



PACKALL

PackAlliance:
European alliance for innovation training
& collaboration towards future packaging

Linking **Academy** to **Industry**.

Training program: modules

- New materials and biomaterials
- Eco-design & novel manufacturing processing
 - Residue management and valorisation
 - **Citizen and Consumer Engagement**



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Citizen Engagement in Circular Economy of Plastics

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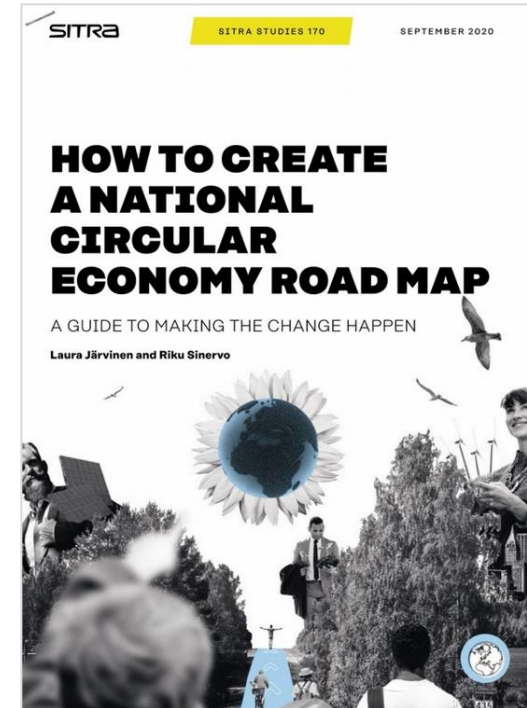


Citizens and Consumers



Decision making processes concerning plastics

- European Union directives
- National legislation
- Waste and other policies or roadmaps
- Regional and local norms



<https://media.sitra.fi/2020/09/02171513/how-to-create-a-national-circular-economy-road-map.pdf>



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Design, development and participation

Two main strategies

Expertise based:

the designers/law makers can find the best solutions themselves

Participation based:

the designers/law makers help citizens or consumers to find the best solutions

This also sets the participants' positions and possibilities in different phases of a planning process



Crowds can contain collective wisdom

If the following applies

- (1) diversity of opinion (each person should have some private information),
- (2) independence (persons' opinions are not determined by those around them),
- (3) decentralisation (people are able to specialise and draw on local knowledge), and
- (4) aggregation (there is some mechanism for turning private judgments into a collective decision).

Motivations of Participation (arrangement and engagement)

- **Pragmatic** motivations: to reach better decisions that are more likely to be implemented.
- **Normative motivations**: the democratic right that requires the engagement of people in the decisions affecting them
- **Trust building motivations** in decision-making processes - to create social cohesion among the different stakeholders

**What should you consider
in a participation process?**



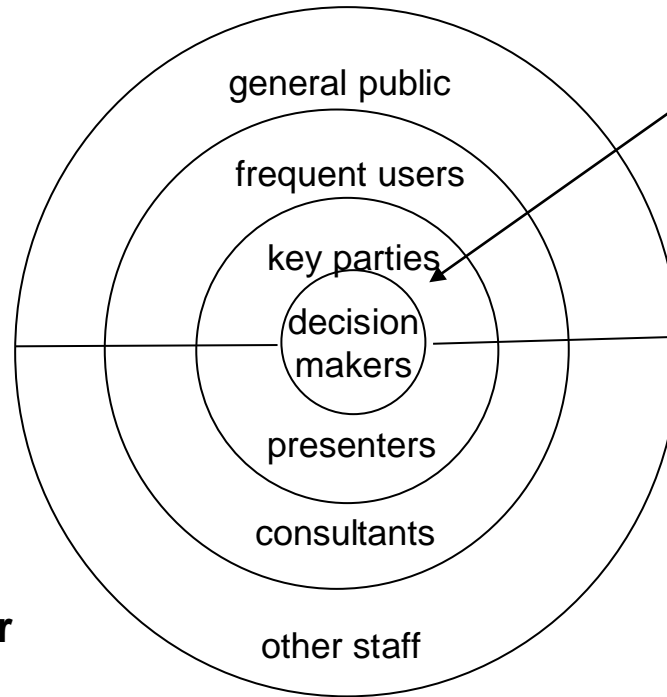
The extent of participation – who should participate

There are always many groups of publics!
Try to map them.

Different groups (may) participate on different levels
-> representatives

In public
Of products or services

In legislative or governmental organisation



critical interest groups and experts, lobbying groups



Assessing the level of participation

– how intensively should the public be able to participate

Collaborating

Involving

Consulting

Informing



- ❑ Level = how intensively people are involved
- ❑ **Make sure people know from the beginning what they can get**
- ❑ Try to avoid creating too big hopes → no frustration
- ❑ Plan involvement techniques according to the level
- ❑ Plan feedback

- **Empowerment:** transfer of control over decision-making and resources to stakeholders.
- **Partnership:** stakeholders work together as equals towards mutual goals.
- **Decision-making:** stakeholders have a role in making decisions on policy, project design and implementation.
- **Cooperation and consensus building:** stakeholders negotiate positions and help determine priorities, but the process is directed by governors.
- **Consultation:** stakeholders are given the opportunity to interact and provide feedback. However, analysis and decisions are usually made by outsiders, and stakeholders have no assurance that their input will be used.
- **Information sharing:** stakeholders are informed about their rights, responsibilities and options.
- **Contribution:** voluntary or other forms of input to predetermined programmes and projects.
- **Informing:** one way information flow from governors to citizens.



e.g. Creighton 2003



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Civil Society Organizations (CSOs) can affect citizens and policy-makers through

- **Campaigns:** raising awareness among the general public about the policy issue at hand, mobilizing action such as consumer boycotts or citizens' petitions, and pressurizing governments to act on the issues and take on board the views expressed through these campaigns
- **Partnerships:** among themselves or with government bodies or private sector companies in order to influence policy-making at various levels.
- **Participatory Policy research:** Policy research has been used by NGOs and other stakeholder groups to promote and inform participatory policy-making.



The benefits of participatory policy making

- Better informed policies
- More equitable policies
- Strengthened transparency and accountability
- Strengthened ownership
- Enhanced capacity and inclusion of marginalized groups
- Enhanced government capacity
- Common understanding



Challenges and lessons

- Time and resource needs
- Raising expectations
- Creating conflicts
- Loss of independence of CSOs
- Political risk

Source: Rietenbergen-McCracken



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Advice for CSOs

- Choose your battles
- Define your role
- Do your homework
- Plan your participation
- Hone your skills

Source: Rietenbergen-McCracken



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