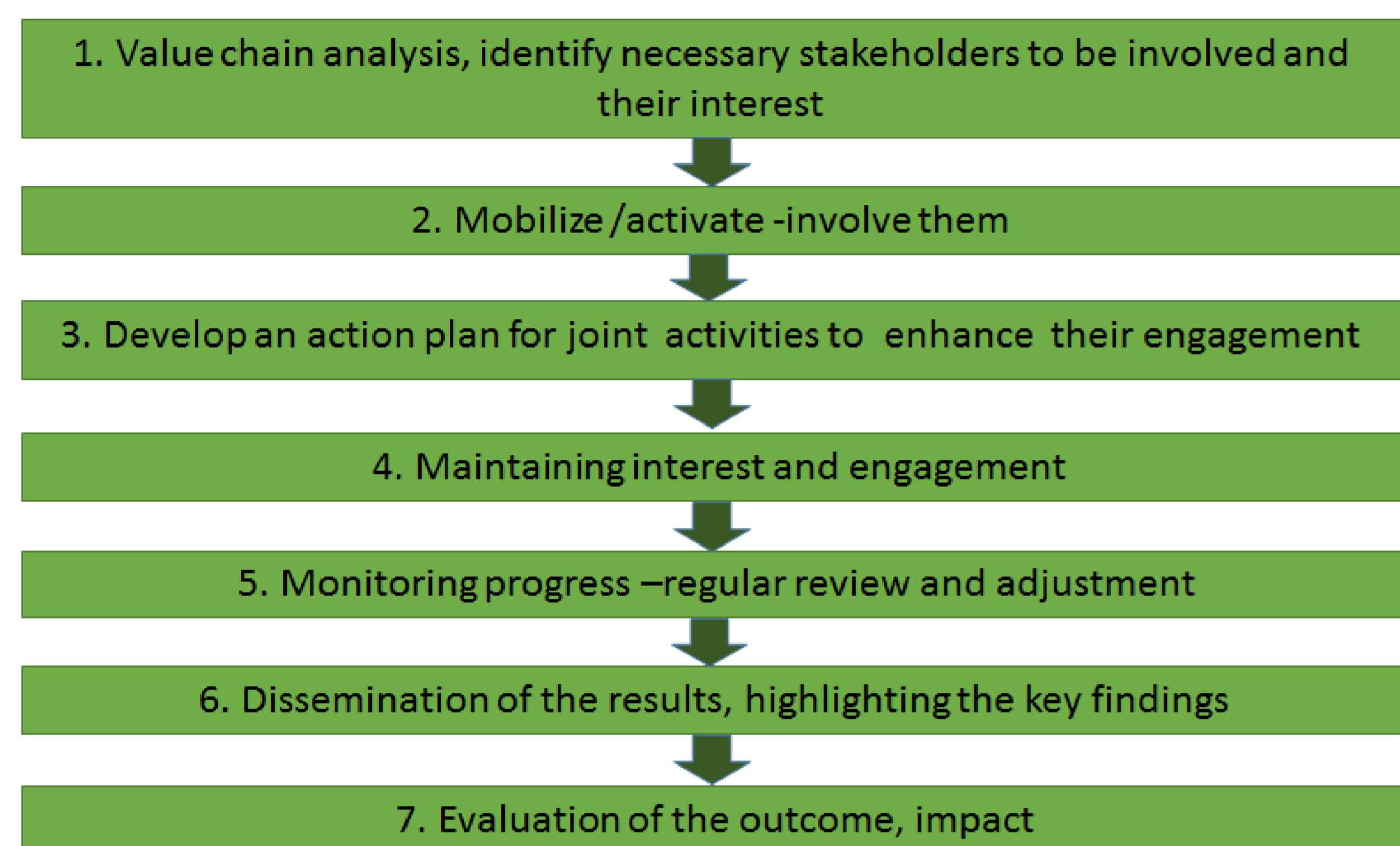


ENHANCING MEMBERS' COMMITMENT TO STAKEHOLDER PLATFORMS

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OBJECTIVE OF A MULTI-STAKEHOLDER PLATFORM (SP) IN A RESEARCH PROJECT:

- **to consult** potential users, beneficiaries of the research and citizens affected by the impact of the implementation of the results from an early stage during the whole project;
- **to ensure** that their **needs** and **priorities** are properly **considered** during the design and implementation of the research task;
- to get their **advice to improve the practical applicability of results**;
- **to understand** their **resources, capabilities** and **constraints** for using the results;
- **to improve** the **relevance, increase the impact**;
- **to disseminate** the results.



Modified based on Durham et al. – BiodivERSA Stakeholder Engagement Handbook (2014)

CHALLENGES

- **to attract appropriate members** representing different steps of different related value chains - ready to participate and contribute;
- **to maintain their interest** and **contribution** during the whole project.

MEETING THE CHALLENGE

- Segmentation of the SP members and providing attractive offers for accessing, information, knowledge, methods, solutions, interactive learning, networking
- Involving the members of the SP and developing feeling of ownership;
 - Joint development of an action plan;
 - Implementing the action plan.

ACTION PLAN

- At start joint development of an action plan for SP activities and its proactive implementation in a partnership mood
- Main objective of the action plan to facilitate involvement and engagement
 - facilitate consultation on the needs of the project partners and the stakeholders, dialogue/ exchange of knowledge and interactive learning from each other;
 - dissemination of the results;
 - catalyse exploitation of the results;
 - facilitate networking.

MAINTAINING INTEREST OF NOAW STAKEHOLDERS

- **Combining web-based consultations and meetings in persons**
- **Web based information, consultations**
 - joint development of an action plan
 - providing information / summary about the **results of the project** and/or **state of art information**,
 - research summary sheets,
 - webinars (recorded –available online),
 - **project results** + short summaries of presentations on conferences,
 - **methods offered for testing, trial and use**,
 - **joint development of guidance materials** on typical problems, on applicable solutions, technologies, good practices, typical failures/traps to be avoided – **using collaborative work spaces/file editors** such as Google docs
 - **web-based trainings**
- **meetings in person:**
 - one to one meetings
 - meetings in person on the stakeholder events, workshops
- **Facilitating networking**
 - providing a **matchmaking forum** members and project partners for future cooperation

FURTHER INFORMATION

<http://www.noaw2020.eu>