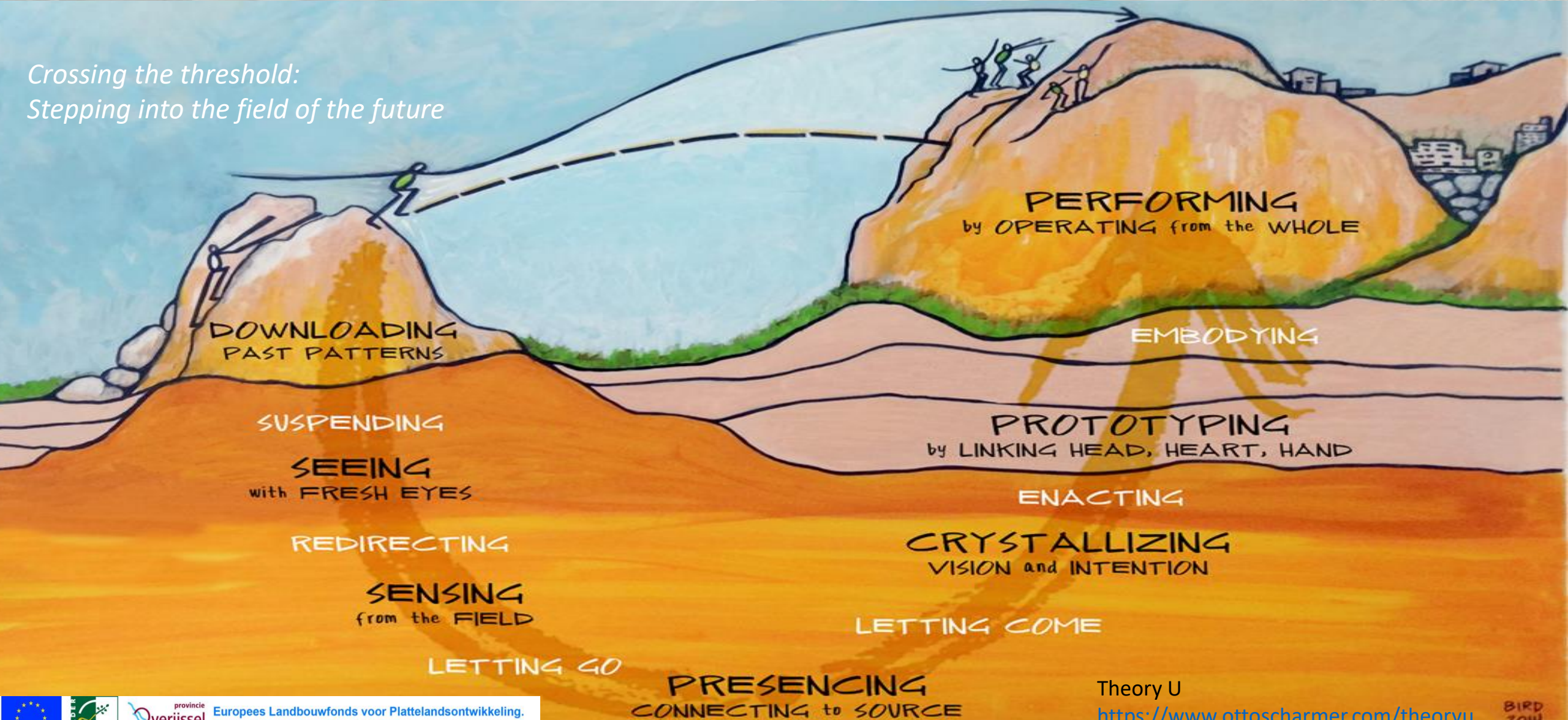


Widening stakeholder engagement at LAG level

Theory U: Lessons learnt, applications for the future
Mireille Groot Koerkamp, LAG Salland, Netherlands

*Crossing the threshold:
Stepping into the field of the future*



Theory U

<https://www.ottoscharmer.com/theoryu>

BIRD
2014

Theory U:

Results and lessons learnt

- **Theory U sessions:** some had resistance, most were very enthusiastic.
 - **Main result:** Local Development Strategy designed by 400 Sallanders
 - **Also:** ideas for new projects (prototypes) and feeling of connectedness.
 - **Salland Café** was one of the prototypes. Started in 2014.
 - **Salland Café's:** network meetings, 4 - 6 per year, always 50 – 200 visitors.
 - **Growing network:** From 50-100 persons in 2013 to 700 persons in 2020.
 - From “Stakeholders network” to an **open “Sallanders network”**.
 - Try to **involve everyone**. Anybody can contribute to a better Salland.
 - **Mixed network:** inhabitants of Salland, volunteer and professional organisations, entrepreneurs, farmers, civil servants, local politicians....
 - **Positive atmosphere:** informal, equal, helpfull, open, co-operative, creative.
 - Source of **energy, enthusiasm, news ideas and projects**.
- 

1) Proces to a new LDS in 2014

2013 / 2014
Prepare new LDS

Network:
50-100 stakeholders

Interviews:
outside network,
listen carefully,
open mind

Conferences, workshop,
worldcafé sessions

Toolkit ENRD prepare LDS:
“How to involve everyone?”

Journaling: connecting.
What is asked of me?
How can I be helpful?
How can I make a difference?

Growing network
>700 inhabitants,
organisations, mixed

LDS 2014-2020

Prototyping:
ideas for new projects

Crystalizing ideas,
wishes for the future

2) Perform (2014-2020)

Helping everyone: from idea to project

- **Help each other.** Common goal = a better Salland (people, planet, profit)
- **Meet at the project location** (if possible), not in the office.
- **What is needed?** Budget or...? Ask questions, give advice, contacts, network..
- **Find (any) budget to start the project:** Leader or other funds? Spending the Leader budget is not the goal. Budget is one of the **means** to achieve goal.
- **Pitch** in LAG meeting. Make atmosphere informal, relaxed and accessible.
- **Help to prepare the application (Leader or other).** As easy as possible.
- **During project execution:** keep contact, help with declarations and reports.
- Give the projects **a podium in Salland Café.** Show results, help them to promote their project, let others learn from it and vice versa.

3) Evaluation & Future LEADER

LDS 2014-2020
Performing program

Also in evaluation:

New LDS 2023 (?) – 2027

“How to involve everyone?”

Ex post evaluation

Quantitative evaluation:
Monitoring,
annual reports,
indicators

Quantitative:
Monitoring, survey project
promoters (applicants)

Qualitative evaluation:
Tell story's in video's,
newsletters,
social media, meetings

Qualitative:
Interviews with project
promoters by LAG members

Midterm evaluation:

- LAG self assesment
- Inter LAG evaluation
- Evaluation with projects and inhabitants in Salland Café

Adjust LDS

Coronetime as moment of reflexion:

- What have you learnt?
- What is your wish for the future?
- What is your wish for the region?
- What would you like to do (different)?