

2025 SIDS NDE Joint Programme

Forum and Capacity Building
on Co-creation for System Transformation

**Session 3: Building with people for the
Impact**

PRESENTER

**Associate Professor Julia Carins
Social Marketing @ Griffith**



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Forum and Capacity Building
on Co-creation for System Transformation

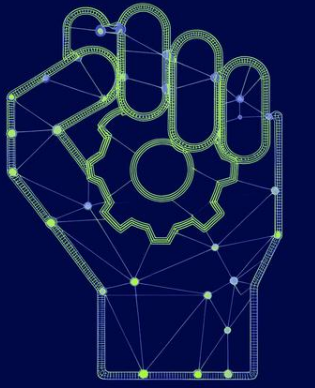
Stakeholder Orientation

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Social Marketing @ Griffith



SESSION OBJECTIVES



Learning Objectives:

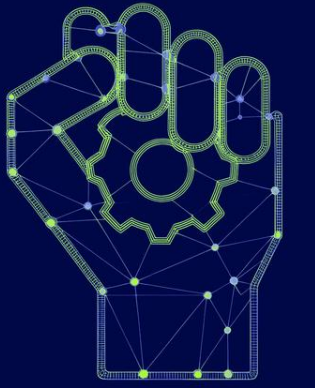
- Learn how to identify and engage diverse stakeholders
- Develop activities to guide collaborative problem-solving
- Apply analytical frameworks to prioritise impactful solutions

You can expect to obtain:

- Tools to identify, classify, and engage stakeholders
- A step-by-step understanding of the CCS methodology
- Skills to diagnose and analyse priorities and barriers



WHY DO WE NEED STAKEHOLDER ORIENTATION?



Our nations are challenged by many Wicked Problems

The Guardian Aus
Government **Climate crisis** Indigenous Australia Immigration Media Business Health Science Tech
'Change course now': humanity has missed 1.5C climate target, says UN head

The briefing
Inequality: is it rising, and can we reverse it?
The UK ranks among the most unequal nations in Europe and many people feel they are not sharing in the country's wealth

The New York Times
A 'Crossroads' for Humanity: Earth's Biodiversity Is Still Collapsing
Countries have made insufficient progress on international goals designed to halt a catastrophic slide, a new report found.

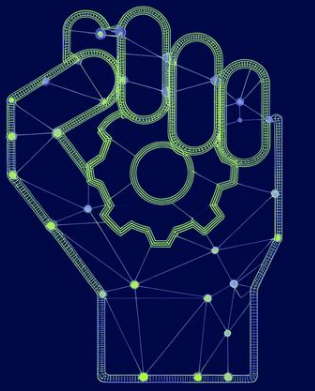
Productivity Commission calls for accountability with only four Closing the Gap targets on track
By the Indigenous Affairs Team's Brooke Fryer, Kirstie Wellauer and Stephanie Boltje



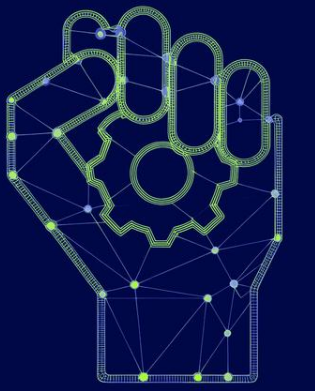
WHY DO WE NEED STAKEHOLDER ORIENTATION?

Wicked Problems:

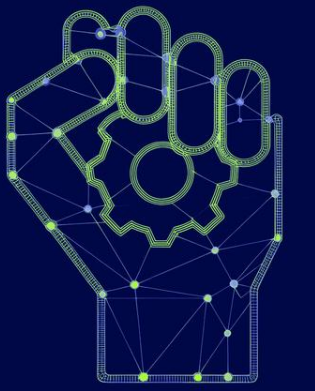
- Complex, ill-defined challenges
- Resist straightforward solutions
- Interconnected nature
- Presence of multiple stakeholders with conflicting values



WHY DO WE NEED STAKEHOLDER ORIENTATION?



