

Opportunities

- Inform and encourage political discussion and debate about environmental issues
- Ensure that we engage and inform political stakeholders
- Aim to engage 80% of Wales Environment Link to get behind our agenda
- Engage with 10% of businesses who care most and can influence the agenda in Wales. Ask CBI and FSB for their views / help, but also engage directly with identified businesses/industry.
- Understand what businesses need/want e.g. competitive advantage, positive reputation
- Businesses may be blind to some of the risks they face so explain the global context and issues clearly, backed up by evidence e.g. fuel shortage
- We need productive engagement with environmental NGOs that leads to tangible results.
- Local government – WLGA facilitate at a service board level – so get Chief Planning Officers in the room. Planning and Tourism are key areas to engage.
- Are local service boards the right route or go direct to Councils?
- Academics who have the evidence re good environmental / business practice and performance – opportunity on national and international stages
- In undertaking engagement, staff and Board members should use the corporate narrative, key messages and facts that have been agreed
- Know the individuals that you are targeting – do your homework so you can make a better connection and be better able to influence
- Local environment groups – have some answers for them, understand their needs.
- Understand what is realistic in terms of action for different stakeholders – some are potential game-changers, others can make small step-change
- Understand the minimum viable knowledge needed to understand the issue so that we can have the conversation

Preferred Options

Public sessions at Board to engage stakeholders using key questions

4/5 events ahead of Royal Welsh Show – take the listening to the Royal Welsh, listen some more and engage on day job and bigger conversations

Use personal links and professional networks to influence and bring about change

Identify those things that can be done in true collaboration

Map stakeholder and other government lead organisations with similar interests so as to capitalise and not duplicate interactions. Identify best representational opportunities

Corporate
Plan
2013 –
2016/17