LAVUSHIMANDA TOWN COUNCIL STAKEHOLDER ENGAGEMENT PLAN

INTRODUCTION

A stakeholder engagement plan is a written document that outlines how an organization will engage with their stakeholders, in the context of a specific project. For the purpose of this document, the following definitions of a stakeholder, engagement and plan will be used.

- **Stakeholder** – An individual or group that is impacted by, has an influence on, or has an interest in your organization or project.
- **Engagement** – The process of involving stakeholders in the project or decision-making process — typically encompassing communication, participation, feedback, and reporting.
- **Plan** – A written document that forms a roadmap for stakeholder engagement, outlining the relevant goals, strategies, processes, activities, and evaluation methods.

SIGNIFICANCE OF A STAKEHOLDER ENGAGEMENT PLAN

Lavushimanda Town Council recognizes the fact that stakeholders are very important to the success of any given project. Therefore, identifying them and engaging with them should be considered a core part of any project. Stakeholder engagement will help the institution to:

- identify clear goals and objectives that will help to steer the engagement in the right direction
- determine what resources will be necessary in order to carry out the engagement
- think about how to report on the engagement and evaluate its success from the very beginning

BENEFITS OF THE STAKEHOLDER ENGAGEMENT PLAN

This stakeholder engagement plan will result in various benefits if followed and implemented successfully. It will not only be of benefit to the implementing institution, but also various players such as the local residents, the business community, district administration, traditional leaders as well as politicians, to mention but a few. Some of these benefits include the following:

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Enhanced Alignment and Success

To begin with, the process of creating a stakeholder engagement plan will encourage your leadership and project teams to consider the goals of the project and organization in light of stakeholder expectations. If you plan your engagement early on, there will be plenty of opportunities to adjust your goals to more closely align with stakeholders — which can lead to less friction during the project, fewer objections, and a much greater chance of success.

Improved Risk Identification and Mitigation

Secondly, engaging with stakeholders will lead to new knowledge and insights coming to the surface — some of which may highlight risks (and opportunities) the organization was not previously aware of. For instance, local knowledge might reveal physical risks like flooding in the project area, or you might discover several stakeholder groups that have the power (and inclination) to prevent the project from going ahead. Done early enough in the project cycle, this can allow the organization to avoid or mitigate these risks.

Streamlined Communication and Partnerships

Many projects rely on strong partnerships — and these come from trust, transparency, and good communication. A stakeholder engagement plan can help with identifying stakeholder communication strategies ahead of time that will help to build trust and strengthen stakeholder relationships.

Informed Decision-Making

Better stakeholder engagement planning can lead to more successful engagements and input from a more diverse range of stakeholder groups. And by engaging with more stakeholders, decision makers can tap into a broader range of insights, concerns, and knowledge that help inform their decisions and deliver better outcomes.

Sustained Compliance and Reputation

Finally, a stakeholder engagement plan can cover off on various legal obligations, ensuring that the consultation process supports compliance measures through appropriate participation opportunities and recordkeeping. The plan may also identify other ways the engagement could positively impact the business, such as enhancing its public image or paving the way for future opportunities.

SN	Stakeholder	Classification	Power/Interest	Involvement Decision	Current Engagement Level	Desired Engagement Level	Engagement Strategy	Engagement Goal	Engagement Method
1	World Bank	Tertiary	High/High	Manage closely		Supportive	Collaborative	Continue receiving funding for project success	Quarterly meetings (Email Video conference In-person meetings)
2	Traditional Leaders	Tertiary	High/Low	Keep satisfied	Unaware	Supportive	Inclusive	Accepting project plan	4 Quarterly In-person meetings by Dec 31st
3	Truckers	Primary	Low/High	Keep informed	Unaware	Supportive	Engagement and feedback	Compliance on parking regulations	Notices, Phone calls 2 meetings to held annually
4	Business Community	Primary	Low/High	Keep informed	Unaware	Supportive	Partnership oriented	Entice them to set up businesses in the truck park	Notices, Phone calls 3 meetings to be held by 31st October
5	General Community	Secondary	Low/Low	Monitor	Unaware	Supportive	Engagement and feedback	Inform and create ownership of the project	Quarterly Meetings ti be held annually Notices
6	District Administration	Tertiary	High/High	Manage closely	Unaware	Leading	Collaborative	Inform and get support for project	4 DDCC Meetings
7	Member of Parliament	Tertiary	High/High	Manage closely	Unaware	Leading	Consultative	Inform and get support for project	Phone calls, email
8	Contractor	Secondary	Low/Low	Monitor	Neutral	Supportive	Collaborative	Successful construction of the truck park	Weekly Meetings, Emails Phone calls

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