A SYSTEMS VIEW



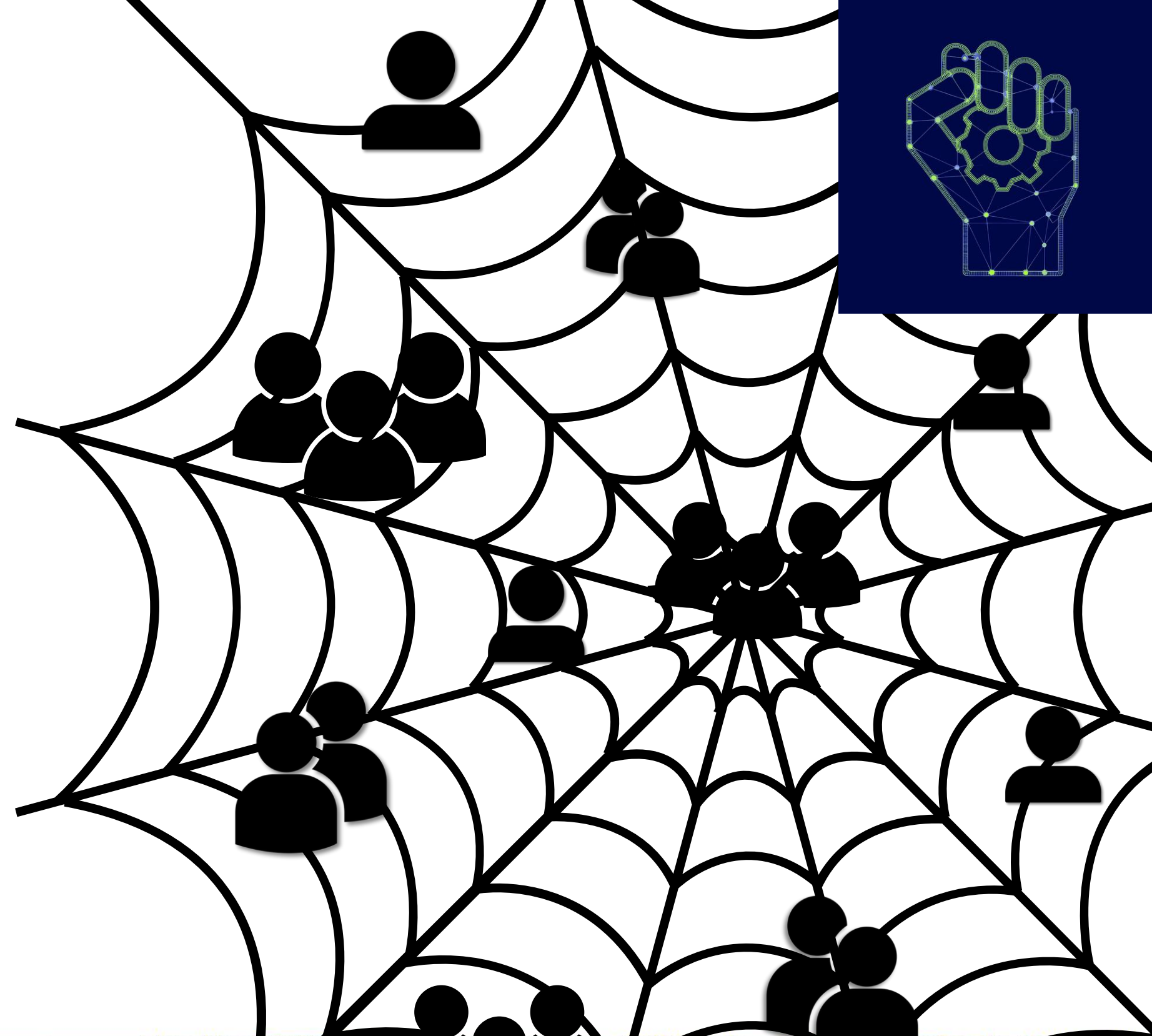
Moving theory focus beyond individuals targeted for change: observing project stakeholder interactions

Carina Roemer and Sharyn Rundle-Thiele

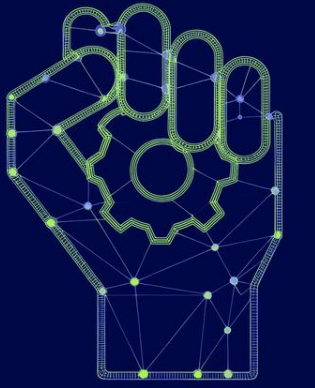
Social Marketing @ Griffith, Griffith University, GoldCoast, Australia, and

Patricia David

Social Marketing @ Griffith, Department of Marketing, Griffith University, GoldCoast, Australia



