

# Stakeholder mapping for successful energy advocacy

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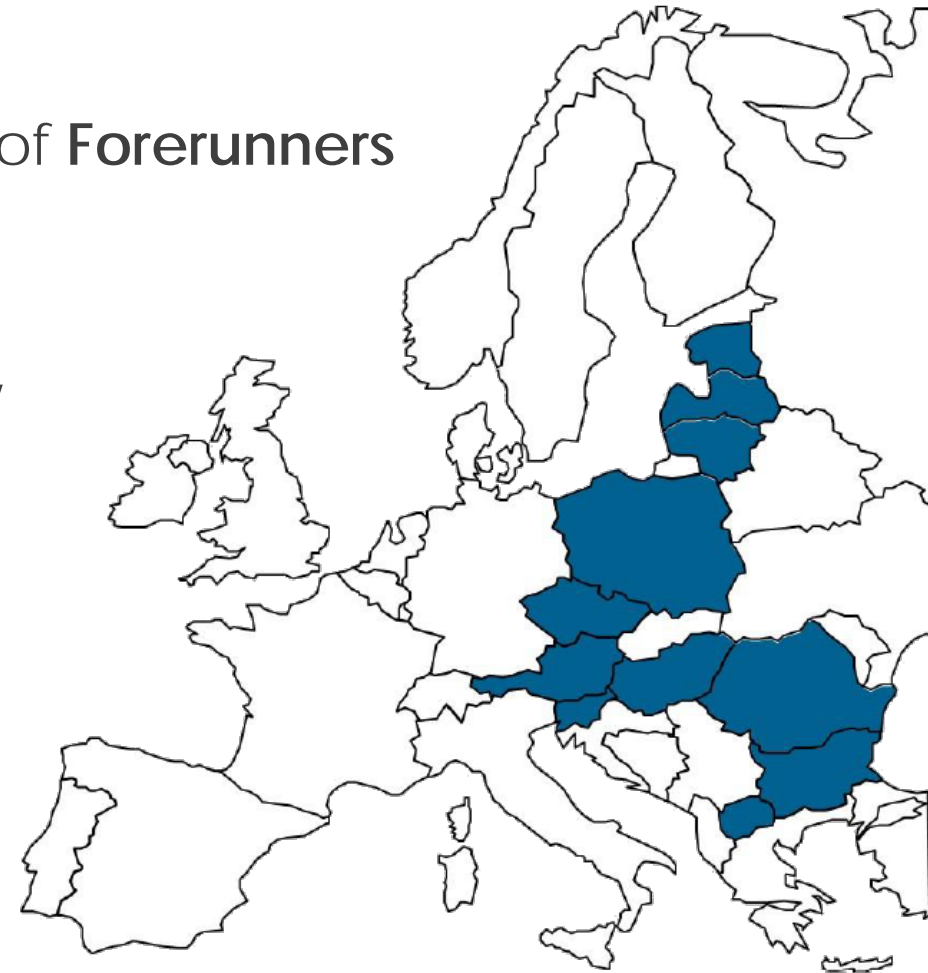


