



PB INSTITUTE OF RESEARCH AND TECHNOLOGY

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Nairobi - Kenya

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Energy Transition Stakeholder Engagement Training

Duration: 10 days

On-Site

01 Who Should Attend

- This course is ideal for;
- Project Managers in Energy
- Community Relations and CSR Professionals
- Government and Regulatory Officials
- Corporate Communications and Public Affairs Specialists
- Environmental and Social Impact Assessment Teams
- Business Development Managers
- NGO and Civil Society Leaders
- Public Consultation Practitioners
- Urban and Rural Planners
- Students in Sustainability and Policy



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02 About the Course

Securing and maintaining a social license to operate is critical to avoiding project delays, regulatory bottlenecks, and public opposition during energy transition initiatives. This executive-level program equips project managers, corporate affairs officers, and sustainability leads with actionable frameworks to foster trust, align diverse community interests, and drive consensus.

Through practical, case-based modules, participants learn to systematically map stakeholder networks, design inclusive consultation strategies, and craft transparent project narratives. The curriculum addresses high-stakes challenges, including public consultation management, risk communication, crisis mitigation, and community benefit-sharing models. Build the strategic capabilities needed to minimize reputational risk and ensure project continuity across complex political and social landscapes.

03 Workshop Objectives

- Master the core principles of effective stakeholder engagement.
- Learn to conduct a comprehensive stakeholder analysis and mapping.
- Understand the key differences in engaging various stakeholder groups.
- Grasp the complexities of securing a social license to operate.
- Develop proficiency in designing and implementing a tailored engagement plan.
- Explore best practices in public consultation and information dissemination.
- Learn about robust approaches to managing conflict and opposition.
- Identify the critical legal and ethical considerations in engagement.
- Develop skills in crafting compelling narratives and using media channels.
- Formulate strategies for building long-term, mutually beneficial partnerships.

04 Module Topics

Module 1: Foundations of Stakeholder Engagement



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- The importance of stakeholder engagement in the energy transition
- The concept of a social license to operate
- The difference between consultation and collaboration
- The key principles of effective engagement
- The business case for proactive engagement

Module 2: Stakeholder Analysis and Mapping

- The process of identifying and categorizing stakeholders
- The role of a clear and focused research question
- Tools for stakeholder mapping (e.g., power/interest grid)
- Assessing stakeholder influence and expectations
- The importance of a "risk and mitigation" plan

Module 3: Communication Strategy

- Crafting a compelling and clear narrative
- Tailoring messages to different audiences
- The importance of a simple scorecard and a dashboard
- Selecting appropriate communication channels
- Best practices for transparency and honesty

Module 4: Public Consultation and Dialogue

- The goals and principles of public consultation
- Designing an effective consultation process
- The importance of a "data story map"
- Running a successful public meeting or forum
- Capturing and responding to public feedback

Module 5: Media Relations & Digital Engagement



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- Managing media relations during a project
- The role of social media in public perception
- The importance of a clear and consistent reporting style
- Monitoring online sentiment and addressing misinformation
- The use of digital tools for broader engagement

Module 6: Managing Conflict and Opposition

- The common causes of conflict in energy projects
- De-escalation techniques and conflict resolution
- The role of a program's theory of change
- The importance of a "stakeholder analysis"
- Using negotiation to find common ground

Module 7: Community Relations & Investment

- Building a positive relationship with local communities
- The role of a clear and compelling KPI
- The difference between community relations and public relations
- Designing a community benefits agreement
- The role of local hiring and procurement

Module 8: The Role of Policymakers & Regulators

- Engaging with government officials and regulators
- The importance of a "risk and mitigation" plan
- The role of a simple scorecard and a dashboard
- Advocating for supportive policy
- Navigating the regulatory approval process

Module 9: Building Long-Term Partnerships



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- The transition from a project-based relationship to a partnership
- The importance of a "data story map"
- The role of a long-term community benefits fund
- Establishing a joint-management committee
- The importance of a program's theory of change

Module 10: The Legal & Ethical Framework

- The legal requirements for public consultation
- The role of a "stakeholder analysis"
- The importance of a clear and compelling KPI
- Ethical principles in stakeholder engagement
- Best practices for data privacy

Module 11: Case Studies

- Case study: A wind farm project's successful engagement strategy
- Case study: A project that failed due to community opposition
- Case study: Managing a contentious public hearing
- Lessons learned from global projects
- The future of stakeholder engagement

Module 12: Project Management

- Integrating engagement into the project lifecycle
- The role of a simple scorecard and a dashboard
- Budgeting and resourcing for engagement
- The importance of a clear and focused research question
- Monitoring and evaluating engagement effectiveness

Module 13: Social Impact Assessment



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- The role of a Social Impact Assessment (SIA)
- The importance of a "risk and mitigation" plan
- Using engagement to inform the SIA
- The role of a "data story map"
- The link between SIA and social license

Module 14: Data & Analytics

- Collecting and analyzing engagement data
- The importance of a clear and consistent reporting style
- Using sentiment analysis to understand public mood
- The role of a "program's theory of change"
- Reporting on engagement to senior leadership

Module 15: Corporate and Investor Expectations

- The role of ESG in project finance
- The importance of a "stakeholder analysis"
- The due diligence process for social risk
- Communicating a project's social performance
- The evolving role of corporations in the energy transition