

COURSE N.2: Destination Management

Module N.1: Destination Management Structure And Responsibilities

Stakeholder Engagement (summarized in 10 steps!)



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About me

Facilitation & Culture Coordinator and
Good Vibe Manager in Etifor.

From social statistics to stakeholder
engagement, mainly in environmental
contexts but on every kind of topic...



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Step 1. Why?

Quality of
decision

Democracy in
decision

Social
cohesion

Step 2. Why not?

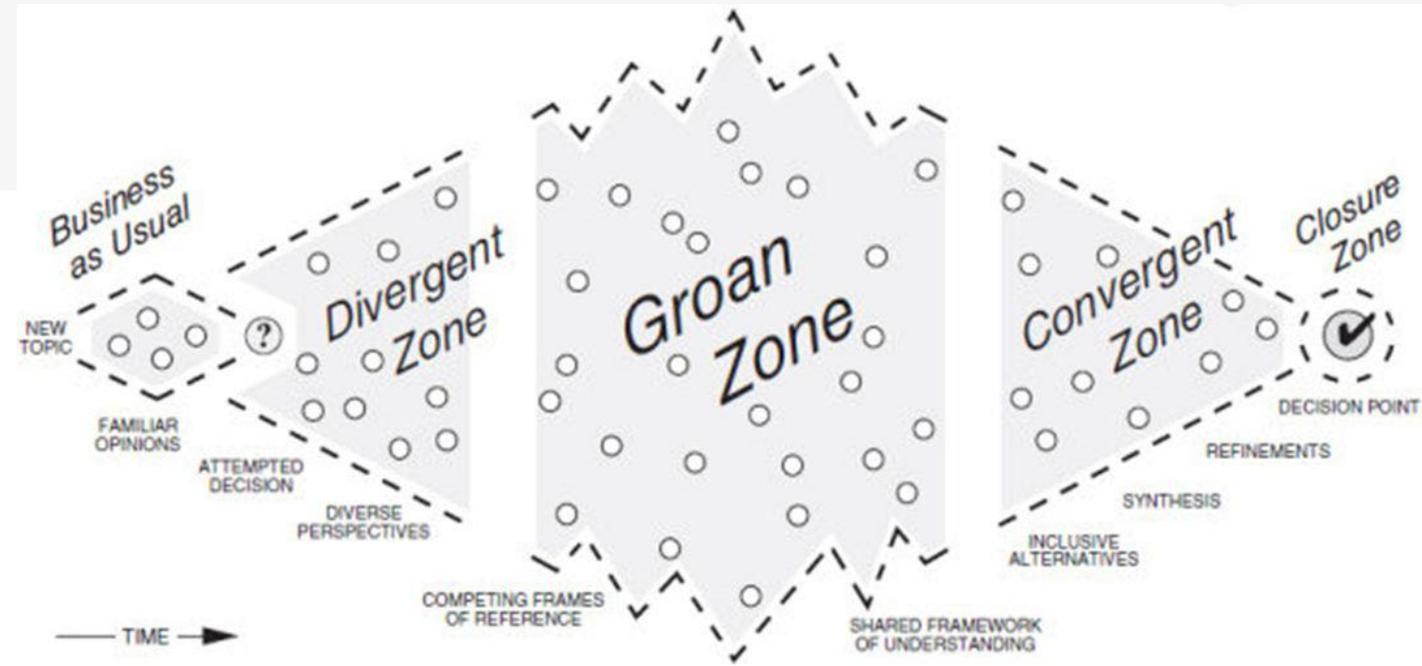
Stakeholder engagement creates expectations!

Do not use participatory approaches if you are not able to handle expectation.

