

# Immersed Engagement:

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



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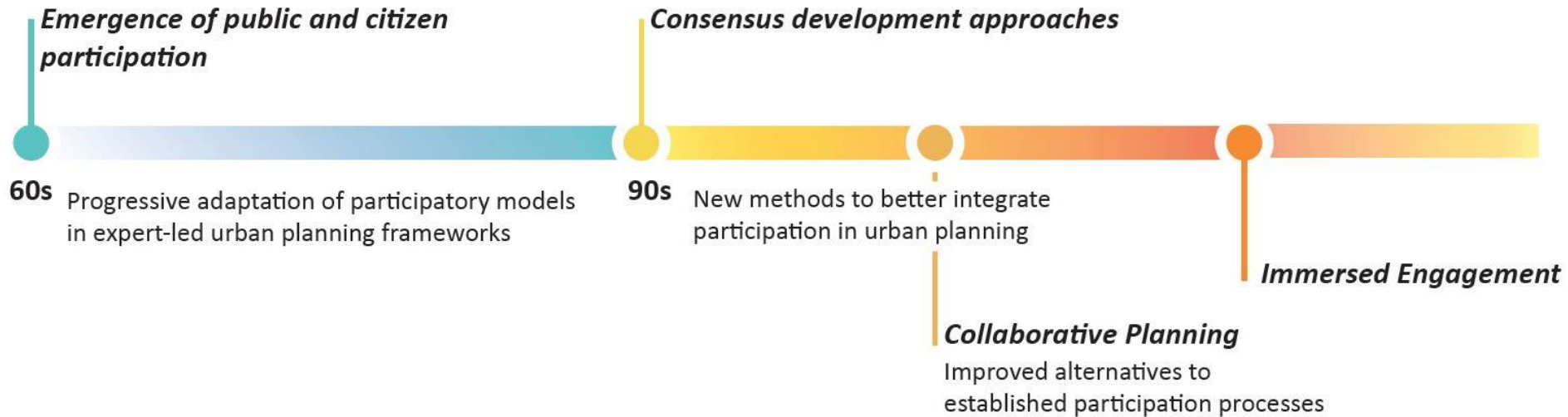
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## ***Today's presentation***

- 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

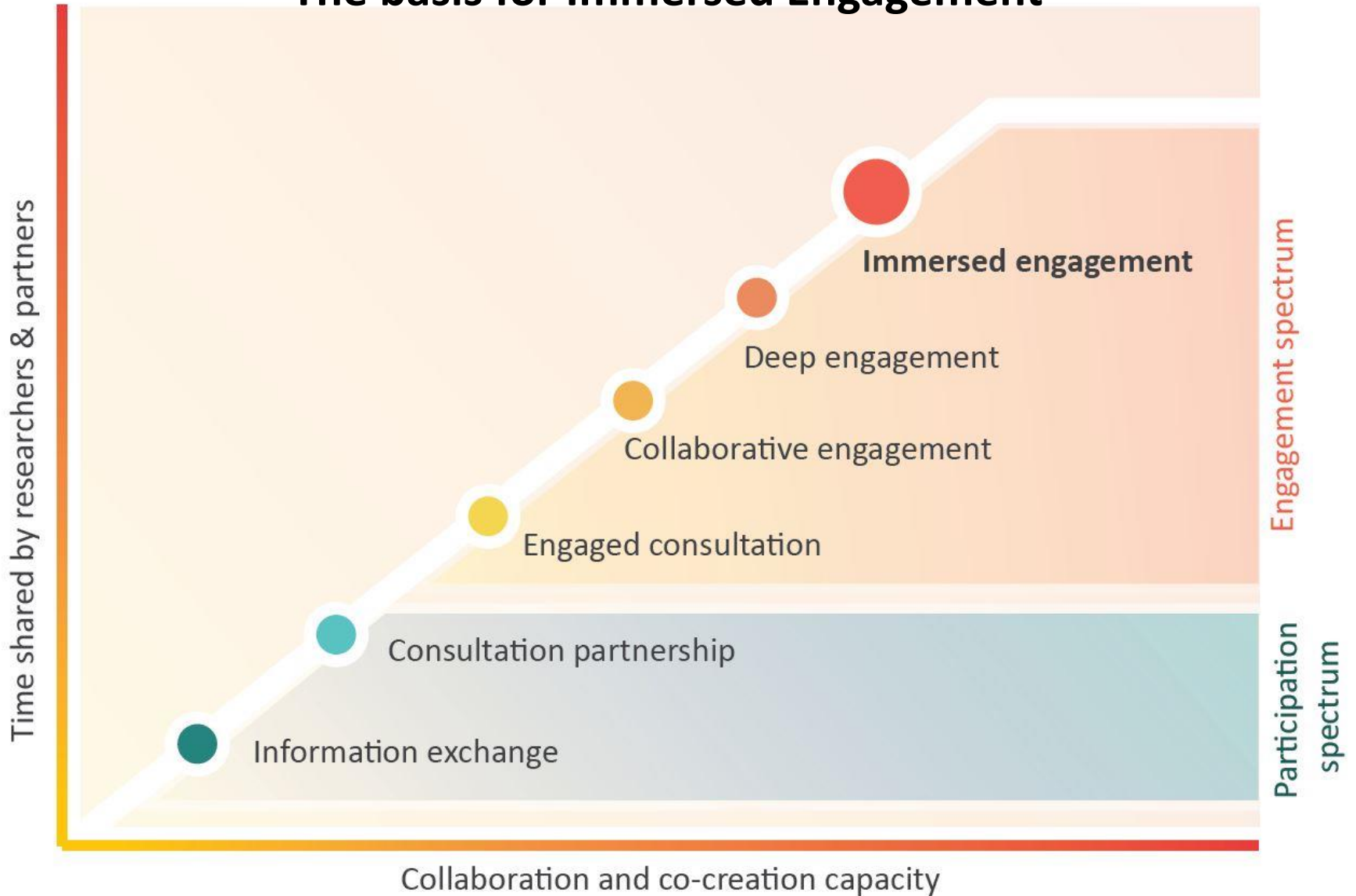


# The basis for Immersed Engagement

	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> information exchange	<b>Moderate:</b> casual opportunities to get/provide feedback	<b>Participative:</b> opportunity to be part of decision-making	<b>Engaged:</b> opportunity to actively be involved in decision-making	<b>Leading:</b> 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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