



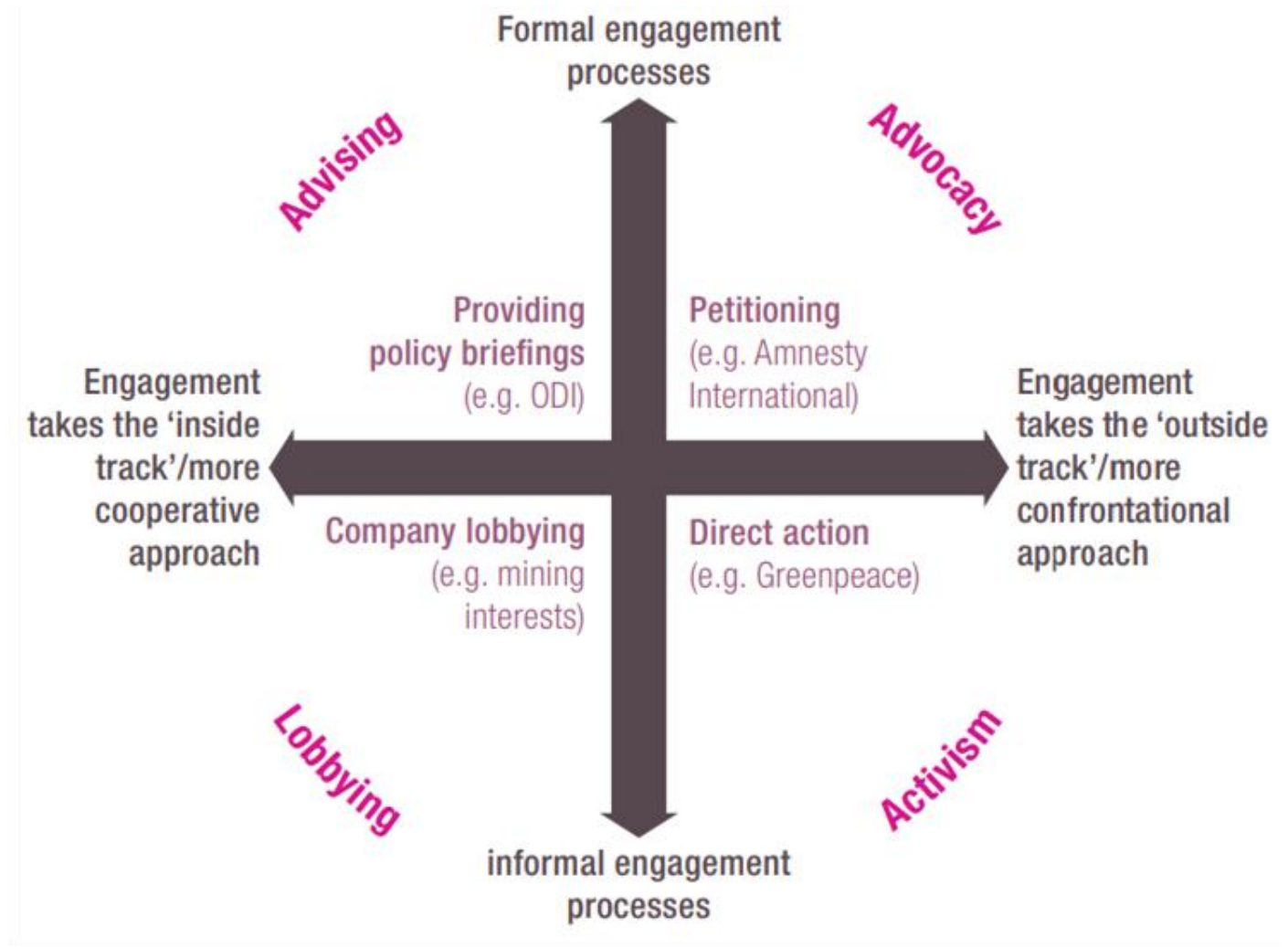
# Creating an Engagement Plan

Wednesday 6<sup>th</sup> December, 11am-12pm





**Liam McArthur MSP**  
Nature Champion for Scottish Primrose



Taken from ODI, A Guide to Policy Engagement and Policy Influence



# Question Time!

Visit [menti.com](https://www.menti.com) and enter the code **2960 4534**  
<https://www.menti.com/alsf63bniiiah>





Lobbying, awareness-raising and advising all  
benefit from planning!

# Why create an engagement plan?

- Active over reactive – reduce stress!
- Designed for longer-term, incremental change
- Facilitates group working
- Partially acts as a record for handover in case of staff turnover
- Aids budgeting and pre-empting resource, training or capacity issues.



# Terms



**Aim:** A situation or context that you intend on making a reality – these are considered at a high-level with often tangible social, economic and ecological impacts.

**Objectives:** describe a series of tasks and activities that, if completed, enable you to achieve an aim.

**Theory of Change:** a comprehensive description and illustration of how and why a desired change is expected to happen in a particular context by outlining causal linkages in the short, intermediate and long term.

