StratejiCo.

SAMPAS

Customer: SAMPAS

Sectors: Construction and Infrastructure

Services:

As StratejiCo. we provided Sampa■, an urban transformation company, a perception research and engagement consultancy services to find a mutually beneficial solution for both investors and property owners.

Challenge

Sampa■, an urban planning company was leading the consortium that undertakes one of the biggest urban regeneration projects in Istanbul. The project required to be officially authorized by **at least 70 percent of the district's property owners.** In addition to this, rival investors were competing to get a greater share in the project. Therefore, Sampa■ had to engage the local community while maintaining its competitive edge. This situation necessitated Sampa■ to get in contact with property owners and to prepare a perception management and community engagement campaign.

Solution

As StratejiCo. we provided consultancy on situation analysis and engagement activities. The process started with one-to-one interviews with project officials to understand their current perception of the issues. This was followed by field survey and focus group meetings with property owners. The data were analyzed to understand the expectations of the community. Based on these findings, **we developed a roadmap to incentivize property owners to support the project.**

Result

The research demonstrated the residents' perception level about impacts of urban transformation in the district. As a result of analyzing the characteristics of the district and field research, as well as **intensive workshops with the local people, a general communication strategy has been prepared.**