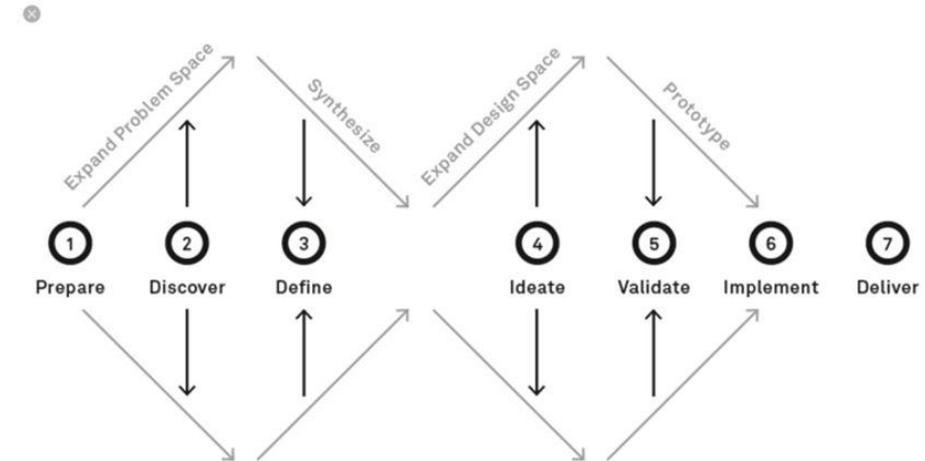
Step 3. What is it?



Step 4. When?

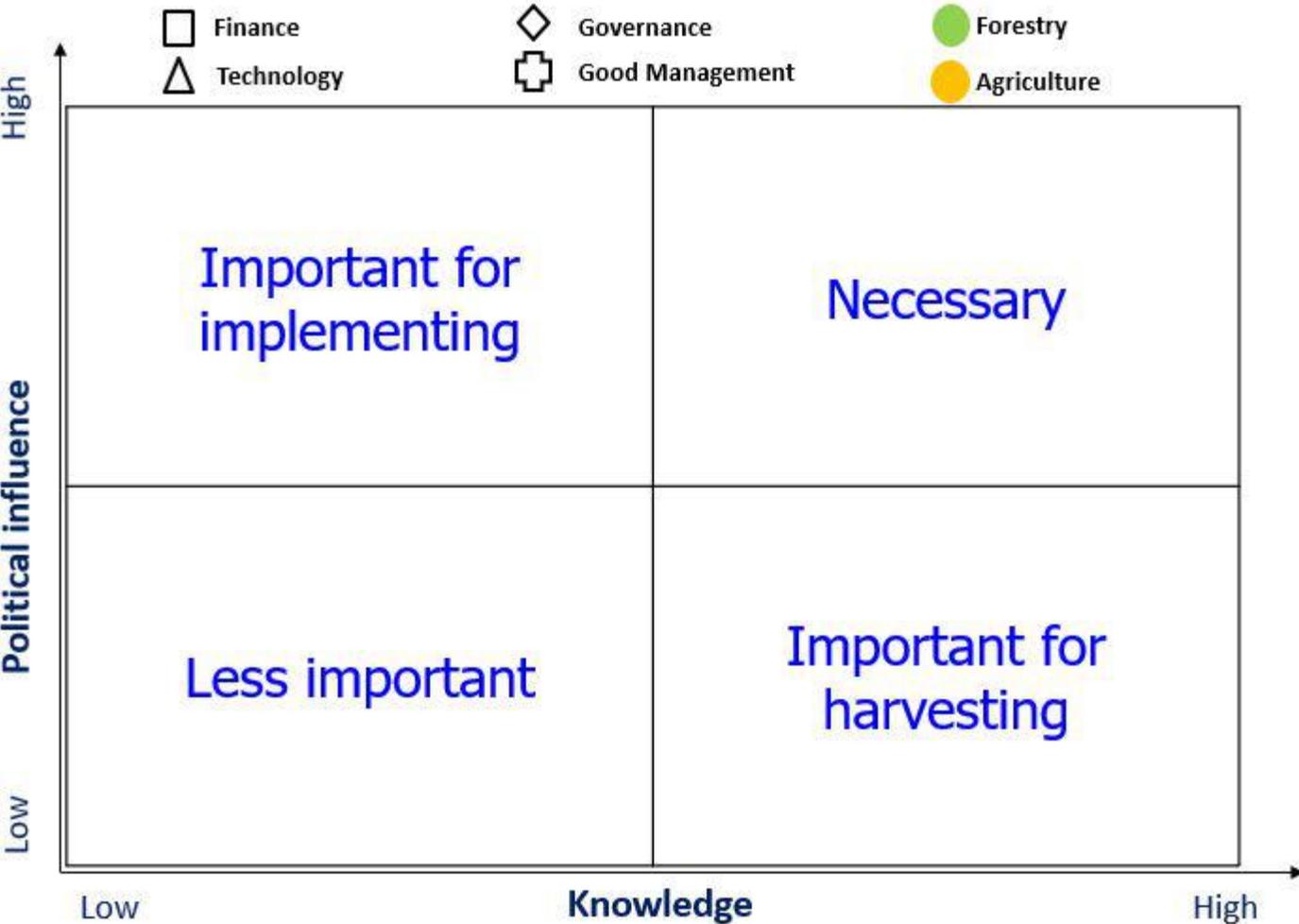
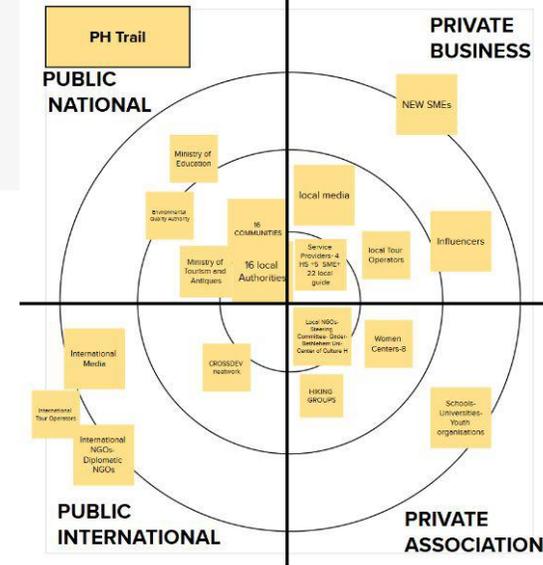