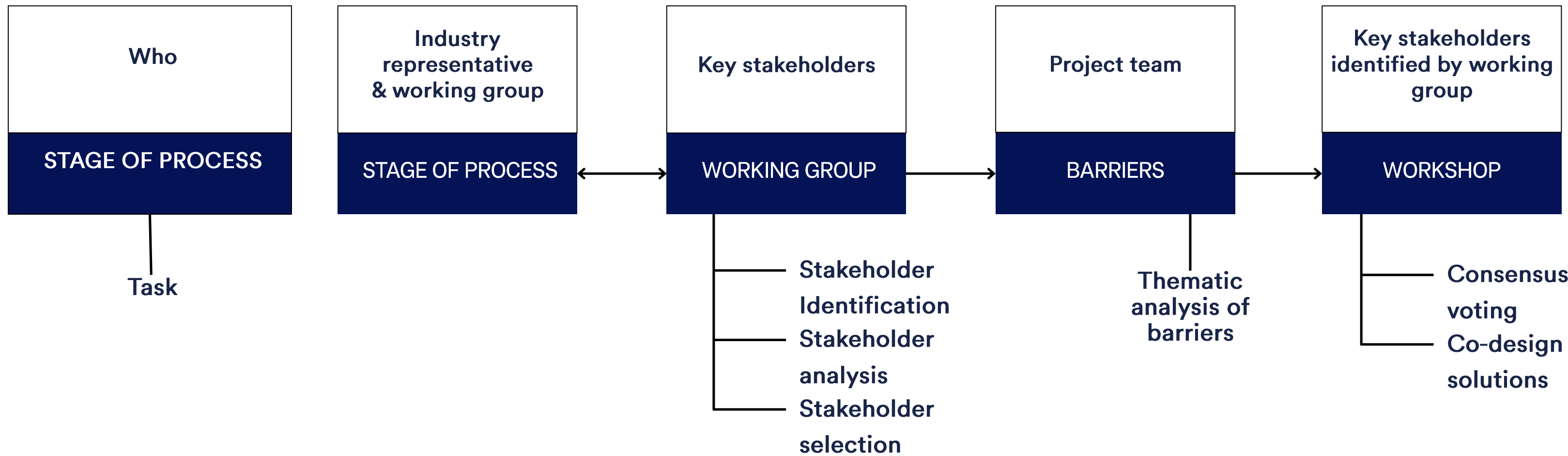
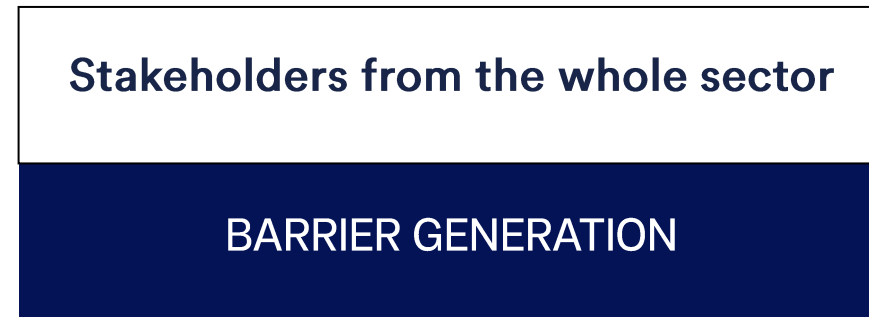
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CREATING COLLECTIVE SOLUTIONS (CCS) PROCESS



(CCS) PROCESS

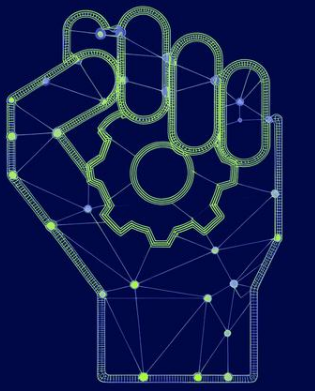


STEP 1:

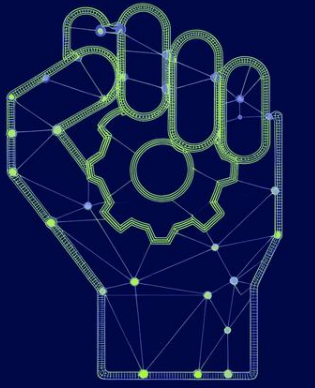
TRIGGER QUESTION

The trigger question underpins the entire
Creating Collective Solutions process

- Initiate thinking, reflection and discussion
- Priority OR barrier driven
- Open-ended, reflexive and diverse



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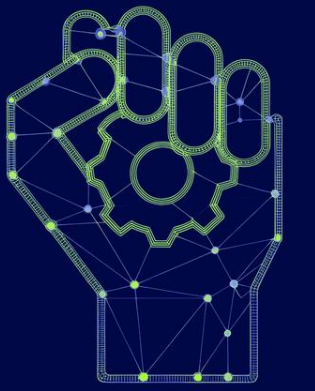


