

Genova Smart City Stakeholder Mapping an Essential Step 热那亚智慧城市利益相关者映射的重要一步

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智能城市引领者-热那亚市

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- Genova Smart City
- Genova Smart City Association
- Transform Project
- Stakeholder Mapping
- Genova
- Other cities

指标

- 热那亚智慧城市
- 热那亚智慧城市协会
- 改造项目
- 利益相关者的映射
- 热那亚
- 其他城市



Quality of Life

Economic Development

综合规划

生活质量

经济发展

可持续性

研究与创新

地方领导

Sustainability

Research & Innovation

Integrated Planning

Local Leadership

Genova Smart City Association



热那亚智能城市协会

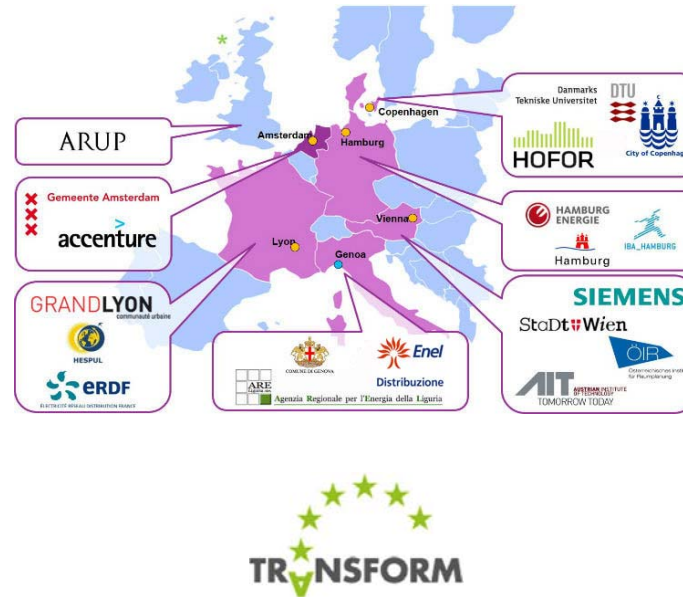
- Key stakeholders
 - Institutions
 - Small and Medium Size Companies
 - Research
 - Civil Society
 - Associations
 - Business



- 关键利益相关者
 - 机构
 - 小型和中型公司
 - 研究
 - 公民社会
 - 协会
 - 商务

Transform method

- Analyse current state
- Obtain political commitment
- Do a stakeholder analysis
- Prioritise and involve
- Prepare a Transformation agenda
- Approve and start implementation
- Monitor the progress



