



# RetailLink

Phase I Final Meeting

Basingstoke 17 & 18 February 2016

Plan for the local work



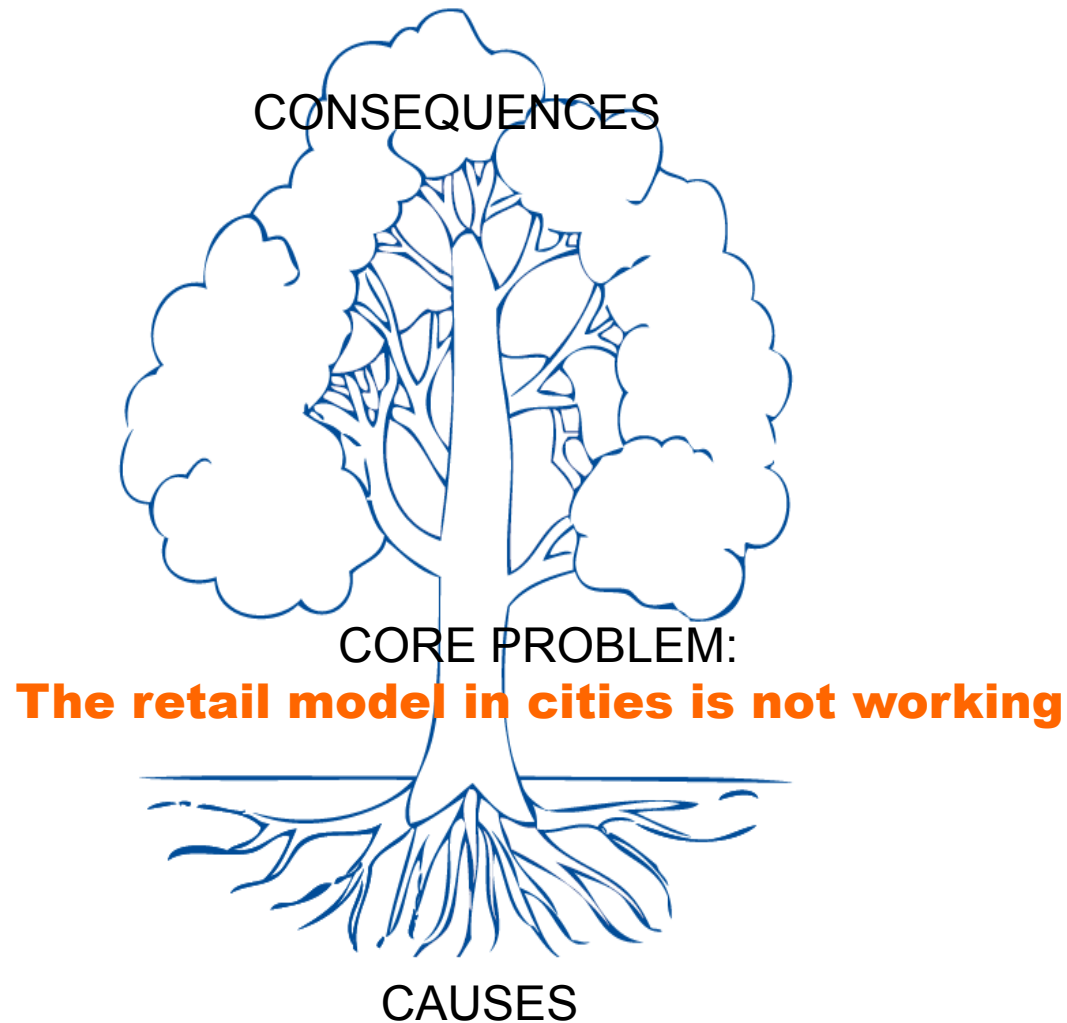
- URBACT method implies a co-creation process with broad participation of local agents benefiting from knowledge, views and potential from all of them
- Participation increases motivation, engagement and ownership
- Initial ULG can be now enlarged, modified, balanced...
- Maybe other stakeholders have not been considered yet

# ULG Toolkit: Tool for planning at local level

- ULG Toolkit based on the Logical Frame
- Planning the process from identifying problem to planning for the solution and evaluating:



The Problem tree



# Stakeholder interest and influence analysis

Stakeholder	Potential positive impact	Potential negative impact	Capacity & motivation to participate	Capacity to obstruct	Relations with other stakeholders	Actions to address stakeholders' interest
<b>Primary</b> (Directly affected)						
- <b>Retailers</b>	Invest in business upgrade & enhance image	Reluctant to associate with other retailers	Only if funding is available	High if they align against the project	Direct with food & drink sector Property owners	Show benefits of retail innovation projects in other cities...
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<b>Secondary</b> (Intermediary role)						
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# Stakeholders' analysis. Influence Matrix

<p><b>High Interest / Low influence</b></p> <p><b>A</b></p> <p>Care for them</p>	<p><b>High Interest / High Influence</b></p> <p><b>B</b></p> <p>Have them on your side</p>
<p><b>C</b></p> <p><b>Low Interest / Low Influence</b></p> <p>Keep them updated</p>	<p><b>D</b></p> <p><b>Low Interest / High Influence</b></p> <p>Beware!</p>

# ULG in project cycle

Select key stakeholders  
Share knowledge

## 5. BUILDING CAPACITIES



## 1. ENGAGE WITH STAKEHOLDERS

Identify stakeholders  
Organise them  
Decide group shape



Organise meetings  
Ensure communication  
Disseminate mtg. results  
Assess effectiveness

## 2. WORK WITH STAKEHOLDERS



Define learning needs  
According to Planning process  
Make it sustainable

## 3. PARTICIPATIVE ACTION PLANNING



## 4. INVOLVING IN TRANSNATIONAL EXCHANGE

Prepare inputs  
Select participants  
for each seminar topic  
Organise participation  
Build on seminar findings

