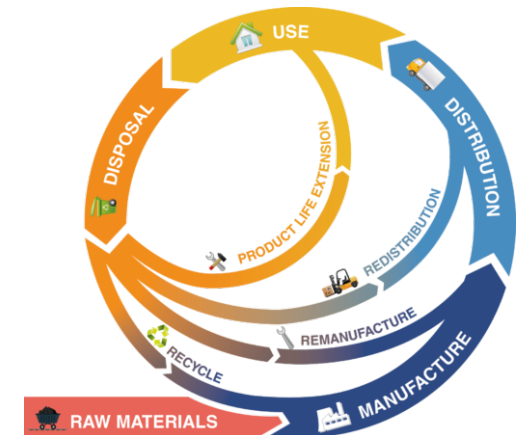




# *What can we do?*

- Steps of decision-making and tips for lobbying to promote green economy*

Ylva Sardén, Senior Advisor at Region Norrbotten



# 7 STEPS TO EFFECTIVE DECISION MAKING

Decision making is the process of making choices by identifying a decision, gathering information, and assessing alternative resolutions.

Using a step-by-step decision-making process can help you make more deliberate, thoughtful decisions by organizing relevant information and defining alternatives. This approach increases the chances that you will choose the most satisfying alternative possible.

1  
**IDENTIFY  
THE DECISION**

2  
**GATHER  
INFORMATION**

3  
**IDENTIFY  
ALTERNATIVES**

4  
**WEIGH THE  
EVIDENCE**

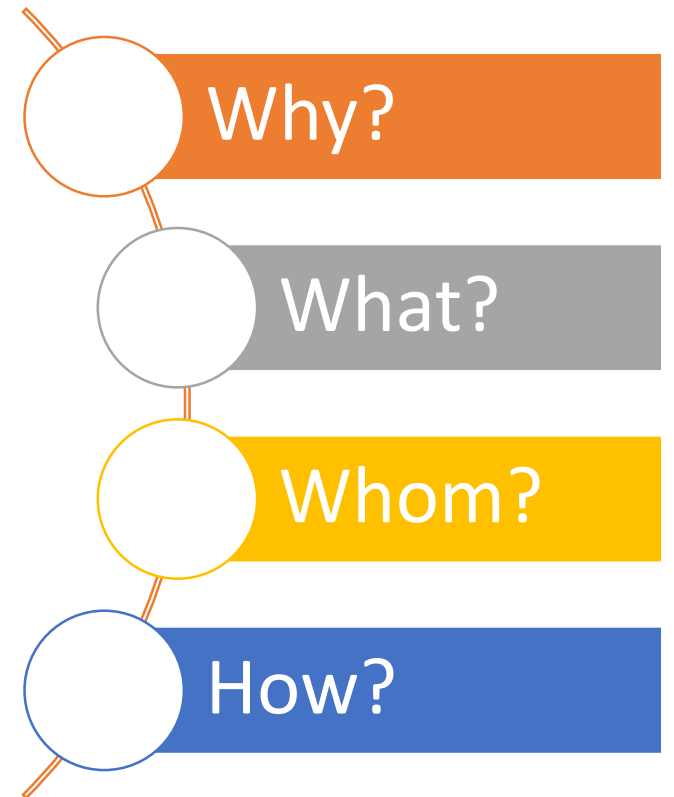
5  
**CHOOSE  
AMONG  
ALTERNATIVES**

6  
**TAKE ACTION**

7  
**REVIEW YOUR  
DECISION**

# Basics of influencing

- Be clear on what you want (establish a clear vision or goal)
- Identify a few core activities or messages (Min 75 % solutions and Max 25 % risks)
- Define your target group/groups
- Lead by example
- Build trust and be careful with your brand (personal or business)
- Connect your message to well known concepts (e.g. Agenda 2030)
- Create or find communities/groups that can help you



# Education & Research

## Education

Why?

- Raise awareness

What?

- A more resilient and sustainable society

Whom?

- Students
- Parents/relatives

How?

- Discuss actions and correlated consequences
- Use project oriented classes
- Give tools

## Research

Why?

- Present new knowledge

What?

- Develop tools and methods

Whom?

- Decision makers
- Other researchers

How?

- Interaction with other researchers, innovators, entrepreneurs and the civil society

# Public & private

## Public

Why?

- Raise awareness
- Increase knowledge

What?

- A more resilient and sustainable society

Whom?

- Civil society
- Customers and suppliers

How?

- Procurement requirements
- Information
- Tools

## Private

Why?

- Increase market share
- Getting in to new markets

What?

- Green and circular is better

Whom?

- Customers
- Suppliers

How?

- Green and circular products and/or services
- Instructions on how to take care of the products etc