改造方法

- 分析现状
- 获得政治承诺
- 做利益相关者分析
- 优化和涉及
- 准备一个改造议程
- 批准并开始实施
- 监测进展



Stakeholder Mapping

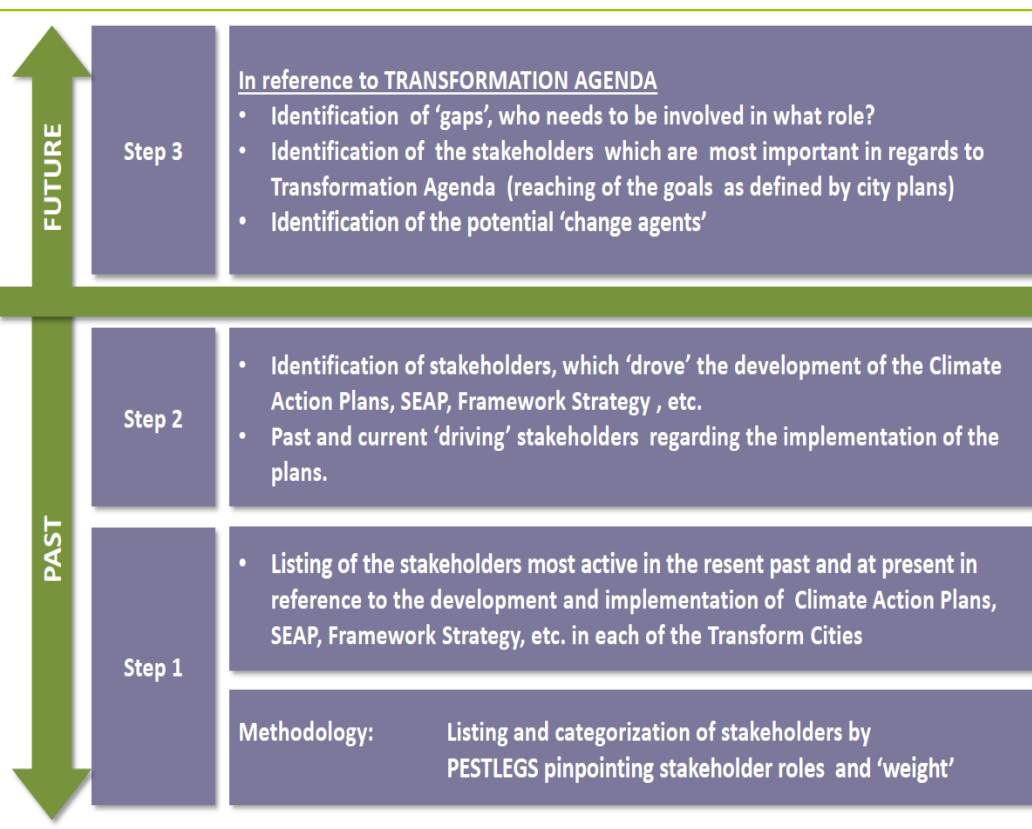


利益相关者映射

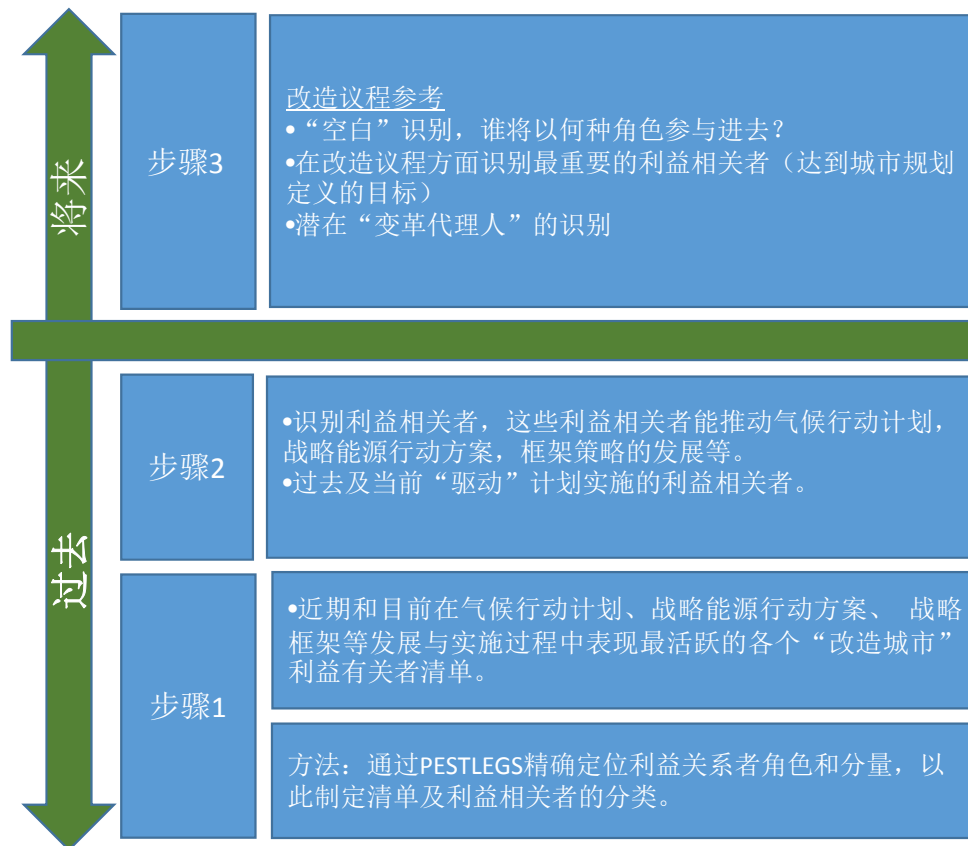
- Finding stakeholders through interviews
- Understanding their role
- Use PESTLEGS
- Finding gaps and missing stakeholders
- Living document

