CommBeBiz
Bioeconomy to Business

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FACCE ERA-GAS — MONITORING & MITIGATION OF GREENHOUSE GASES FROM AGRI- AND SILVI-CULTURE

10/11 October 2017 – Wageningen

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Minerva

Who will help develop & deliver the Bioeconomy in Europe?

Agriculture Forestry Marine Food Biotech

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2-part workshop

Communication & Stakeholder Engagement

Part 1: Stakeholder Engagement: Strategic Focus

Objectives:
(1) awareness/importance of stakeholder engagement;
(2) ways to engage;
(3) common initiatives to engage

Part 2: Communication: Tactical Focus

Objectives:
(1) basic sci-comms strategies;
(2) practical tips for creating impact;
(3) feedback on draft comms plans provided

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Stakeholder Engagement

WHO?

No.1 priority stakeholder for ERA-GAS issue. Discuss with neighbour – 5 mins. Plenary contribute.

- Who or what are your key stakeholders?
- Organisations, professions, campaigns, regulators – and individuals
- Multitude – hard choices to be made when planning action/allocating resources

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10 October 2017

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Project No: 652707 under call H2020-ISIB-2014-1

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Stakeholder Engagement

WHY?

Formal obligations
What are the 'carrots'?
What are the 'sticks'?

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Stakeholder Engagement

WHY?

Article 38 – legal requirement in GA

38.1 " ..<u>must</u> promote the action & its results by providing targeted information to multiple audiences (including media & the public) in a strategic & effective manner."

Horizon 2020 'stick' – ERA-GAS obligations

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Stakeholder Engagement

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WHY?

What are the benefits – for the project, for the topic, for your profession/sector, for you personally – for engaging with priority stakeholders?
What's your perspective?

Plenary discussion

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Stakeholder Engagement

WHY?

What do you know about the stakeholder group? What's their perspective?

Plenary discussion

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WHY?

Essential to set clear **objectives** of engagement with each group;
And to be clear on what **success** looks like.

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Stakeholder Engagement

What are the key principles of engaging effectively with stakeholders?
- **Clarity on objectives from your perspective**
- **Clarity on what you want to happen as a result of that engagement**
- **Create appropriate meetings, events, materials appropriate for & tailored to each group**

HOW

- **Timing as important as content – do it when you/the project is ready/has the right & appropriate collateral ready for each group**

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Stakeholder Engagement

Discussion – in groups c.10: each take a stakeholder
- Politicians
- Industry
- Scientific community
- General public
- Asset owners

HOW

Agree primary action/channel to engage plus 2 supporting actions with your allocated group

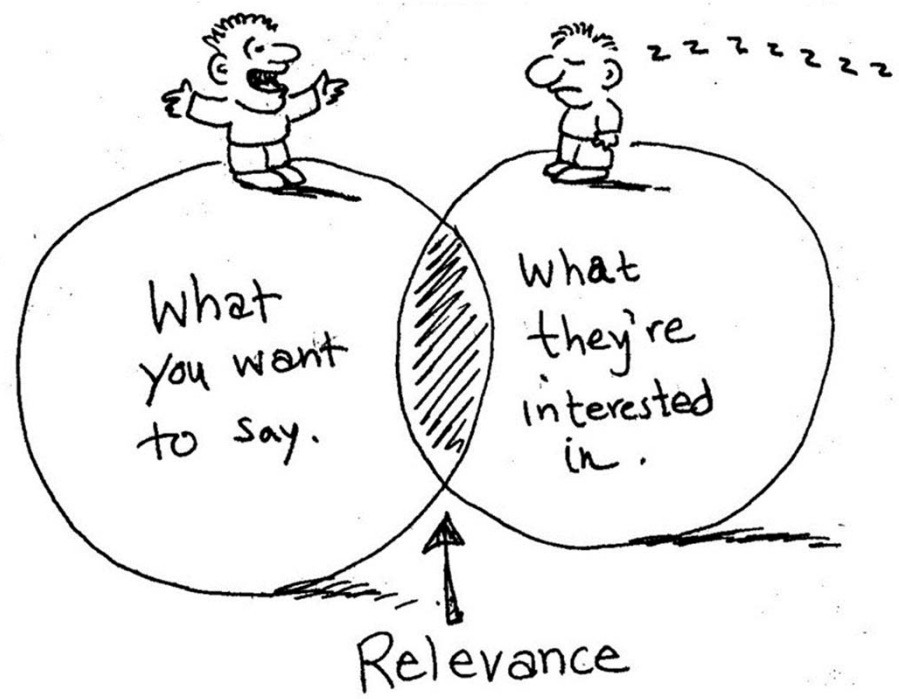10 mins discuss / then plenary

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Stakeholder Engagement

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Do we have a common message?

