

## Introduction

### Stakeholder Engagement, Partnership and Collaboration in Public Policies

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The scope of this issue is to present a wide array of perspectives and examples on the role of partnerships and stakeholder involvement in the processes of implementation of diverse public policies. In recent decades the concept of collaborative governance has become a point of reference in policy-making and analysis, both from the perspective of academia and practitioners. Public-private partnerships, networks, participation, and bottom-up approach occupy a firm place in the discourse on methods of policy implementation.

One of the areas of study that has emerged over the past two decades is *place branding*. This concept of applying the principles and instruments of image and reputation enhancement used successfully in commercial organisations to territorial entities is considered a vital component of place management. As such, place branding has undergone substantial evolution. From being understood as a top-down promotional activity, a kind of monologue of central and local authorities aimed at foreign audiences, it developed into a more collaborative and inclusive public policy, where multiple stakeholders negotiate to (re)define place's vision and aspirations. The place-brand strategy serves more and more often as an umbrella concept for the development of selected public policies – hence it is represented and discussed in several of the papers included in this issue of *International Studies*.

The idea of this volume emerged from the experience provided by the exchange of academic ideas and the collaboration among the contributors, city-lab research and teaching activities undertaken by the University of Macerata, research on the Finnish variant of public-private partnership, and methodological studies on the archiving and reuse of primary data from multi-stakeholder research projects in local governance.

Stakeholder engagement in public policies that results from informing, consulting, involving in decision-making processes, collaborating at the policy implementation stage, and empowering, increases the scope of the networks for public policies. At the same time, it poses important challenges for politicians, policy managers, non-governmental organisations, and citizens. These challenges comprise identifying conflicts, and potential problems, addressing contradictions among actors with diverse histories and backgrounds throughout the processes of policy design and policy-making. Last but not least, the relevance of power to change directs us towards the resource-based perspective on the potential of stakeholders to engage in and to influence the policies in a meaningful way. Only those who possess adequate financial and human know-how and network-related resources can bring about changes in policy processes. The stakeholder influence measured in two-dimensional space of power and interest is a key concept for the understanding of the nature of collaborative governance.

In this volume, we discuss a broad range of subjects and themes relevant to both the theory and the practice of development and implementation of collaborative

public policies. These include new modes of stakeholder participation, current approaches to service and infrastructure delivery, innovative methods of citizen engagement via social media, collaborative approaches to learning in the area of local development, identification of primary beneficiaries of the place at both local, and national level, and the role of research data management in public policy research.

The first three papers offer theoretical insight into the three important aspects of public policies that are: conceptualising and defining target groups/users/beneficiaries of the place; modelling the approaches to participatory budgeting that encourage civic participation, and, as a result, expand the sense of ownership of the place, be it a country, a region, or a city; and discussing threats, and opportunities of social media communication with citizens. The second part of the volume comprises four case studies in the area of public infrastructure delivery (Finland/Tampere), urban regeneration and nation branding (Columbia), practice-based innovations in higher education in the area of tourism development (Italy/Le Marche), and multi-stakeholder approach in tourism policy of atypical wine regions (Belgium/Limburg and Argentina/Mendoza). The structure of archiving and approaches to the re-use of qualitative data from public administration research are discussed in the last paper, while the review section offers a comprehensive outline of the monograph that concentrates on concepts, models, and theories of city branding.

In the opening paper, *Beneficiaries Of A Place: Whose Life Is Better?*, Kirill Rozhkov and Konstantin Khomutskii provide the basis for segmentation of residents as place users. They present the relationships between characteristics of residents and places where they live. By applying a combination of three criteria of place attractiveness (retention and attraction, conditions for natural growth, and settling), they classify places as well as profiles of their beneficiaries on the theoretical level. This, in turn, has practical implications for place marketers as it allows to identify the shifts in the structure of beneficiaries of specific places and to predict the direction of its evolution.