- 通过访谈发现利益相关者
- 了解它们的作用
- 使用PESTLEGS
- 发现不同和缺失的利益相关者
- 活文档

Aim & Steps



目标&步骤



PESTLEGS

P.E.S.T.L.E.G.S

-  **Political:** Citizenship Committee, Members of the Council
-  **Economic:** Chamber of Commerce, Banks, Investment Funds, ESCOs, Private Business, Developers etc.
-  **Social:** Churches, Associations, NGO's
-  **Technological:** Energy agencies, Energy Supply Companies
-  **Legal:** National Government, EU, etc.
-  **Environmental:** Environmental associations, consumer associations etc.
-  **Governance:** Local government, local administration
-  **Spatial:** Institutes of Architects/Engineers/Agencies/Built environment sector/Developers
-  **Other:** Research, educational establishments, schools, colleges, universities, Expert panels, consultants expertise

政治: 公民委员会,该委员会的成员。

经济: 商会, 银行, 投资基金, 能源服务业, 民营企业, 开发商等。

社会: 教堂, 协会, 非政府组织。

技术: 能源机构, 能源供应公司。

法律: 国家政府, 欧盟, 等。

环境: 环境协会, 消费者协会, 等等。

治理: 当地政府, 当地行政管理。

空间: 建筑师学会/工程师/机构/建筑环境部门/开发商。

其他: 研究, 教育机构, 学校, 学院, 大学, 专家, 顾问的专业知识

Involvement of stakeholders

- Matrix on city levels
 - In the rows: stakeholders
 - In the columns: the activities
- Possible involvement levels:
 - Overall involvement
 - Partial involvement
 - Required involvement