Do we have a common priority stakeholder?

Can we create an activity appropriate for all projects?

Do we agree on a common outcome/measure of success?

There are benefits in saying YES

HOW *together*

In Group – discuss & share ideas

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Communication Plan – Priority Stakeholders & Actions				
Priority Stakeholder Group	**What message/info**	**How to communicate?**	**When?**	**Success measures**
Priority 1: Policy players in Education & Business	Resources required for upper schools to deliver next generation of IT stars	-Create Consensus White Paper to present to Ministers and special Committees - Secure political Ambassadors - One on one briefing meetings -Articles in business press	From Day One – complete by end of Year One	Number of one on one meetings Questions in Parliament Media coverage
Priority 2: Head-teachers/ Governors/ Proprietors of colleges	Need trained teachers to deliver the training required plus 'Train the Trainers facilities'	-Articles in the specialist education media -Identify and contribute to LinkedIn groups -Attend/speak at specialist meetings -Create database of interested parties & send occasional	Years One & Two	Number of active enquirers (no on database) New courses set up Evidence of internal cascade of issue/action Active recruitment & allocation of resources Capture of success stories for use in newsletter Media coverage

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Sample Approach to a Stakeholder Table

The issue: we need to ensure that more young people know how to code

Why: to improve their personal employment prospects

Impact: overall economic benefit

Communication Plan – Priority Stakeholders & Actions				
Priority 3: Teachers of students 14 - 18	Become active in a new area of teaching – professional opportunity Training available	-Articles in teacher press -Social media activity: IN, twitter etc	Years Two & Three	Pick up of places on training courses Appointments in schools/ colleges
Priority 4: Students 14-18	Coding is cool See what you can do with it – it's fun but it can be profitable too Demand that you are given resources and guidance to help yourself	-Recruit student ambassadors who can code -Let them loose to use social media/channels as they choose (provide resources if needed) -Support with an event – Coding Convention template (to be taken up in many places) with col coding paraphernalia -Create matching events for students with business to demo relevance to lives/future prospects	Years Three/Four	Number of active ambassadors with 'followers' Number of new students learning code Number of successful Conventions & matching events

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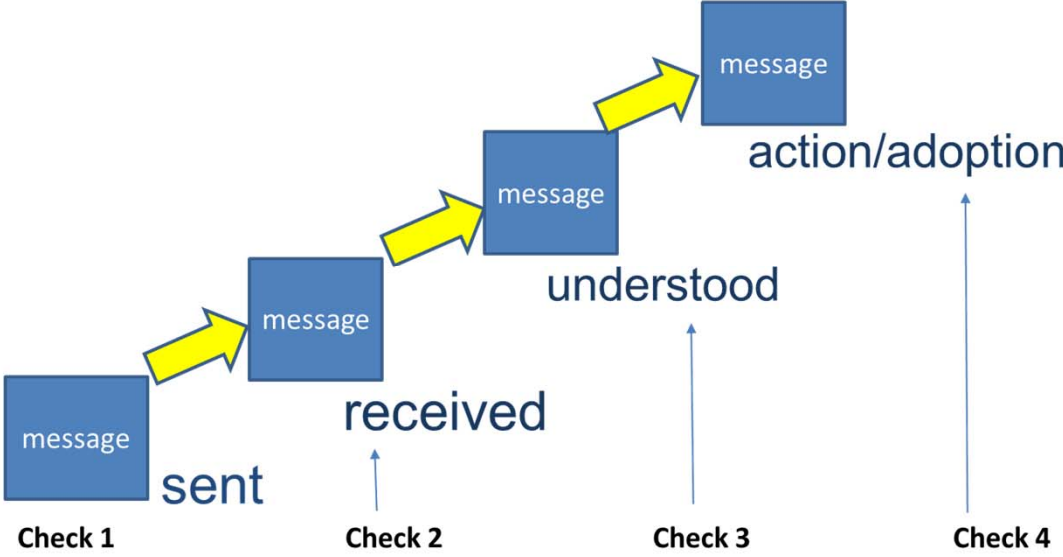**Sample Approach to a Stakeholder Table**

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Stakeholder Engagement

Inform → Interest → Inspire → Activate

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Thank you

for your engagement !

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