Project cycle

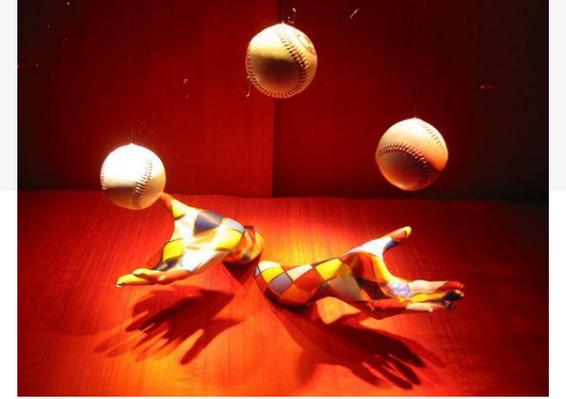


from Intersection by Milan Guenther, www.intersectionbook.com based on a model by the UK Design Council

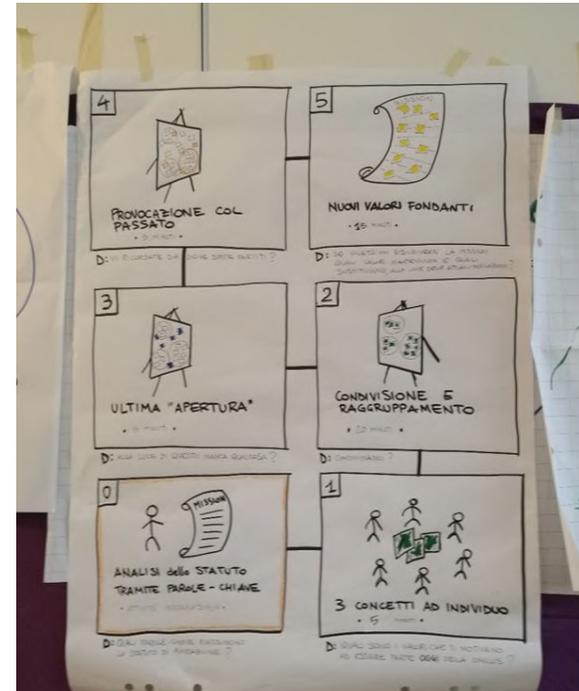
Step 5. Who? Stakeholder mapping & analysis



Step 6. With whom? The facilitator is...