The paper *Beyond Figures and Numbers. Participatory Budgeting as a Leverage for Citizen Identity and Attachment to Place* by Justyna Anders-Morawska and Marta Hereźniak presents a proposal of a research framework for studying the relationship between Participatory Budgeting and citizen attachment to place. The authors review the models of PB discussed in the literature in view of their potential impact on individual bonds with the place of residence. In the case of the community development model of PB place attachment should lead to the citizens' increased inclination to participate. In the case of participatory democracy model of PB citizen participation can lead to a stronger place attachment.

In his paper *Social Media as a Modern Communication Tool Between a City and its Users – a Theoretical Approach* Michał Sędkowski reviews the existing literature

on the role of social media as a communication platform between the local authorities and the residents of the city. The author poses that cities can strongly benefit from an active presence in the social sphere, as it opens new paths to co-governance and better communication.

*Introducing an Alliance Model in Finnish Urban Infrastructure Projects: Perspectives and Experiences of the First Tampere Alliances*, a paper by Pekka Valkama, Lasse Oulasvirta, and Ilari Karppi, presents the results of an empirical study on factors in the implementation of public-private partnerships in Finland. The study highlights how the city government formulates preconditions and objectives of two urban public transit projects; how risks and benefits are shared, and what are the boundary conditions for PPP in urban policy.

In the paper *Re-branding Colombia through Urban Transformation and Regional Marketing*, Norberto Muñoz Martínez showcases how cooperative and coherent public policies have changed the urban landscape and image of Colombia. The Author analyses interregional marketing in this country through the place brand – Coffee Growing Axis – which unites various districts or administration departments, where coffee is harvested and demonstrates how this initiative has led to the creation of the themed tourist experience. The second part of the paper is dedicated to the transformation and branding of the city of Medellín, which has led the processes of urban change in Colombia through the constructions of cultural and educational infrastructures, and its inclusive transport.

In the following paper, *Assessing the Learning Outcomes of Food-Related Educational Tourism Events for University Students: the Case of the International Student Competition of Fermo, Italy*, Sabrina Tomasi, Alessio Cavicchi, Gigliola Paviotti, Giovanna Bertella and Cristina Santini, examine the “International Student Competition on Place Branding and Mediterranean Diet” held in Fermo, Italy: a one-week food-related educational programme in the context of the development of rural areas, organised by the multiple local stakeholders. The dialogue with these local stakeholders and the experiential learning activities offer students an overview of the socio-cultural and economic processes regulating the territory. Local networks like the one presented in the study, embody local managerial and political knowledge and play a role in providing quality and coherence to the services and products offered.

Katleen Vos, the author of the paper *The Development of Wine Tourism in Atypical Wine Regions: A Means of Value Creation?* presents recent trends in wine tourism. Based on the literature review and case study analysis, the paper explores the possibilities to create successful destinations and highlights the importance of co-operation, co-creation within networks and creativity in order to create value for the wine tourism destination. For tourism managers, the main role is, therefore, to bring together the different actors in a larger network of cooperation.

In her methodological paper *Archiving and Re-Using of Qualitative Data as a Path to Development of Public Administration Research* Joanna Gajda characterises the process, tools, and techniques that should be used in order to prepare datasets gathered in situ for secondary analysis. The database samples are intended to enable researchers to reuse data, create material for teaching and material for comparison and analysis. They are also a condition sine qua non for longitudinal research, including impacts on methods of inquiry in policy sectors.

Tomasz Domański gives a concise review of the monograph by Ewa Glińska, *“City Branding: Concepts, Conditions, Model”* (Wolters Kluwer, Warszawa, 2016), characterising the concepts and models of City Branding. As Tomasz Domański states, the key strength of the publication lies in empirical studies that cover self-governments of small and medium-sized cities in Poland divided into three groups depending on the advancement in introducing brand strategies into city management practices.

The editors hope that the broad spectrum of topics covered by this volume, both theoretical and empirical, will offer an exciting reading to those who are interested in the application of the collaborative approach in public governance.