ACTIVITY: DEVELOP A TRIGGER QUESTION



STEP 1:

TRIGGER QUESTION

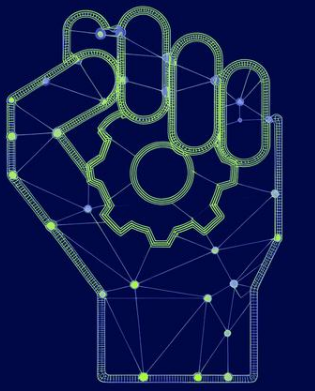


“How can we work with the Sunshine Coast Council community to identify practical solutions that will enable safe battery disposal?”



STEP 1:

TRIGGER QUESTION

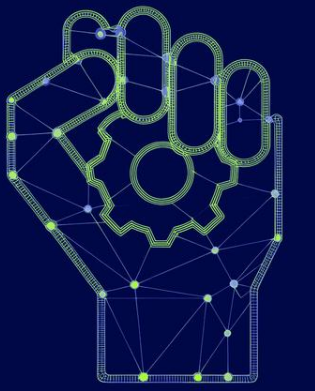


“What can we all do in the Toowoomba region to ensure that our koala population thrive and grow?”



STEP 1:

TRIGGER QUESTION



“What can fishers and interested parties do to help increase pearl perch and snapper stocks?”



DRAFT YOUR TRIGGER QUESTION



Go to your workbook , draft a trigger question you will use to start your CCS process



In your table group, test your trigger question

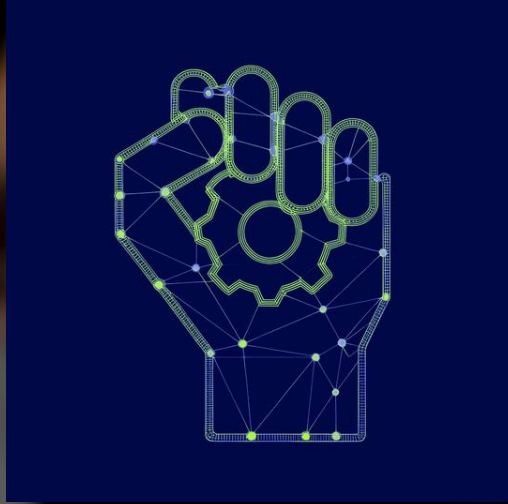


STEP 2:

WORKING GROUP FORMATION

Diversity in stakeholders

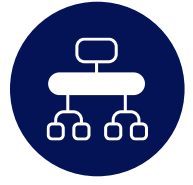
- 6-10 diverse stakeholders for the Project Working Group
- Broad representation
- Diversity



THE WORKING GROUP TASKS



Stakeholder identification



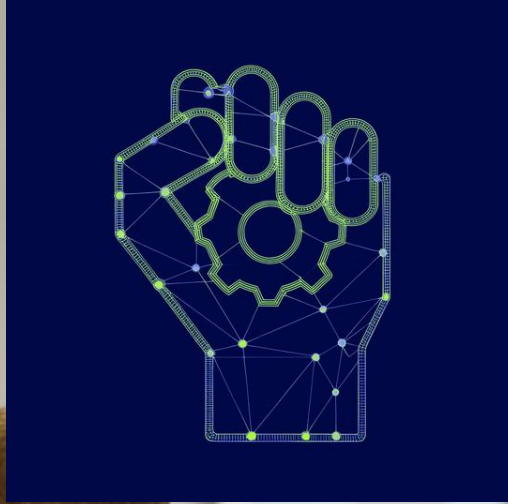
Stakeholder classification



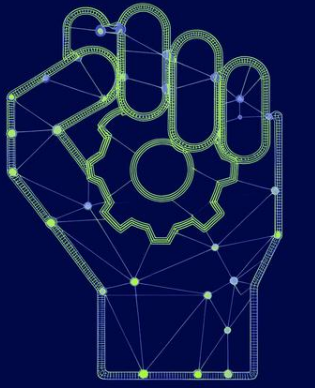
Stakeholder selection



Trigger question



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ACTIVITY: STAKEHOLDER IDENTIFICATION AND CLASSIFICATION



STAKEHOLDER IDENTIFICATION

At your tables

1. Who aren't we talking to?
2. Identify stakeholders who impact or are being impacted by the issue
3. List 1 stakeholder per sticky note
4. Now pass your sticky notes to the right
5. Read the list and think of more



STAKEHOLDER CLASSIFICATION



STEP 3:

