



## Green Agenda

SFteam workshop - Túrkeve, Hungary  
Monday 27 Nov. '05, Topic 2:  
co-operation stakeholders + partnerships

## Green Agenda what is it?

- Modest version of LA21 - Milieukontakt
- Adapted SEAN method (SNV/AidEnvironment)
- Process + Document
- Participatory, democratic, open  
&  
Practical, solutions to improve living conditions

## Where?

- Romania - 1998-2002
- Croatia - 2002-2005
- Moldova - 2004-2006
- Kyrgyzstan - 2005-2008
  
- Albania/Macedonia start Jan. 2006

## Croatia

- Istra and Međimurje
- 2 x 4 communities
- 8 x 3-4 Working Groups
- Milieukontakt + 2 NGOs (Zelena Istra and Nobilis)

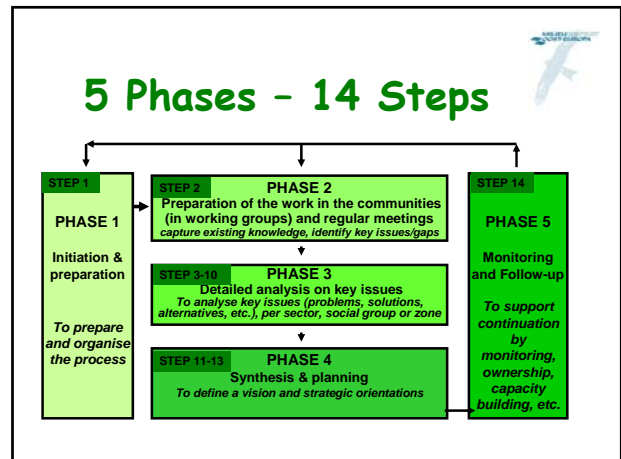
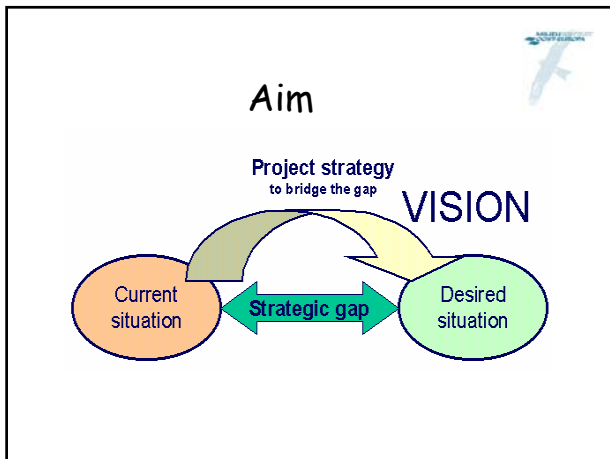


## Methodology

- Structure to analyse, organise activities and agree on common plans and actions
- 14 Steps (5 phases are distinguished)
- Practical, Choose and Pick; but keep main line in mind
- Practical manual for NGOs produced

## Why might be interesting?

- Involvement of stakeholders + formation of working groups + participative + partnerships
- Methodological analysis; no pre-assumptions, looking for innovative solutions, 3 pillars SD
- Can be applied on any topic (eco-tourism, rural development, water, biodiversity, etc.), or 'full'
- NGOs (can) take the lead in process
- Tool can be used on any level: municipal, (micro-)regional, river catchement area, etc.



- ## Steps 1- 4
- (1) Stakeholder Analysis
  - (2) First meeting
  - (3) Identification of environmental values
  - (4) Trends in environmental values (functions)

## 1 - Stakeholder Analysis

Important to include groups that are not represented (often the marginalised groups), and future generations

## 2/3 - Environmental values

Which environmental values (functions) are present in your community?  
In which direction are they moving?

- ## 4 - What are trends?
- Values and trends of past 5-10 years
  - Indicators, observations
  - Time span, location, size of affected area, intensity and severity of change
  - Positive exceptions (where, when, how): valuable starting points for innovations (opportunities).
  - Avoid: general view of environmental degradation dominant!

## 4 - What are trends (2)

- Cluster trends
- Social and economic impacts (trend-impact matrix)
  - Stakeholders concerned
  - Severity (positive or negative, reversible or irreversible)
  - Associated risks
  - Geographical specifications
- Special attention: sensitive stakeholders

## Example: Croatia

- Stakeholders identified, introduction meeting, identification and prioritisation of local environmental values (selection of 3-4 themes/community)
- Creation of Working Groups
- To carry out steps 4 - 13

## Steps 5 - 6

- (5) Impacts of environmental trends
- (6) Creating a vision and setting minimum standards

## 5 - Impact: examples

Social and cultural dimension:

- Health (physical and mental)
- Security (safety, food security, income security, etc.)
- Education (formal, informal, access to information, etc.)

