

Engaging Stakeholders for Circular Change

*Reframe challenges, engage diverse actors, and co-create a shared narrative
for circular transition*

This service draws on system innovation and design thinking methodologies, combined with communication and branding tools. It supports municipalities, public institutions, and regional networks in designing and implementing transformation models for circular economy adoption.

1. Insight Phase – Quick Insight Sprint (2–4 weeks)

Best for: Municipalities and policy makers seeking a rapid scan of challenges, policies, and CE communication practices.

Activities:

- Introductory workshop on problem reframing & CE systems thinking.
- Rapid scan of local/regional CE communication and policies.
- Stakeholder mapping (light version).

Deliverables:

- Problem-mapping canvas.
- CE readiness brief.
- Draft narrative framework for stakeholder communication.

Outcome:

Shared understanding of key challenges; first version of a CE narrative to mobilize stakeholders.

2. Integration Phase – Narrative Builder (3–6 months)

Best for: Municipalities, policy makers, and businesses ready to co-create a CE agenda and engage diverse stakeholders.

Activities:

- 2 on-site workshops + 2 living labs with municipalities, policy makers, and businesses.
- Stakeholder engagement process with problem reframing & solution design.
- CE branding workshop: building an inspiring local/regional narrative.

Deliverables:

- Co-created Transformation Roadmap.
- CE Communication Toolkit (policy briefs, storytelling templates, visuals).
- Stakeholder Engagement Framework.

Outcome:

Stakeholders actively aligned around a CE agenda; improved visibility and credibility for municipalities/regions in CE transition.

3. Transformation Phase – Strategic Narrative & Governance (12 months)

Best for: Regions and municipalities committed to embedding CE into governance and gaining recognition as CE leaders.

Activities:

- Full co-creation of a local/regional CE Transformation Model.
- Quarterly stakeholder living labs to test and refine solutions.
- Media, investor, and policy engagement strategy.
- Monitoring & evaluation system for CE initiatives.

Deliverables:

- Comprehensive Problem-Solving & CE Roadmap.
- CE Narrative & Policy Influence Strategy.
- Annual Impact & Progress Report.

Outcome:

Strong, future-ready CE ecosystem; recognition as a circular region/municipality; adaptive, collaborative, and innovative governance model.

Please **contact us** at regionalcehub@gmail.com or info@iege.edu.mk for a consultation on the **price and more details on the process**.