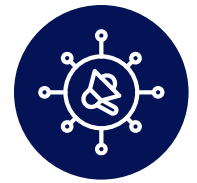
DISTRIBUTION OF TRIGGER QUESTION



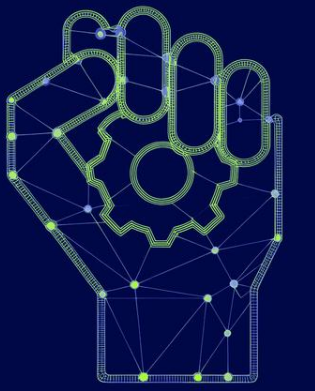
Recruitment strategy



Trigger question invitation



Distribution channels



TRIGGER QUESTION



Distribute trigger question



Aim for responses from diverse stakeholders



List up to 5 factors (priorities/barriers)



Online/in person



ANALYSIS OF FACTORS



Data cleaning



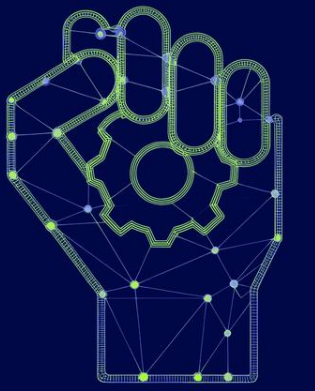
Analytical framework



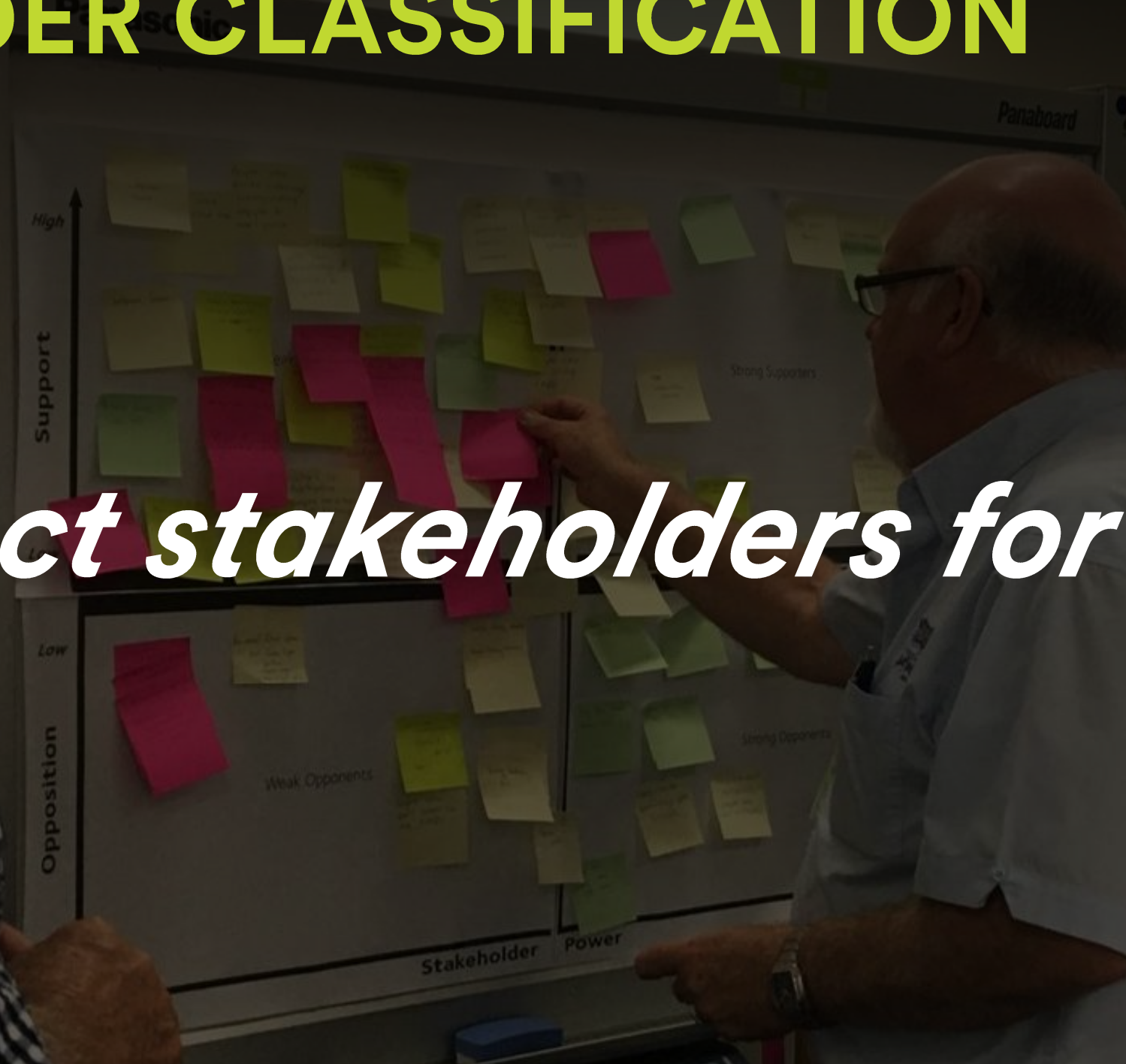
Research team/working
group/independent



STAKEHOLDER CLASSIFICATION



Select stakeholders for workshop



STEP 4:

CCS WORKSHOP



Diverse stakeholder participants,
up to 21 participants



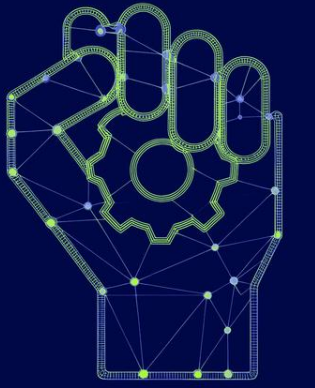
