

## Gesäuse-Johnsbachtal – Austria, Stakeholder Engagement Process Indicator

A "Stakeholder Engagement Process Indicator" functions as a metric used to assess the effectiveness of stakeholder engagement processes within an organization or project. This evaluation entails measuring various aspects of the engagement process to ensure its efficacy and responsiveness to the needs and expectations of stakeholders. Stakeholder engagement's key role is securing buy-in, where active involvement and clear information lead to stakeholder commitment and support. This commitment is important for project success, emphasizing the crucial link between effective engagement strategies and project outcomes.

Communication channels play a pivotal role in stakeholder engagement by providing platforms for information dissemination and interaction. Johnsbachtal and Admont provide two Websites. The websites (<http://www.johnsbach.at>) and (<https://www.admont.at>) serve as essential tools for reaching and informing stakeholders. Inclusivity and transparency are fundamental principles in effective stakeholder engagement. The inclusion of diverse voices and transparent information sharing contribute to a robust engagement process. Events and initiatives in Admont, such as Mayor's Consultation Day, information offices, and Open Municipal Council Meetings, exemplify practices that enhance inclusivity and transparency. The organization of inclusive events, such as Senior Citizens' Christmas Celebrations, holds paramount importance. These events ensure the active participation of various stakeholder groups, fostering a sense of community and inclusiveness. Moreover, they provide opportunities for direct interaction, enabling stakeholders to express their concerns, preferences, and expectations, ultimately contributing to a more comprehensive and representative engagement process.

(Source: Marktgemeinde Admont, URL: <https://www.admont.at/index.php>)

The "5 Levels of Stakeholder Engagement" involve classifying stakeholders based on their commitment levels to a project. These levels include Unaware, Resistant, Neutral, Supportive, and Leading. Stakeholders can transition between these levels, and the objective is to maintain key stakeholders at higher commitment levels. To implement this framework, clear boundaries and criteria for each level must be defined, tailored to the project's context. Stakeholders are

then assessed and positioned on this scale, taking into account findings from stakeholder mapping. Those with significant influence deserve prioritization. Beyond classification, tracking stakeholder engagement using Key Performance Indicators (KPIs) is crucial. Multiple KPIs, considering various perspectives, help capture the entire engagement story. Communication frequency, sentiment analysis, and project impact on stakeholder views are potential KPIs. A Stakeholder Engagement Assessment Matrix consolidates these elements into an easily understood diagram. It plots stakeholder groups against attributes like the 5 levels of engagement, power, and influence. This working document, updated throughout the project, serves as a reporting tool alongside KPIs, providing a comprehensive view of stakeholder engagement for ongoing assessment and future project evaluations.

(Source: Intuitix, How to Measure Stakeholder Engagement, URL: <https://intuitix.co/how-to-measure-stakeholder-engagement/>)