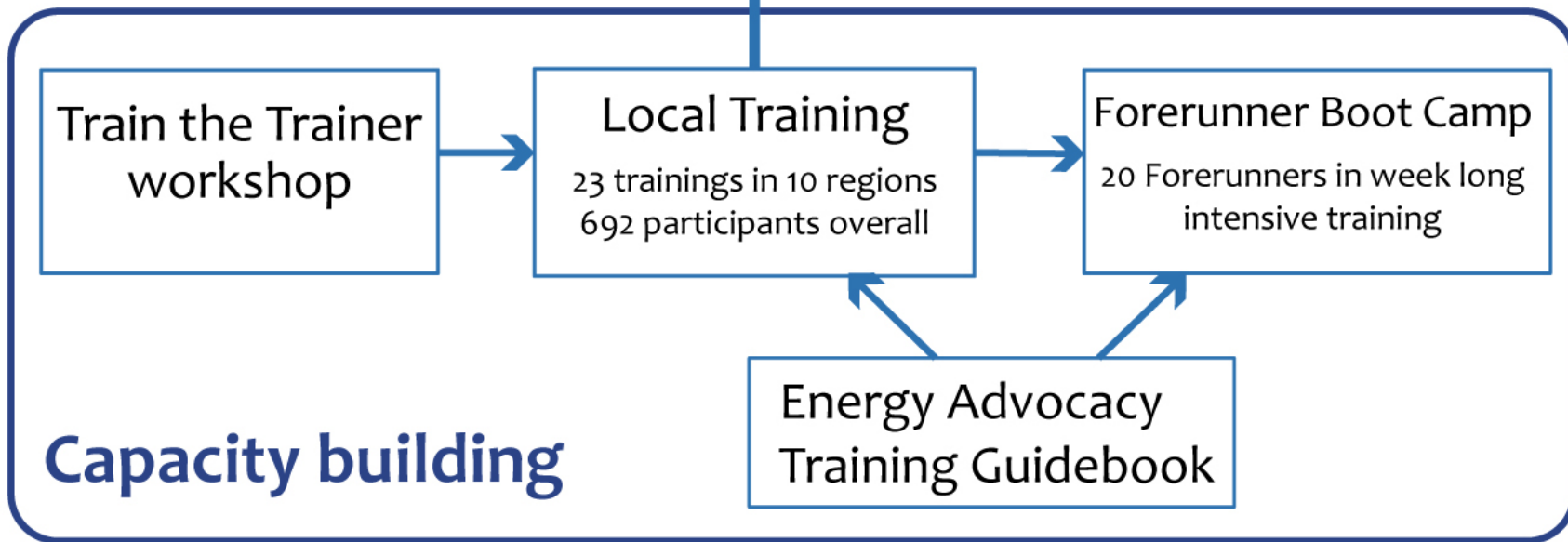
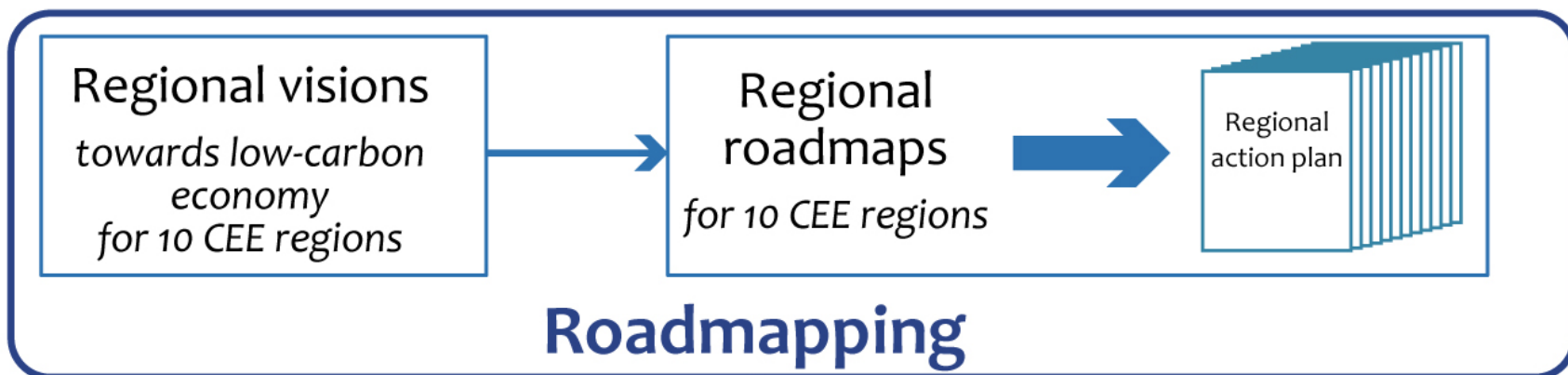
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Supporting 10 regions of Central and Eastern Europe to transform into low-carbon economies by