Prioritisation/ranking of factors



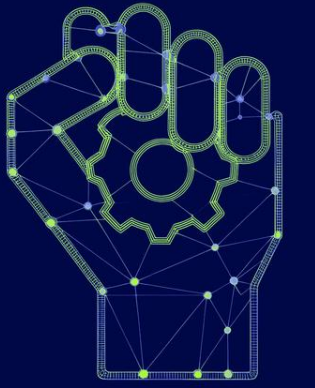
Action map



Co-design solutions



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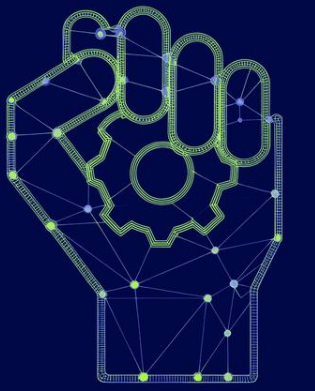


IN PERSON PRIORITISATION



STEP 1:

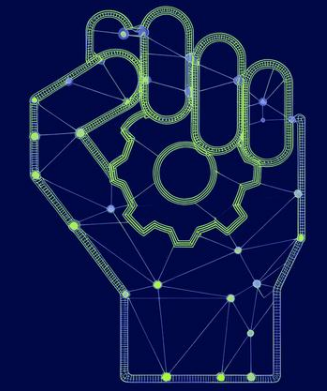
TRIGGER QUESTION



“What is preventing community members in your area from adopting household energy saving devices?”



PRIORITISED FACTORS



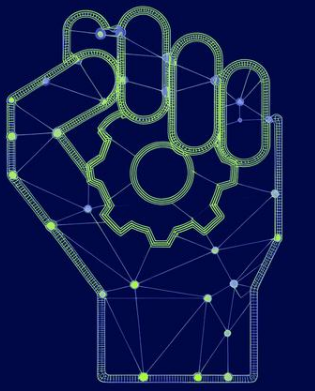
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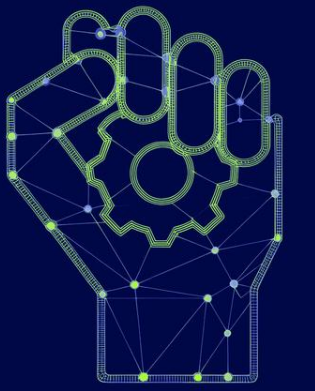
STRUCTURING FACTORS



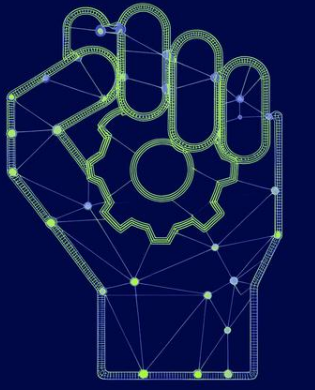
CONSENSUS VOTING

Minimum of 70% consensus before continuing

Example:



