unsatisfactory about the current state. 'Therefore' component - a statement or list of ideas with potential to address the issue

Where Are We?

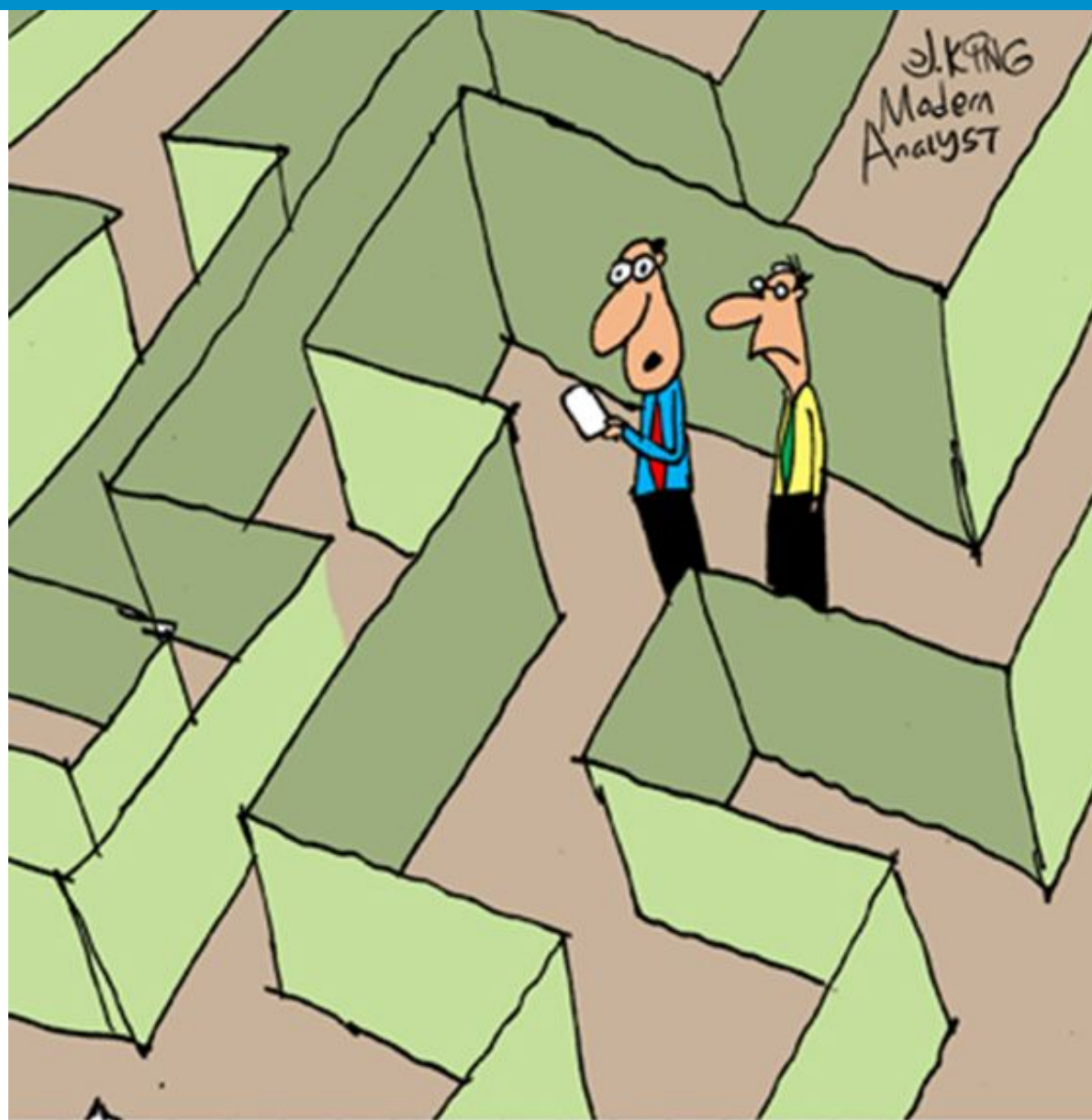Recognize social science disciplines

Defining the problem

"Analyzing stakeholders"

Engaging stakeholders

Takeaways

"I'm hoping this new GPS can help me find the right stakeholders for my project."

Define a stakeholder?

