Immersed Engagement:
A new approach to collaborative planning for sustainable urban planning in Aotearoa – New Zealand
Today’s presentation

• Introduction: Collaborative planning background
• The basis for Immersed Engagement
• The principles of Immersed Engagement
• The benefits and potential of Immersed Engagement
• Discussion
Introduction: Collaborative planning background

**Collaboration planning:** remote information exchange, consultation partnerships, active cooperation, co-creation, or rooted operational relationships between different organisations
The basis for Immersed Engagement

- **Aims to create meaningful collaborations and trustworthy relationships** between planning authorities, organisations, local communities and research teams

- **Advances Collaborative Planning:** Tackling the challenges of governance, communicative planning, and better equity in planning decision-making

- **Immersed Engagement:** New engagement technique to promote long-lasting and ongoing collaborations for a shared and evolving construct of governance
## The basis for Immersed Engagement

<table>
<thead>
<tr>
<th>Public Participation Goal</th>
<th>Inform</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Empower</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promise to the Public</td>
<td>Provide the public with information on issues underlying urban planning decisions</td>
<td>Obtain public feedback on urban planning decisions</td>
<td>Work with the public to ensure that public concerns and aspirations are considered</td>
<td>Partner with the public in the different stages of decision-making</td>
<td>Place final decision-making in the hands of the public</td>
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<tr>
<td>Level of engagement between authorities, organisations, and communities</td>
<td>Keep the public informed about urban planning decisions</td>
<td>Inform and provide feedback to the public on how the public input influenced decisions</td>
<td>Integrate the perspectives of the public in alternative decisions and provide feedback to the public how decisions integrate their perspectives</td>
<td>Search for public advice and innovation in the formulation of decisions and development of urban plans</td>
<td>Implement what the public decides</td>
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The spectrum of public participation, as defined by the International Association of Public Participation (IAP2, 2017).
The basis for Immersed Engagement

- Immersed engagement
- Deep engagement
- Collaborative engagement
- Engaged consultation
- Consultation partnership
- Information exchange

Time shared by researchers & partners

Collaboration and co-creation capacity
The principles of Immersed Engagement

1. **Sharing time, place and perspectives:** a proximity environment to develop trust, meaning and continuity of engagement

2. **Developing trust:** reliability, openness, confidence in the competency of partners, and perceived transparency and fairness

3. **Fostering meaningfulness:** Alignment of the research with current workflows amongst partnering teams

4. **Ensuring continuity:** dependability and generation of common goals
The benefits and potential of Immersed Engagement

- A deeper understanding of our partners’ perspectives and needs
- Better suitability of research outcomes in relation to partners’ priorities and needs
- Collaborative efforts to solve or tackle a commonly understood problem or challenge

- Immersed engagement can assist in resource and time intensive tasks:
  For instance, through Co-creation
The benefits and potential of Immersed Engagement

• **Long-lasting and productive relationships** better aligned with sustainability agendas in urban planning

• Better productivity means **interconnectedness and interdependency** between partners

• **Collaborative and organisational resilience**

• **Enhanced collaboration capacity** throughout the several stages of urban planning
Discussion

**Immersed Engagement**: a novel alternative to engagement actions that too often are only a procedural step [a ‘box to tick’]

**Better sustainable outcomes**: Longer periods of shared time with partnering teams was positively associated with productive interactions and better alignment between our research and our partners’ workflows, tasks and agendas

**An integrated construct of governance**: sharing time, place and perspectives, developing trust, fostering meaningfulness and ensuring continuity

**More equity in decision-making**: shared decisions and co-creation in urban planning
Thank you for your attention

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