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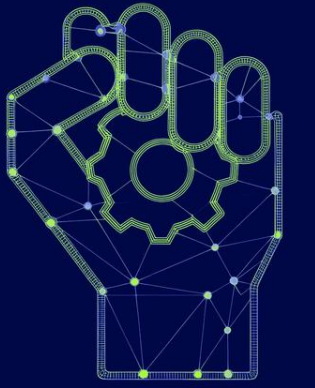
LET'S EXPERIENCE THE VOTING ROUNDS



CONSENSUS VOTING

Minimum of 70% consensus before continuing

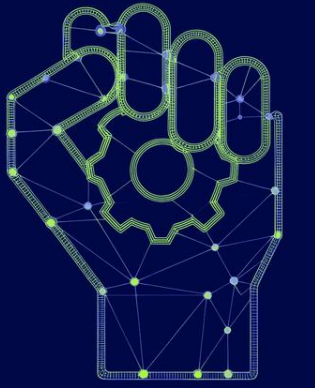
Example:



CONSENSUS VOTING

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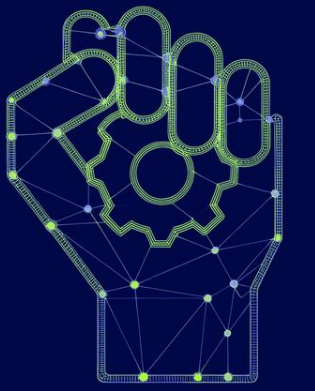
Example:



CONSENSUS VOTING

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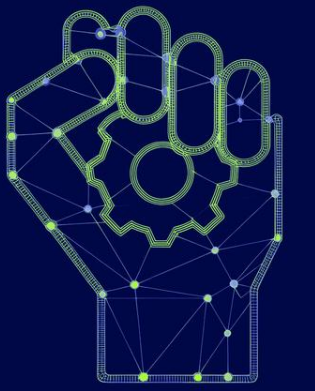
Example:



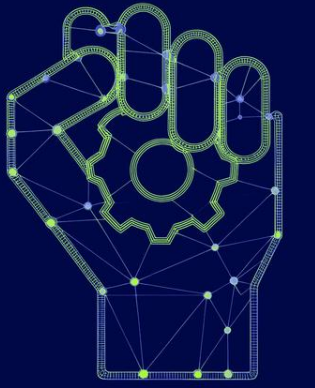
CONSENSUS VOTING

Minimum of 70% consensus before continuing

Example:



CONSENSUS VOTING



Minimum of 70% consensus before continuing

Example:



STRUCTURAL MAP



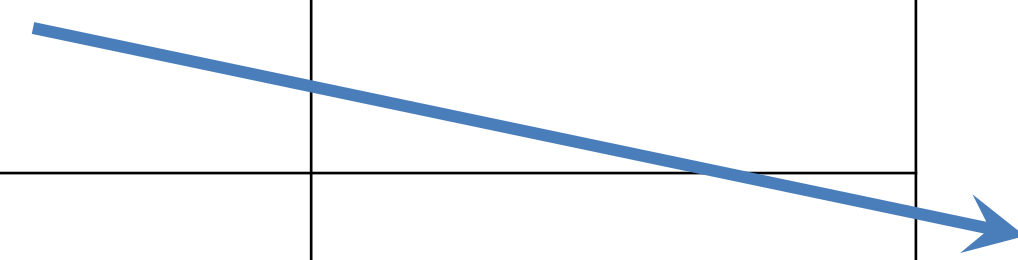
| | B1 | B2 | B3 | B4 |
|-----------|-----------|-----------|-----------|-----------|
| B1 | X | X | | |
| B2 | ✓ | | | |
| B3 | ✓ | | | |
| B4 | | | | |