Economic dimension:

- Production / incomes (quantity and quality of material and non-material goods and services)
- Efficiency (of production systems, capital and human inputs)
- Intergenerational and intra-generational equity (access to resources and control of benefits)

## Examples: Croatia

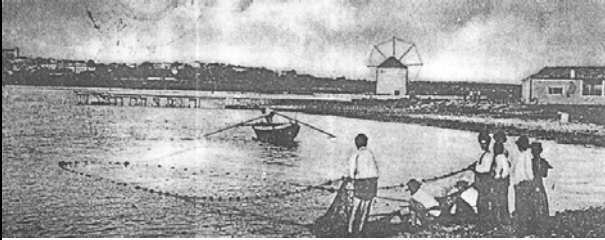
Water pollution (river, coast)

- Health problems: fish
- Security (income): quality/quantity of fish
- Lack of awareness

## Croatia: sea grass "Poseidonia"



## Croatia: cultural heritage



## 6 – Vision & Standards

- Vision for desirable future → Which goals to strive for?
- Risks and minimum standards → What effects / impact to avoid?

## Examples: Croatia

### Vision

- Clean river / coast
- Many fish – recreation?
- Good health

## Steps 7 - 8

- (7) Identifying main problems
- (8) Identifying causes of problems

## 7 - Problems

- Define the main problems where trends lead to unacceptable risks, surpass bottom-line standards
- Winners and Losers of the trends. Risks for society, and associated costs in case the problem would not be solved
- For each problem: location, stakeholders affected, responsible actors, urgency, underlying trends, current impacts and expected risks for society.

## 8 - Causes

- **Factors causing** the problem, and define associated actors (i.e. social groups, organisations or institutions largely responsible for the existence of the identified factor). Put in a matrix.
- **Identify opportunities** that will help solve the problem
- **Interrelations** between factors
- Per **problem**: underlying policy issues and other factors, actors and opportunities
- For **all problems**: cross-cutting policy issues and other factors, actors and potentials / opportunities (insight into mechanisms, etc. that affect more than one problem only, which mechanisms will help you deal with more than one problem)
- **Uncertainties** and gaps of knowledge

## Example Croatia

### Problem

Human waste  
Caused by lack of sewage and waste dumps

### Stakeholders

Municipality, citizens, waste management company, Croatian waters, health department, fishermen, Env. Department, etc

## Steps 9 - 10

- (9) Defining potentials and opportunities
- (10) Selecting priority potentials and solutions

## 9 - Potentials & Opportunities

- Potentials: human or natural resources that could be used in a different way and achieve more effect
- Opportunities: provided by changes and new initiatives



**starting points  
for sustainable development!**

## 10 - Prioritising

- Connect potentials/opportunities to problems to form win-win options
- Win-win options: check criteria of sustainability, technically realistic, cost-effective and based on societal development needs?
- Set priorities

## Steps 11 - 14

- (11) Defining strategic plan within GA document,
- (12) monitoring plan development and
- (13) document finalization
- (14) Green Agenda document adoption, monitoring and follow-up activities (pilot projects)

## 13 - Green Agenda Document

Including:

- Analysis
- Priorities
- Action Plan
- Monitoring/evaluation plan
- Budgetary requirements
- Organisational requirements

## PILOT PROJECTS CROATIA

### Community Medulin - working group Cultural Heritage

- Promotion of the idea of restoration of old wind mill



- Creation of website on cultural heritage in community Medulin
- Publication of leaflet on wind mill
- Publication of leaflets with traditional songs and food (recipes)



## Green Agenda Day in Medulin



## Exhibition + Underwater movie



## “Eco Patrol”



## Example - Croatia

### Some lessons learned:

Content and process are both important

Pilot actions to create “early successes”

NGO has to coordinate the analysis and the group process (demanding)

### Successes:

- Local people interested, active & trained
- Educational & information activities
- Concrete projects designed (almost 200!)
- > 2/3<sup>rd</sup> implemented, some fundraising
- Better relations in community
- Local financing + National support
- For NGOs: media attention + credibility ↑
- Better insight into needs of community
- Plans for sustainable development



## Discussion: interesting?

[www.milieukontakt.nl](http://www.milieukontakt.nl)  
(Manuals downloadable, news items)  
[www.green-agenda.org](http://www.green-agenda.org)  
(Romanian)  
[www.zeleni-plan.org](http://www.zeleni-plan.org)  
(Croatian)