- Identifying, supporting and building the capacity of **Forerunners** to push sustainable energy
- Help CEE communities to develop **Roadmaps for the transformation into a low-carbon economy**
- **Engage stakeholders** in the CEE countries through **capacity building**
- Establish a **network** bringing together stakeholders of the sustainable energy sector from throughout the CEE Region





CENTRAL  
EASTERN  
EUROPEAN  
SUSTAINABLE  
ENERGY  
NETWORK

- Platform to connect, present project ideas and find cooperation opportunities with **420+ members**
- Access project **information, trainings, tools, reports**
- Forum for the **exchange of experiences** and start **discussions** on regional energy development and the transition to a low-carbon economy
- Get **support** for developing and **implementing ideas** for a low-carbon economy in the region

<https://ceesen.org/>



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PANEL 2050

NEWS

TRAININGS

PROJECTS

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Conference 2017



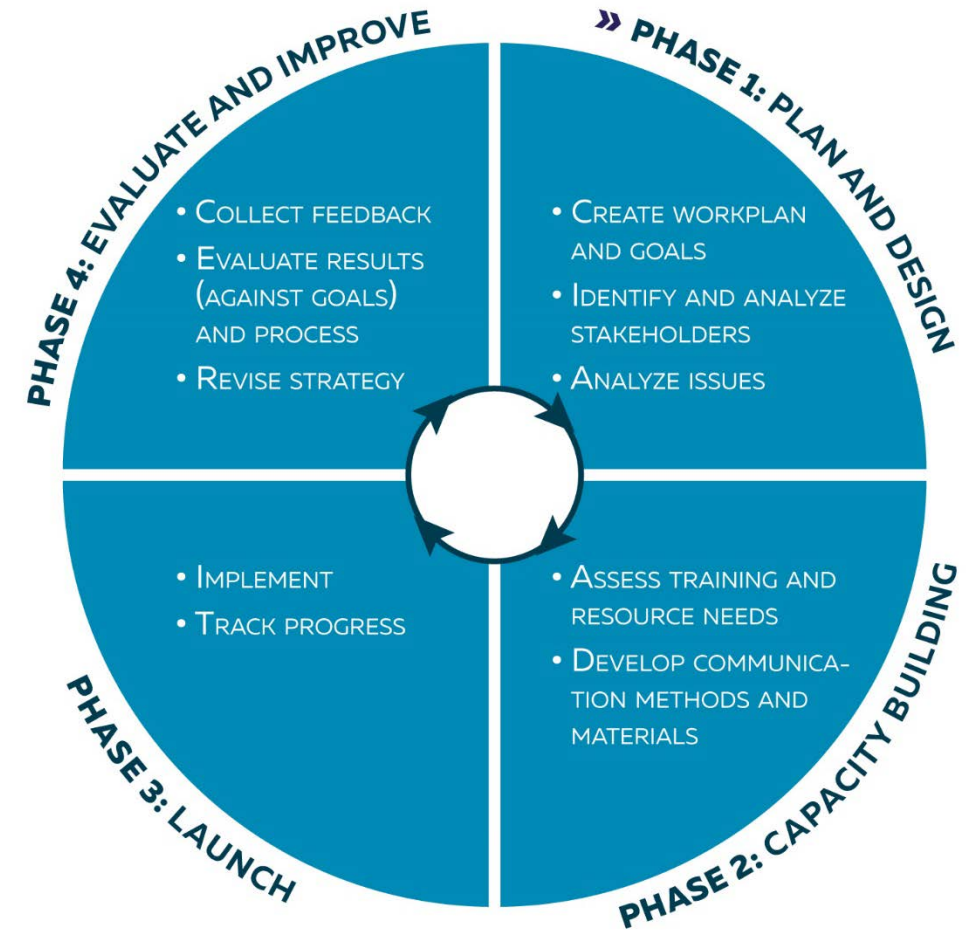
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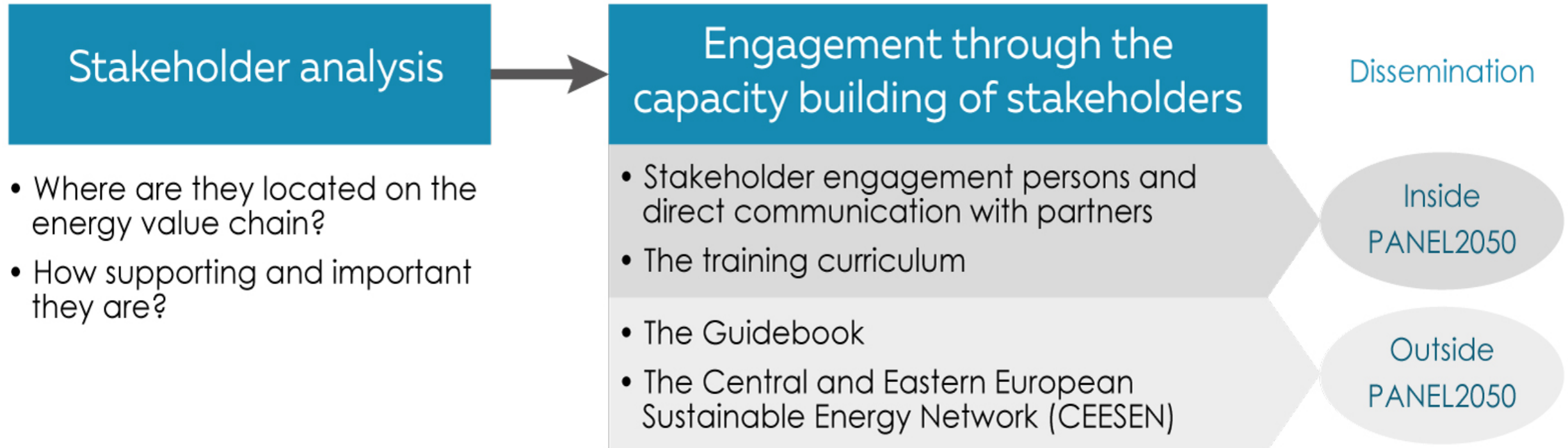
**Forerunners** = organizations or individuals that are - **on own initiative** - aiming at **transforming the local energy sector** into more sustainable one.

