

Stakeholder Relations

Stakeholder
4

Fears/Concerns	Hopes/Desires
Unfair distribution Rising costs No voice in policy Lower quality of life No water! Hate to move	Plenty of water Have a 'green' Ojai Won't worry about it! Healthy ecosystem/ lots of natural beauty No more conflict

One of the most overlooked aspects of wick-ed problems is the complex relations among stakeholders. This 'web' of relationships permeates both problem and context. Conflictual stakeholder relations are one of the most common barriers to the successful implementation of solutions of all kinds.

Stakeholders often have conflicting agendas, concerns, belief systems, cultural norms etc. that can place them at odds with each other. Conversely, some share interests that can create opportunities for collaboration and innovation. However, most stakeholders share some concerns but have opposing opinions on others. Understanding these relationships is essential to resolving wicked problems that enable sustainable societal transitions.

This workshop will introduce the concept of stakeholder relations in the water shortage problem. Participants will list as many stakeholder groups as possible, then speculate about the fears/concerns and hopes/desires of each. *This is a hypothetical exercise because not all groups will be represented in the workshop.* Stakeholder research should be conducted by the community to ensure that inclusive solutions to the water crisis are developed.

