

# Immersed Engagement:

A new approach to collaborative planning for sustainable  
urban planning in Aotearoa – New Zealand



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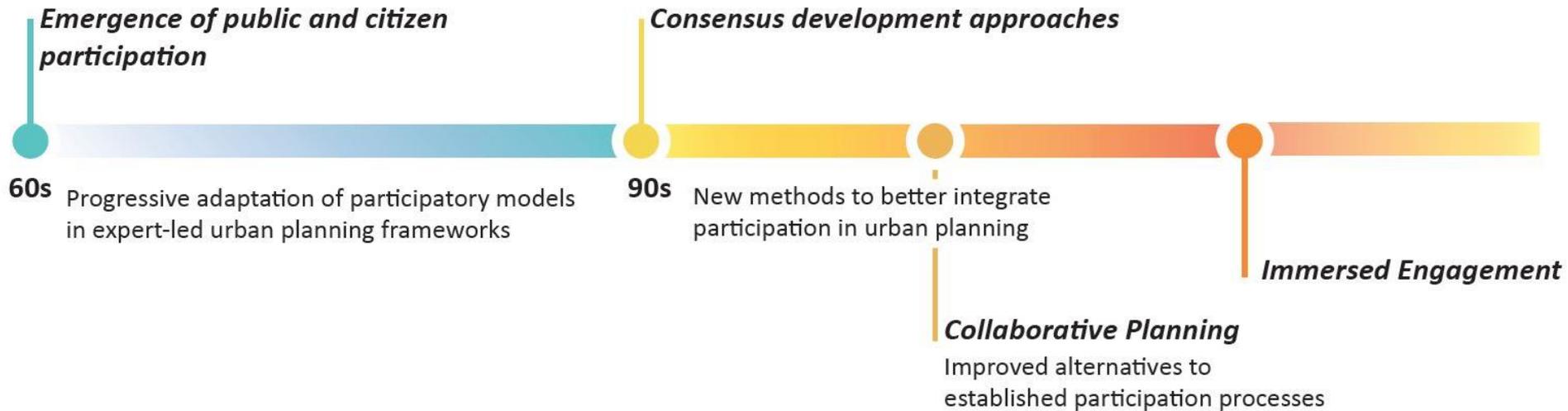
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## ***Today's presentation***

- 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

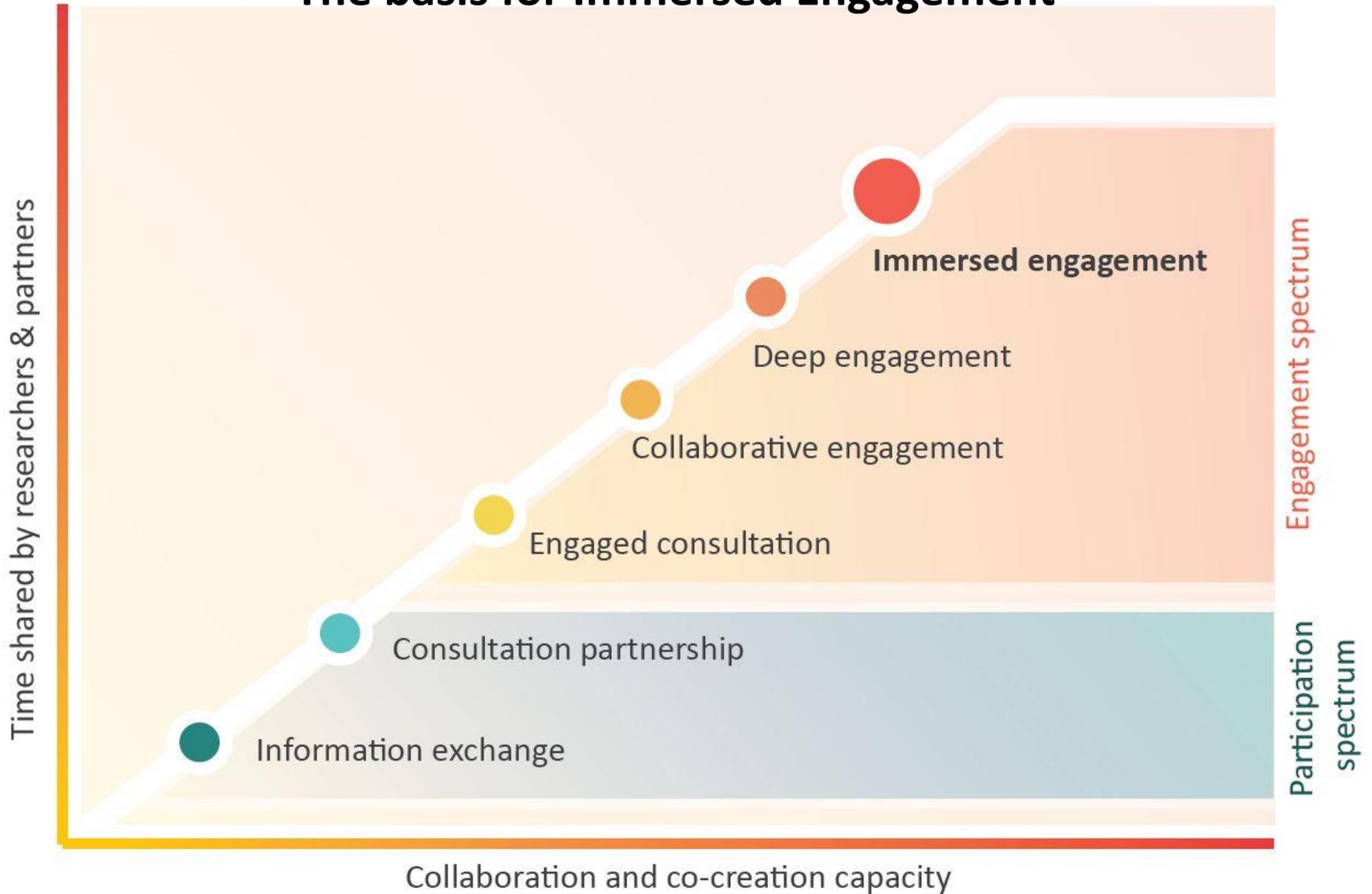


# The basis for Immersed Engagement

|   | Inform   | Consult  | Involve   | Collaborate  | Empower  |
|---|--|--|---|--|--|
| Public Participation Goal   | Provide the public with information on issues underlying urban planning decision | Obtain public feedback on urban planning decisions                                     | Work with the public to ensure that public concerns and aspirations are considered  | Partner with the public in the different stages of decision-making                                     | Place final decision-making in the hands of the public |
| Promise to the Public   | Keep the public informed about urban planning decisions                          | Inform and provide feedback to the public on how the public input influenced decisions | Integrate the perspectives of the public in alternative decisions and provide feedback to the public how decisions integrate their perspectives | Search for public advice and innovation in the formulation of decisions and development of urban plans | Implement what the public decides                      |
| Level of engagement between authorities, organisations, and communities | <b>Superficial:</b><br>information exchange                                      | <b>Moderate:</b><br>casual opportunities to get/provide feedback                       | <b>Participative:</b><br>opportunity to be part of decision-making  | <b>Engaged:</b><br>opportunity to actively be involved in decision-making                              | <b>Leading:</b><br>opportunity to make decisions       |

The spectrum of public participation, as defined by the International Association of Public Participation (IAP2, 2017).

# The basis for Immersed Engagement



# 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**
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- **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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