

**ENRD Seminar on  
Stakeholder Involvement**

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# **Preparation of LEADER 2015- 2015: Learning from the emerging future**

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# The practice in 3 lines!

- Innovative process of observations, interviews, area meetings with wide groups of stakeholders, prototyping and co-creation sessions
- Prevent downloading, apply deep problem analysis (ice-berg model) and use different levels of listening and focus on what really matters.
- Combining two sources of learning: “learning by reflecting on the experiences of the past” (act - observe - reflect - plan – act) en “learning from the future as it emerges”

## Main purpose - *Why?*

- Present day challenges demand a more thorough approach to initiating and shaping development processes
  - Processes in rural areas are stagnating, subsidies are drying up.
  - The role of government and civil society is changing rapidly
  - There is an overall economic and ecologic decline
  - Need for urban- rural linkages to strengthen rural economy
- Leadership challenges require something quite different: connect with and *learn from emerging future* possibilities

# Example of the U Process in Zeeland

**Inventarisation of all relevant information in area**

**Implementation** *of the Local Development Strategy in careful consultation with stakeholders in area*

**State of the art in Zeeland:**

With a wide group of stakeholders, training in interviewing by careful listening and observing, conducting of interviews with various players

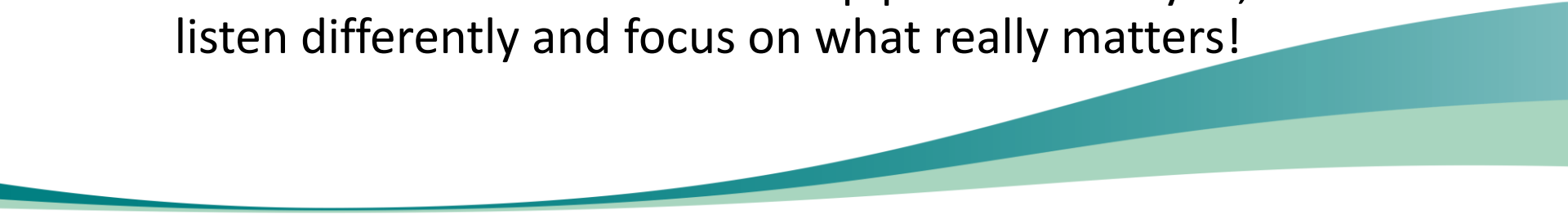
**Prototyping:**

Designing prototypes for possible action, act fast and learn quickly, adapt and proceed

**Sensing of the field: in special meetings**

What is the matter/at stake? interpretation of highest priorities, emerging from the future, quest for personal commitment to the emerging priorities.

# Lessons

- This process requires us to suspend our judgments, redirect our attention, let go of the past, lean into the future that wants to emerge through us, and let it come.
  - Include innovators, entrepreneurs (also from urban areas!) and highly creative people (who tap leadership from an intimate relation with deeper sources of knowing). They are valuable in this process and add to the dynamics from their own perspectives.
  - The role of the LAG as a facilitator and driver of all development projects is already being shaped in this preliminary phase.
  - Changes are not taking place overnight. The U process needs time and commitment: deep problem analysis, listen differently and focus on what really matters!
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# Achievements/Results

- In the case of LEADER: careful selection of themes, emphasis on the process approach, role of LAG is on mobilizing and inspiring cooperation and networking among stakeholders.
- Level of ownership of Local Development Strategy increased.
- Stakeholders involved in U process, look at their area / challenge in a more integrated way.
- The process is leveraging the existing networks and competencies.
- Linking urban and rural through new inspiration, new methods and by including different players leads to promising transformation: Example King of the Meadows, where biodiversity and cultural diversity meet.



# CELEBRATING DIVERSITY



**KENING**  
fan 'e Greide



**KONING**  
van de Weide



**KING**  
of the Meadows