



SHORT SUPPLY CHAIN KNOWLEDGE AND INNOVATION NETWORK

D4.4 Stakeholders engagement guidelines

WP4

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Abstract

Background: The aim of WP4 is to ensure the Community Building and Animation. It means that the objectives and the results of the project are engaged and communicated to the main stakeholders, especially to agro-food businesses through appropriate methods and format for them.

The engagement and dissemination activities will enable the effective use of the new knowledge and facilitate an on-going dialogue contributing to the multi-stakeholder approach and the Community Building.

Objectives: Due to the nature of the SKIN project, the target audience includes a broad variety of subjects: primarily farms and food businesses at the community level. These categories consist of: the primary production sector, EIP operational groups, processing industries, policy makers, researchers, consumers and NGOs. An effective take up and engagement, and a valid communication, within the partners and with third parties, is necessary in order to achieve the SKIN project targets. The WP4 aims to ensure the engagement, dissemination, information and transfer of the results and the new knowledge through the stakeholders involved in the project, animating and building a SKIN Community.



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SKIN

The objective of detailed engagement, communication / dissemination plan of the project is to define:

- Key messages based on expected and available results to the target audience, with the aim to engage them in the SKIN Community
- Tools and channels (including relevant conferences/ events) to meet the stakeholders and target audiences,
- Process of engagement, dissemination, exploitation, and communication activities.
- Key personals / players acting sustainably within and after SKIN

Activities To reach the objectives we need to define how to apply the following activities:

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- Definition of the expected results and monitoring available results;
- Definition of the confidential results, non-confidential results,
- Segmentation of the target audience, and detection of requirements and how to gain confidence
- Evaluation of the engagements and definition what is relevant, have interest for the target audience;
- Development of the key messages,
- Development of the engagement and communication tools, definition of the channels appropriate for the specific results of engagements and target audience; with emphasis on dialogue with multi stakeholder approach;
- Defining the timetable: more detailed one for the coming 6 months, less detailed for longer period but updated ongoingly and reviewed in every 6 months;
- Implementing engagements and communication activity;
- Monitoring implementation of the activities;
- Evaluation of the progress, revision and correction if necessary;
- Reviewing the list and status of the available and expected stakeholders engagements.
- Analyses of local obstacles for the implementation of planned / foreseen engagement and communication activity

Results & implications: The draft engagement and dissemination plan will be prepared and sent to the project partners in the early stage of the project (M5) in order to give an overview about the planned activities, targeted audience, engagement, dissemination and communication channels, tools and the processes applied. The planning of the activities has started and some activities already have been carried out (see the DataBase and the guidelines for Learning and Brokering Activities and the Assessment Tools).

The engagement activities will be supported by the following dissemination channels and tools: SKIN website homepage, SKIN LinkedIn and Twitter account and templates for the Community Building activities (brochure, leaflet, letter, and poster); which are tasks of the WP6 on communication and dissemination. The draft of 1st SKIN Stakeholders engagement Guidelines for the Consortium Partners will be prepared and comments /suggestions for its improvement are being collected from project partners.

Final engagement strategy will be translated to local languages in order to be used as daily based Partner instruction for the SKIN community / regional nodes formation / establishing.

