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Community engagement strategy

90 minutes

Objectives

- to define the way for active involving and empowering members of a community in the decision-making processes, projects, and activities
- to foster collaboration, strengthen relationships, and build trust between community members and organizations or stakeholders.

Tool Description

Community engagement strategy is a pattern of activities implemented to work collaboratively with and through groups of people to address issues affecting wellbeing of these people. The community engagement strategy may consist of several phases:
-Evaluation of available human capital and current state of arts;
-Definition of future perspectives,
-Development of action plan;
-Monitoring and evaluation;
-Planning and implementation of corrective measures.

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Connection of the tool with the module

Community engagement

By focusing on community engagement strategie, SMART village can be built with strong community involvement, ensuring that it not only meets the technological and environmental goals but also enhances the well-being of its residents in the long run.

Initiatives might include participatory planning sessions, workshops, and events that bring together diverse voices to share ideas and solutions. This inclusive approach helps to align the aspirations of the community with the strategic objectives of the SMART village, creating a sustainable and resilient environment that reflects the unique identity and needs of its people.

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Resource materials

- Flip chart
- Markers
- Screen and videprojector
- Large sheets of paper
- Pencils

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How to apply the tool

Phase 1. Evaluation of available human capital and current state of arts.
For this phase several questions should be answered.
Human capital and stakeholders: their literacy and education level, life conditions, dreams and ambitions, plans for future, vision of the future of their community, intentions, availability and will to participate in the development and implementation of SMART concept, trust in its feasibility.
Means: survey, meetings, interview of local leaders, workshops
Financial capital: village council budget, grants, subsidies and any other external funding that can be obtained (by various village actors).
Tangible capital: buildings, premises, and equipment
Informational facilities: all the useful data needed for effective decision-making - such as a residents' group on a social network, or an external advisor.
Natural capital: land, living organisms, landscape, location enabling development, energy, waterresources.
Means: interview with local leaders, focus groups
Finally, the SWOT analysis can be done as described in **Module 1**.

Phase 2. Definition of objectives and future perspectives
First questions to be answered: What are community needs, challenges, barriers, dreams? How do they see their community in a year, in 5 years, in 10 years? To what extent are they ready to be engaged to the realization of their vision and desires?
Means: interview, workshops.
To formulate strategic concept of the community and to formulate strategic trends with the perspective of 10 – 15 years.

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How to apply the tool

Phase 3. Development of action plan

Question to be answered: How do we plan to move from the current state to the state planned in future?

Definition of actions / tasks for achieving the strategic objectives. Every objective can be divided in 2 – 5 actions (these actions are based on the tools listed in p.4).

Template for action plan

Objectives	Tasks	Tools	Who does?	Timeline

Risk Analysis Template

Possible risk	Risk mitigation

Phase 4: Monitoring & Evaluation

Objective	Degree of achievement	Benefits	Further challenges	Obstacles

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How to apply the tool

Phase 5. Planning and implementation of corrective measures

Depending on detected problems or challenges relevant corrective measures may be applied, such as reevaluation of stakeholders involvement, adjusting communication channels, revising timeline, providing clear information, improving feedback loops, training and capacity building, flexibility in approaches, addressing resource constraint.

Template for corrective measures implementation

Problem / challenge	Reason	Proposed corrective measures	Expected results

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Community engagement strategy

What to learn

How to realize community engagement of practice. This tool provides the model of a road map for the implementation of SMART village comcept based on motivation, interest and participation of rural residents. The tool represent logic order of steps for achieving maximum involvment of stakeholders to the process. Strategy is a choosen principal axe, but it can be corrected and changed in the process of its implementation depending of resources, situation or intermediate results. That is whe this tool includes the evaluation and corrective measures for re-adjusting the strategy.

This tool may help to obtain the following competencies:

- recognizing opportunities, valuing ideas and creativity
- critical thinking and problem framing
- understanding economic and financial concepts
- taking initiative
- mobilizing and allocating diverse resources

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