

The RICA process

Presented in Åre 2013 03 14

The challenge of increasing the involvement
o stakeholders

The challenge and the process



”How to increase the involvement of stakeholders in the implementation of rural development?” (Reg Article 55)

- What is increased involvement?
- Who are the relevant stakeholders and why?
- How can we reach and involve them?

We are going on a cross country skiing tour

Research



Intro research

Awareness

Analysis



10-isch

Ideas

10 min



Summary orientation

Intro ideas



13.00

Be brave

Creativity

Concept

Realism

Intro concept

Strategy

Reporting concept

Action

Selling your concept



Evaluation of the method



15.35



17.30

RICA



Main steps

- **R**esearch – analysing and increasing awareness
- **I**déas – generating brave and creative ideas
- **C**oncept – prioritize and create realistic and strategic concepts - a start of an intervention logic
- **A**ction – sell the idea of increased involvement to the relevant actors

Participants list for the tables in the group room



- Table 1
- Table 2
- Table 3
- Table 4
- Table 5
- Please be seated

The challenge and the task



”How to increase the involvement of stakeholders in the implementation of rural development?” (Reg Article 55)

- The task today is to jointly develop concepts with actions and objectives to address the challenge.

Research 1 - awareness



- Find other words to describe the successful involvement of stakeholders.
- Think for two minutes individually and put each word on a post-it.
- 3 words per participant



Fika = Coffee break

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Research 2 - awareness



- How do you describe an actively involved, participating and satisfied stakeholder?
- List three criteria defining such a stakeholder.



Word cloud



- The word cloud describing successful involvement of stakeholders



Research 3 analysis



- Choose one successful example in the group from your own experience of increasing the involvement of stakeholders in the implementation of rural development.
- List three factors making it a success.



Research 4 - analysis



- What obstacles are there to increase the involvement in rural development of the stakeholders?
- List the three most frequent obstacles that might hinder stakeholders to be involved or might hinder the network to involve them.



Stretch your legs

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Ideas 1 – Be brave



Dream, think outside the box

- You have unlimited resources.
No limits on money, staff, equipment etc
- What would be the best ways to increase the involvement of your stakeholders?
- Discuss in the group
- Draw a symbol of the most spectacular and innovative idea in the group, or choose a team song.....



Ideas 2 – brainstorming



- Sharing old and new ideas for actions to meet the challenge
- Brainstorm all the ideas you come up with and write each idea on separate yellow post-it.
- Cluster on the flipchart on the table



Lunch

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Concept 1 – Strategic objectives



- Formulate SMART objectives for the successful involvement of stakeholders in the network
- Possible to follow up and evaluate in 2017.
- Describe how to follow up.
- Think in SMART, Specific, Measurable, Accepted, Realistic and Time set



Concept 2 - Actions



- Introduction, come to the wall
- Choose ONE of your relevant objectives that you believe is best to keep on the flip chart.
- From the Idea phase choose 3 ideas for actions for meeting the objectives. Write them on post it and put them on the flip chart.



Concept 3 - Actors



- What actors have to participate and act to ensure the successful implementation of the chosen actions?



Fika = Coffee break

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Concept 3 – more actors



- Discuss and add more actors if necessary



Action 1 – Sell your ideas



- Prepare a 3 min short “video” with a sharp sales pitch for your concept, convincing the actors relevant for the actions to increase the involvement of stakeholders.
- To be performed in plenary.



Evaluation of the challenge



- What did you learn about how to increase stakeholders' involvement?
- Think first individually
- Discuss in bee hives
- Discuss in plenary session