The three dimensions of the facilitator's role:
Architect, Pilot & Guide



Give roles



What Do Facilitators Do

Step 7. Which technique?



Step 8. Which material?

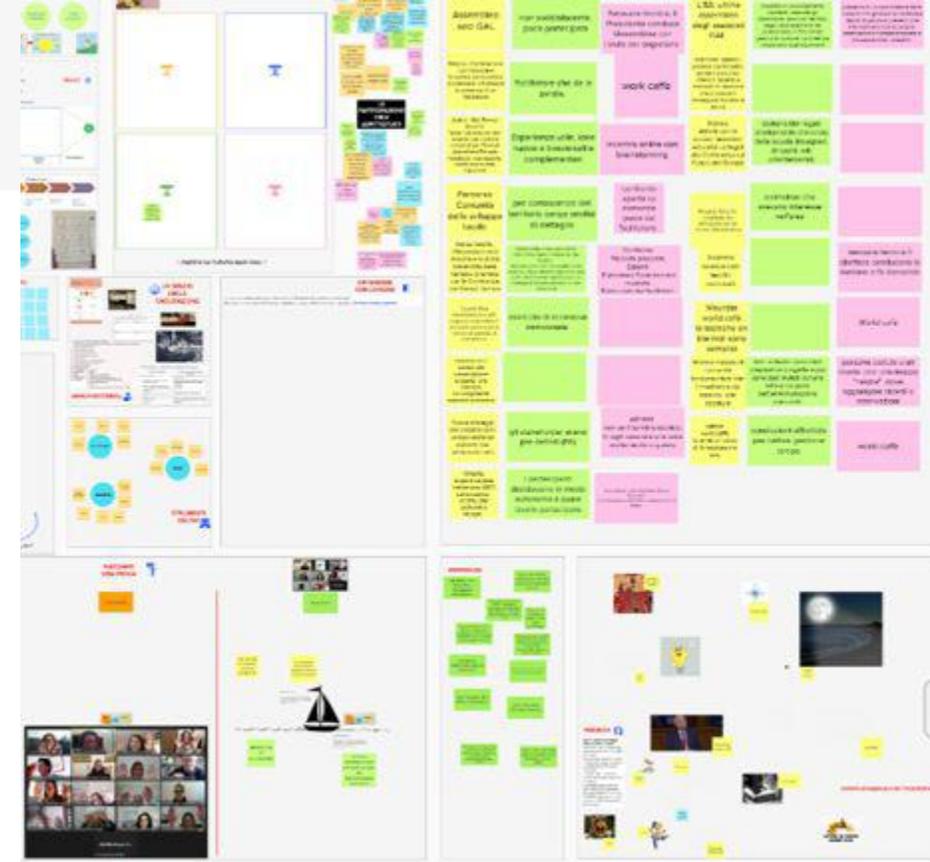


Step 9. Where?



Step 10. And online?

It's different, but IT'S FEASIBLE!



Tavolo della governance bassa Valtellina

OBBIETTIVO Costruire un **quadro degli interventi** per lo sviluppo della Greenway dell'Adda in bassa Valtellina

MISURE PRIORITARIE (PAF 2021-2027)
Misure prioritarie per la connessione ecologica in bassa Valtellina presenti nel PAF 2021-2027

| INIZIATIVE |
|------------|------------|------------|------------|------------|------------|------------|
| ... | ... | ... | ... | ... | ... | ... |

ALTRE MISURE

QUADRO DEGLI INTERVENTI (per Comune/ente)

COMUNE/ENTE	INIZIATIVE	INIZIATIVE	INIZIATIVE	INIZIATIVE	INIZIATIVE	INIZIATIVE
...

MAPPE

Three maps showing the geographical context of the Greenway dell'Adda project in the lower Valtellina region. The maps display the river Adda, surrounding areas, and specific intervention points marked with colored dots and labels.

**Thank you
for your attention**

The background features two large, curved, overlapping shapes. A teal shape is positioned in the upper right quadrant, and a blue shape is in the lower left quadrant. The rest of the background is white.

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