**Step 1.** Identify organisational long-term goals relating to your species/habitat that will benefit from political support

**Step 2.** Identify your aims that will become more likely to be achieved with political support

**Step 3.** Identify an appropriate MSP Nature Champion

**Step 4.** Identify which types of support the MSP Nature Champion may provide through building a more accurate profile

**Step 5.** Set and define realistic (SMART) desired objectives from your engagement with the MSP Nature Champion

**Step 6.** Identify relevant measures, targets, activities, resource requirements, leads, timescales and ways of monitoring progress

**Step 7.** Undertake activities and receive feedback

**Step 8.** Record engagement and feedback

**Step 9.** Adjust MSP profile, revise objectives, targets, activities or timelines



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# Setting Aims

1. What are your organisation's long-term advocacy goals? What is your theory of change? Where does obtaining political support come into your theory of change?
1. What are your desired aims in relation to your Nature Champion's engagement? How do these interact with the described 'Action Needed' in relation to this species/habitat?
1. Importance of recruitment in matching suitable advocacy goals – signposting with 'Action Needed'



## Action Needed

1. Press for licensing of the east coast commercial dolphin watching industry to ensure the Conservation Objectives of the Special Area of Conservation (SAC) can be maintained.
2. Press for cetacean at-sea monitoring to meet the requirements of the Habitats Directive Article 11.
3. Ensure the Scottish Biodiversity Strategy is fully implemented.

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# Build a profile of your Nature Champion

- Their website & Twitter – likes, dislikes & general positions
- Voting history / Motions / PQs
- Constituency interests – written articles
- What is their majority?
- What is the party line?
- Ask them in person, what are they most excited/passionate about?
- Ask other LINK members!

The image shows two overlapping screenshots. The background screenshot is a news article from the Scottish Green Party website titled "Poisoning of White-Tailed reform" dated Wednesday, July 29, 2020. The article discusses the poisoning of a White-tailed eagle found dead in the Cairngorms and calls for government action to tackle wild grouse moors. A quote from Mark Ruskell is visible: "This is a very serious crime against a species that is also a protected bird. Sadly, this is only the latest in a long history of wildlife crime on grouse moors. I'm afraid recent 'tweaks' to wildlife crime measures are not enough to address the problem. There needs to be real action to address the issue of this, but we've seen from the reaction to the driven grouse shooting industry that the Scottish Government is not taking the necessary steps. It's time for the Scottish Government to go back to the drawing board with a commitment to shut grouse moors down to meet its obligations in the middle of a climate crisis."

The foreground screenshot is a profile page for Mark Ruskell, a Scottish Green Party MSP. It includes a photo of Mark Ruskell, his name, party affiliation, and a list of his roles: MSP for Mid Scotland and Fife (Region) from 2016 to present day, and Former MSP for Mid Scotland and Fife (Region) from 2003 to 2007. The page also lists his committee memberships: Constitution, Europe, External Affairs and Culture Committee (Member) and Net Zero, Energy and Transport Committee (Member). A tweet from Mark Ruskell MSP, dated 30 July 2020, is overlaid on the bottom right. The tweet reads: "There was yet another example this week of Scotland's majestic sea eagles being killed on grouse moors. This is a monumental failure to look after nature whilst we're in the middle of an environmental crisis. It's time to shut down grouse moors in Scotland." Below the tweet is a photo of a dead sea eagle on a grouse moor, with a person kneeling next to it. The tweet is from THE NATIONAL SCOT and has a headline: "SNP minister 'angered' by 'barbaric' killing of sea eagle on grouse moor". The sub-headline reads: "SCOTTISH ministers are coming under pressure to bring in licensing for grouse moors sooner rather than later."



**Common Dolphin**

Siobhan Brown MSP  
with Whale and Dolphin Conservation



**Common Frog**

Michelle Todd MSP  
with Amphibian and Reptile Conservation  
with National Trust for Scotland



**Common Lizard**

MSP  
with Froglife



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# Setting & Refining Realistic Objectives

What are your high-level aims ('Action needed') for this Nature Champion?

Theory of change: What is the context? What are the barriers? Where does resistance come from? How easy? (1-5 scale)

Capacity & resources (budget, hours to dedicate per week/month)

SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound)

Expect to see, Like to see, Love to see

# Activity!

**Activity: Pick an MSP Nature Champion of yours and a given issue that you are looking to change their perceptions on. Think about what you'd expect to see from your engagement with them on the topic within one year of good, consistent engagement and list what you'd like to see and what you'd love to see!**

- Expect to see – Nature Champions demonstrate early positive responses and initial engagement with the idea of change or the issue
- Like to see – Nature Champions are showing signs that the messages are being taken on board and are proactively changing the way things are done
- Love to see – Nature Champions display deep transformations in behaviour that demonstrate that the idea of change has been deeply internalised and will be sustainable in the long term.

Issue or Change	Expect to See	Like to See	Love to See



Aim	Objective	Measures	Targets	Activities required to achieve objective	Resources & support required	Lead	Timescale	Status (6 months)



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# Cultivating good relationships

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Honesty & Reliability (respect their time and position)

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Empathy for the MSP

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Build a rapport

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Build a relationship with an MSP's team

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Appropriate communication – content, timing, frequency

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Find common ground but set boundaries where necessary

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Use rewards – PR (Twitter), feature in blog, share in local press, gifts (N.B. the Scot Parl regulations £500!)

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THANKING!

Have you got a story of how you've thanked an MSP in the past?

# Resources

- [Nature Champions Guide for MSPs](#)
- Nature Champions Guide for LINK Members
- [Scottish Parliament Recess Dates](#)
- [Scottish Parliament Guidance on Lobbying](#)
- [Scottish Parliament Lobbying Register](#)
- [Guidance on registering gifts for MSPs](#)
- [Top 10 lobbying tips – Directory of Social Change](#)
- [ODI – A Guide to Policy Engagement and Influence](#)





We'd love your  
feedback!