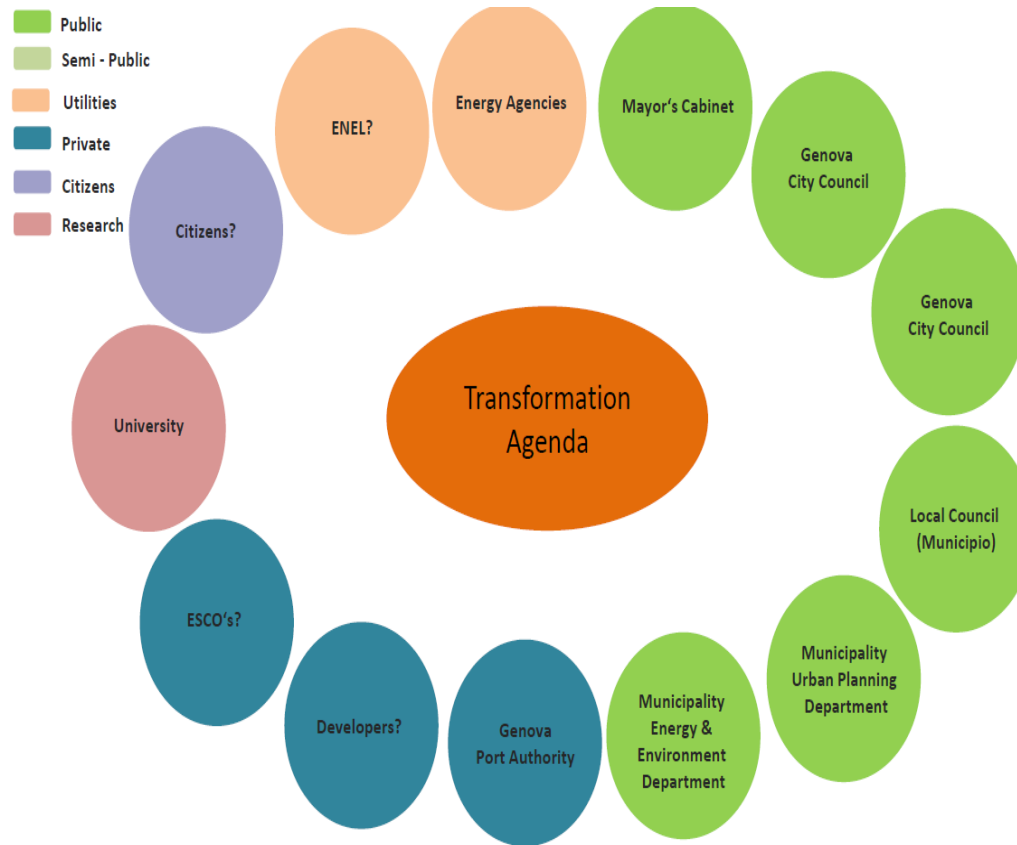
Stakeholder – Political	„Owner“ Planning	Consultation	Coordination	Awareness Building	Decision making	Approval	Funding & Financing	Implementation	Monitoring
National Government									
Regional Government									
Stakeholder – Economic	„Owner“ Planning	Consultation	Coordination	Awareness Building	Decision making	Approval	Funding & Financing	Implementation	Monitoring
National Government									
Municipality									
Chamber of Commerce									
Banks									
Investment Funds									
ESCOs									
Private Businesses									
Developers									
Builders' Associations									
ENEL									
Stakeholder – Legal	„Owner“ Planning	Consultation	Coordination	Awareness Building	Decision making	Approval	Funding & Financing	Implementation	Monitoring
European Union									
National Government									
Region Liguria									
Port Authority									
Municipality									
Companies									
Businesses									
Stakeholder – Environmental	„Owner“ Planning	Consultation	Coordination	Awareness Building	Decision making	Approval	Funding & Financing	Implementation	Monitoring
National Government									
Region Liguria									
Municipality Energy & Environment Department									
Genova Smart City Association									
Stakeholder – Governance	„Owner“ Planning	Consultation	Coordination	Awareness Building	Decision making	Approval	Funding & Financing	Implementation	Monitoring
City Council									
Mayor's Cabinet									
Local Council (Municipal)									
Genova Smart City Association									
Other Associations									
Stakeholder – Spatial	„Owner“ Planning	Consultation	Coordination	Awareness Building	Decision making	Approval	Funding & Financing	Implementation	Monitoring
National Government									
Region Liguria									
Municipality Urban Planning Department									
Local Council (Municipal)									
Genova Smart City Association									
Port Authority									
University									
Building Associations									
Developers									
Real Estate									
Architects, Engineers, etc.									

