

## WORKSHOP ON STAKEHOLDERS ENGAGEMENT – OUTCOMES

(lead by Mónica de Prado, ELIKA)

### 1. GOOD PRACTICES FOR SUCCESSFUL ENGAGEMENT: TO DO'S LIST: what it is very important to engage stakeholders?

The following factors and/or Reasons have been addressed by the SusAn cofunded projects coordinators based on their experience on successful stakeholders engagement:

WIN-WIN= Combining scientific findings (research) and applied experience (stakeholders)

Farmers/Farmers Associations	Products developers/ Companies	Advisory services
Exclusivity of Access to information/data/ outcomes/surveys results/ supply chain	Involved in a project with their field trials, <b>access</b> to the tools developed, <b>exclusivity</b> of direct <b>implementation of results</b>	Relay actor to address to farmers
<b>Gather data from field</b> , help them with deeper analysis	<b>Gather data from field</b>	Good personal interaction: emails, phone, meeting
Addressing to <b>young farmers</b> and organize students visits	<b>Key player</b> as product developer	Good preparation: profiles, presentations, team exchange
<b>Involvement from the start</b> (when writing the proposal), invite them to first meetings,	Engaged <b>before the start</b>	Dedicate enough time
Clear understanding of <b>potential benefits</b> in the short/medium term	<b>Economic benefit</b> , interest to <b>invest</b> , <b>scientific mind</b> , <b>resources</b>	
Contact established through <b>trusted person</b> , find the right contact	<b>Build on Trust</b> , <b>Personal</b> connection, <b>known &amp; enthusiastic</b> contacts, discussions/decisions taken <b>together</b>	
Awareness of <b>future trends</b> , preparing for the future	New <b>solutions to problems</b> , <b>input on major innovations</b> on the sector, practical approach	
<b>Not</b> having to pay for <b>expenses</b> related to data collection or additional products	Supply equipment at <b>no cost</b>	
	<b>increased interest in sustainability</b> (concerns of consumers)	
Choose stakeholders according to their similar position in sustainability		

## 2. NOT VERY SUCCESSFUL STAKEHOLDERS ENGAGEMENT: NOT TO DO'S LIST

The following factors and/or reasons have been addressed by the SusAn cofunded projects coordinators base on their experience on not very successful stakeholders engagement:

Farmers/Farmers Associations	Products developers/ Companies	Consumers/Consumer Association
<b>Suspicious</b> farmers (afraid to be taxed after telling about assets on the farm)	<b>Very protective of their sensitive data</b> , sceptical, reluctant to share	<b>Not their top priority, not seen benefit yet</b>
<b>Not being approach by the national funding body</b> , sceptical to trust for a EU project	<b>Lack of trust</b> in Project partners,	They do <b>not have time, not known contacts</b> , no answers
<b>No clear role, lack of clarification</b> , interest from the project participants, but not coming from farmers	Benefits not tangible, <b>do not see immediate economic benefit</b>	
<b>Too big gap</b> between science done in the Project and daily practical activities of the stakeholder	no scientific mind, too early research for them, <b>results no immediately applicable for them</b>	
<b>Lack of economic resources</b>	No money, <b>reluctant to invest</b>	
<b>Implies word load for farmers</b>	<b>No time</b>	
<b>Not involved from the beginning</b>	Involved at mid-term (no from the beginning)	
<b>No direct contact</b> from coordinator, just from the national partner		
<b>Exclusivity (farmer on companies)</b>		

## WORKSHOP ON COMMUNICATION – CONCLUSIONS

(lead by Marijke Hunninck, ILVO)

### Impulse of the research projects results and dissemination activities through:

- LinkedIn
- Research gate
- General improvements on the website
- Website Smartphone friendly
- SusAn web page (from home to link projects)
- a page for every project where they can put information on
- Newsletter
- WhatsApp group (14 coordinators and WP5 coordination team)
- Booklet
- Creating more visibility for SusAn and its projects

**Keep it simple and easy to reach!**