CEESEN is identifying forerunners and **provides** them with the required **capacity to plan, finance and implement actions**

Forerunners act as **multiplicators** for CEESEN and the transition to a low-carbon economy



Stakeholder involvement model



The PANEL2050 project partner from the region is nonprofit organization – Vidzeme Planning Region (VPR).

- The target region is Vidzeme Region in Latvia with the population of 220280 inhabitants.
- The stakeholder engagement strategy had two distinguished character in VPR case. Target audience was defined in the very beginning by the VPR and the capacity building activities were used to maintain the stakeholders.
- Establishing the **“Regional Energy Group”** and Targeting the **mid-level energy managers**
- Using the **capacity building actions** as a main tool to maintain the stakeholder and identify the forerunners. Outreached 300 stakeholders, trained 160 stakeholders, conducting 8 trainings.



The target is Southern Estonia with the population of 322000 inhabitants. PANEL2050 project partner from the region is Higher Educational Institution – Estonian University of Life Science.

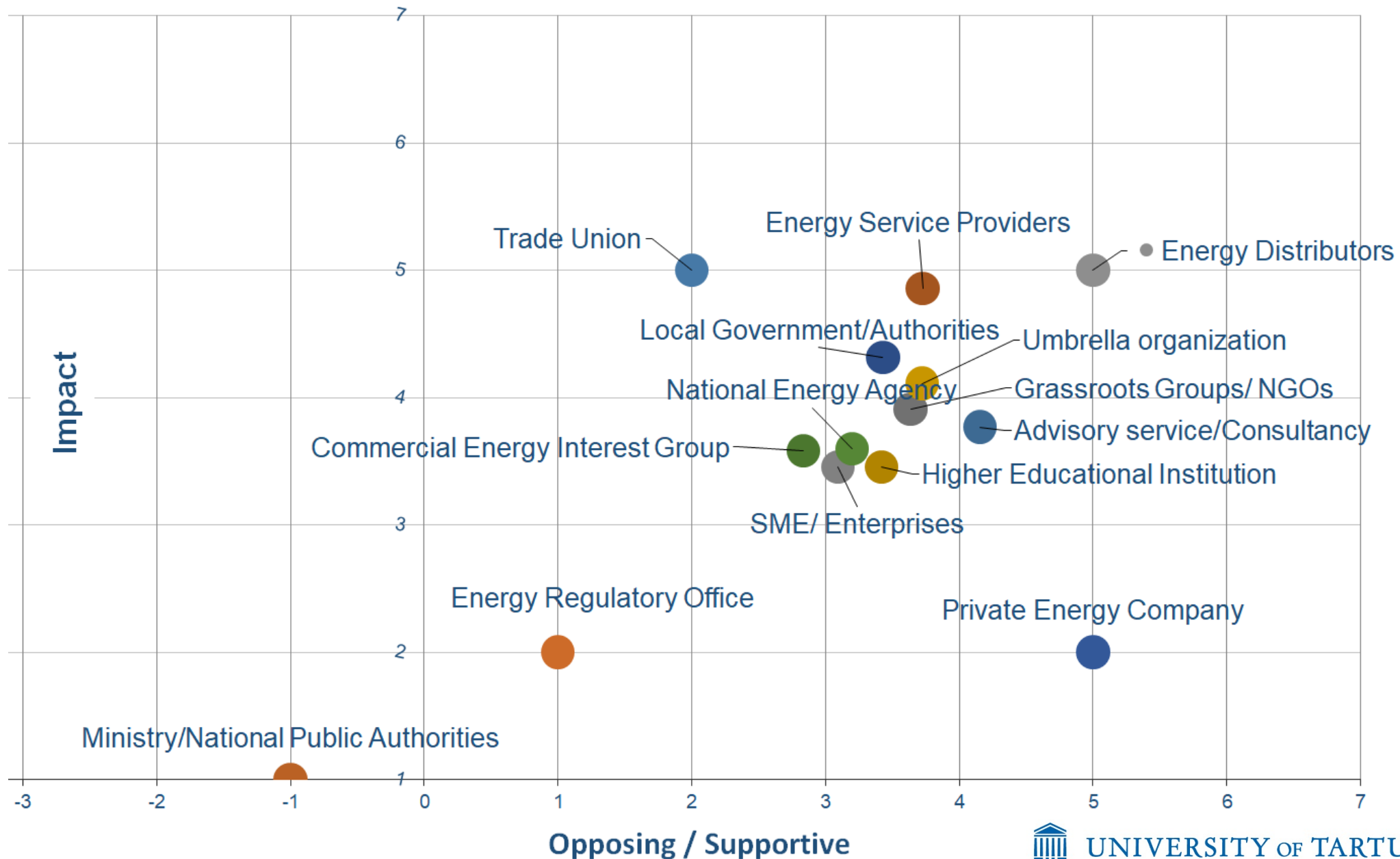
- The main stakeholder groups in Estonian energy sector are **suppliers** (producers, manufacturers); **Regulators** (distributors, local governments); **Consumers** (municipalities, industries, individuals); and **Motivators** (NGOs, municipalities).
- The main **criteria for selecting** the action plans receivers will be activity and probability to **carry out the roadmapping activities**
- Identifying the potential stakeholder using the **questionnaires**.
- Conducted 6 capacity building actions with **310 participants** and outreached up to 600 potential stakeholders.



# Stakeholders Targeted in CEESEN Regions

How supportive the stakeholder is to the energy transition?  
**Relatively few opponents to energy transition**

How deeply affected by energy transition?  
**Those who are most impacted have been most involved**



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