Stakeholders are.............

those who have an interest in or are affected by a decision

or those who have influence or power in a situation

Categorizing Stakeholders

Estuaries: Where Rivers Meet the Sea

Stakeholder Category #1

Live   **Work**   **Play**

Intentional and Inclusive Engagement

Stakeholders who live near a resource is a BROAD group!

Executive Order On Advancing Racial Equity and Support for Underserved Communities (January 2021- 13985)

"The Federal Government should pursue a comprehensive approach to advancing equity for all, including people of color and others who have been historically underserved, marginalized, and adversely affected by persistent poverty and inequality."

Stakeholder Category #2

those interested in a resource's use or non-use

Stakeholder Category #3

processes used to make decisions

Stakeholder Category #4

who pay the bills

Stakeholder Category #5

**represent community members or
who are legally responsible for public resources**

Stakeholder Categories

Category #1	**live, work, and play**
Category #2	**those interested in a resource use or non-use**
Category #3	**processes used to make decisions**
Category #4	**who pay the bills**
Category #5	**represent community members or who are legally responsible for public resources**

Stakeholder Roles

Participant

Interest & no strong position

Advocate

Strong position &
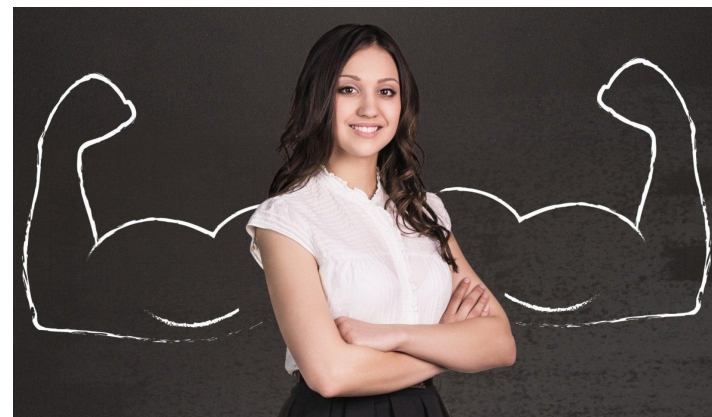support specific policy decision

Representative
Participates for group or organization &
Decision authority?

Decision-maker
Make & implement decisions

Information Provider
Provide data/information &
Technical expert/source local knowledge

Stakeholders Interests and Positions

- **<u>Interests</u>:** underlying needs or concerns for an issue

- **<u>Positions</u>**: chosen approach to protect their interests

KEEP OUT OF DUNES

WALKING IN DUNES DAMAGES THE FRAGILE ENVIRONMENT

Time for a poll

Click on this icon in the lower right hand corner

Click the second option "Polls" to open the poll

Polls
Get a quick pulse of the audience

Which is the Stakeholders Interest and which is their Position?

#1

#2

Stakeholder Analysis

"Used to identify and understand those who have an interest or stake in an issue"

Stakeholder Analysis

Problem or Issue:

Stakeholders	Interest(s)	Position	Role(s)

Stakeholder Analysis Activity

- In the same breakout groups

- Take the redefined problem from the previous activity and apply it to the Stakeholder Analysis

- Using Job Aid #3 and the Introduction to Stakeholder Engagement Participation Guidebook for reference.

- Identify a recorder

- Total activity time 15 minutes

5 minutes

Where Are We?

Recognize social science disciplines

Defining the problem

Analyzing stakeholders

"Engaging stakeholders"

Takeaways

Engaging Stakeholders

Stop, Think, Evaluate

Engaging Stakeholders

Engaging Stakeholders

Engaging Stakeholders

Consider the following factors

Resources

Skill Level

Time

Legitimacy

Engaging Stakeholders

Consider the following factors

Resources

Engaging Stakeholders

Consider the following factors

Resources

- Money
- People
- Transportation
- Venues

Engaging Stakeholders

Consider the following factors

Skill Level

Engagement that is **poorly** done can have a **legacy** effect

Engaging Stakeholders

Consider the following factors

Time

Plan for **1 hour of data = 5 hours** of transcription

Engaging Stakeholders

Consider the following factors

Legitimacy

Are you or your agency the **right individual/entity** to be conducting the engagement?

OFFICE FOR COASTAL MANAGEMENT
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

Engagement Crossroads

Takeaways

Help Is Available

Questions?

Brenna.Sweetman@noaa.gov

NOAA Office for Coastal Management