STRUCTURAL MAP



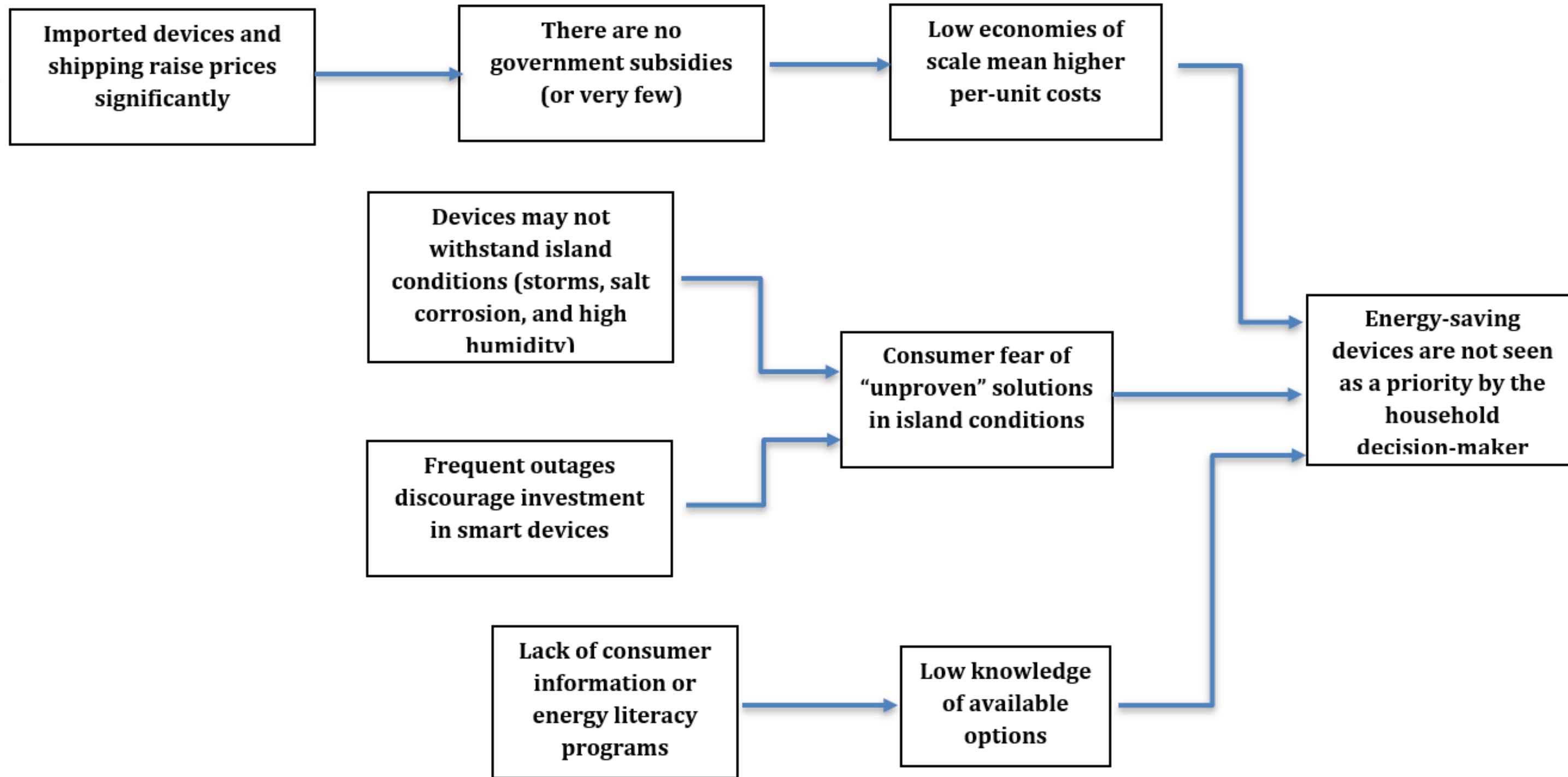
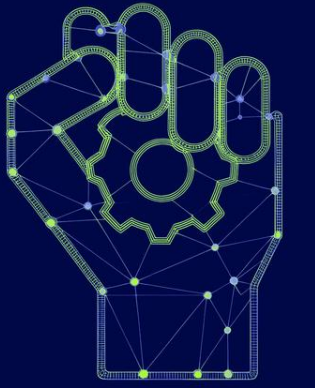
| | B1 | B2 | B3 | B4 |
|----|----|----|----|----|
| B1 | X | X | | |
| B2 | ✓ | | | |
| B3 | ✓ | | | |
| B4 | | | | |



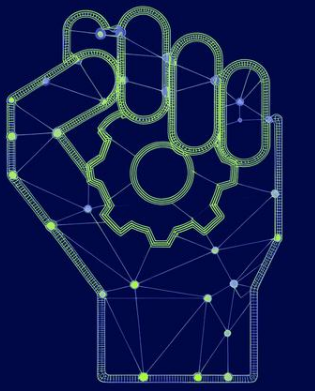
B1 -> B3 ?
B3 -> B1 ?



STRUCTURAL MAP



CO-DESIGN SOLUTIONS

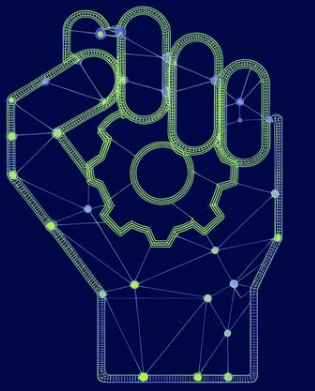


CONNECT

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