利益相关者参与

- 城市层次矩阵
 - 排：表示利益相关者
 - 列：表示活动
- 可能参与的层次:
 - 全员参与
 - 部分参与
 - 要求参与

Outcome

- Understanding actors and gaps

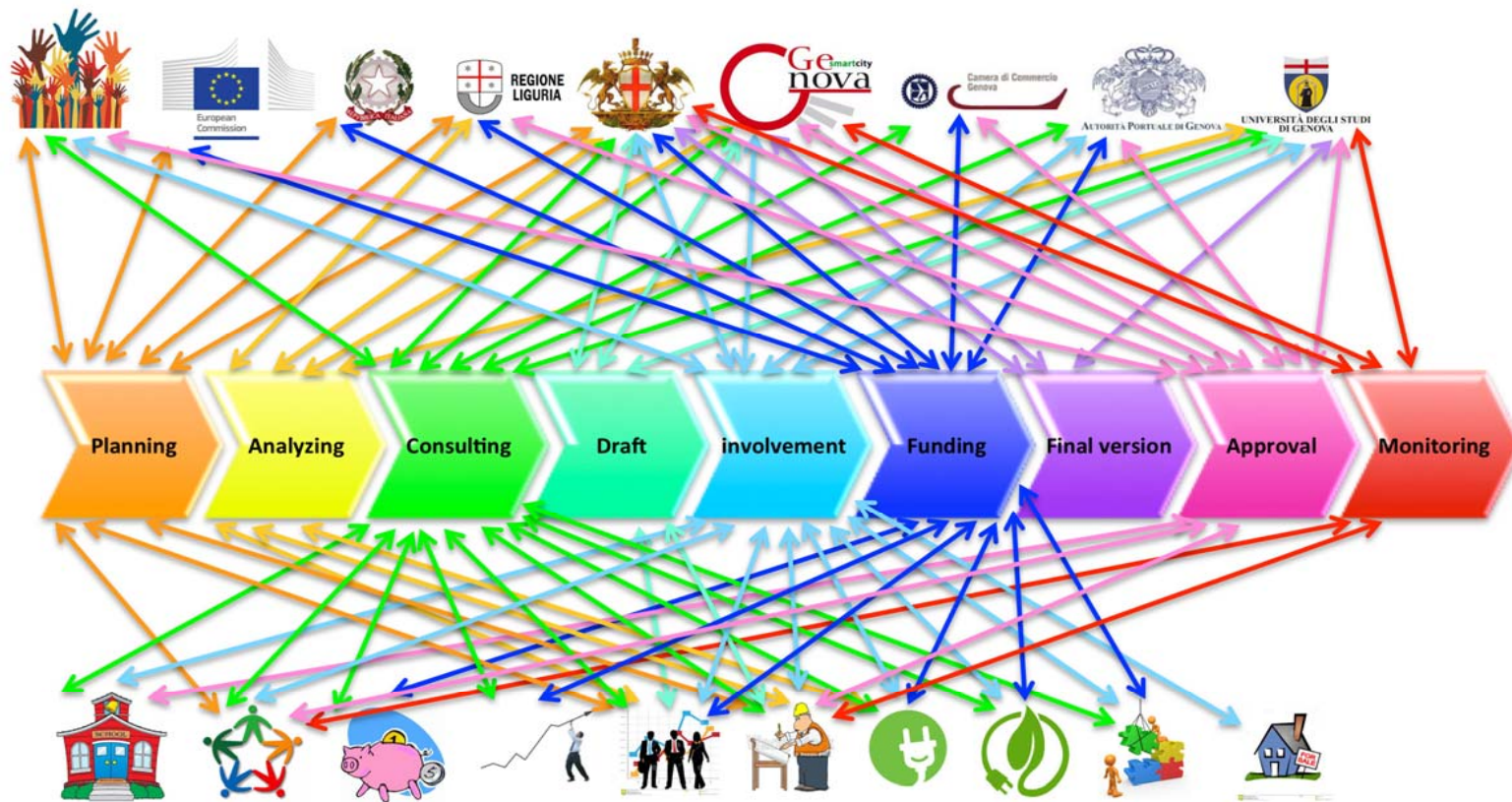


结果

- 了解参与者和差距

Outcome: visualistaion of
involvmnt and gaps

结果：参与和差距的可视化



Stakeholder Mapping



- Next Steps
 - Validation by stakeholders
 - Finding gaps and missing SH
 - Analyzing kind of involvement
 - Implementing feedback
- Benchmarking
- Living document

利益相关者映射

- 下一步
 - 验证利益相关者
 - 发现不同和缺失的利益相关者
 - 分析参与者的类型
 - 实施反馈
- 设定标杆
- 活文档