



Stakeholder involvement and Communication Guidelines

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WP5



EUROPEAN RESEARCH AREA ON SUSTAINABLE ANIMAL PRODUCTION



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SuSI
ReDiverse
FreeWalk
SusPig
SUSTAINBEEF
AnimalFuture
SusTradeOff
BPRACTICES
PigSys
SusPigSys
SusSheP
PEGaSus



Stakeholders

- EU
- National/ regional
- International

Stakeholder involvement

- **Involvement of stakeholders** in ERA-NETs and its' funded research projects is of **utmost importance for the relevance and impact of a project/network**.
- A first step in involving stakeholders is the **identification** of these stakeholders
- **At which level** do we want to engage them and what is **their interest in us?** → impact on how we will communicate with them

Levels and communication strategy

	Inform	Consult	Involve	Collaborate
Stakeholder engagement goals	To provide balanced, objective, accurate and consistent information to assist stakeholders to understand the problem, alternatives, opportunities and/or solutions.	To obtain feedback from stakeholders on analysis, alternatives and/or outcomes.	To work directly with stakeholders throughout the process to ensure that their concerns and needs are consistently understood and considered.	To partner with the stakeholder including the development of alternatives, making decisions and the identification of preferred solutions.
Promise to stakeholders	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how stakeholder input influenced the outcome.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how stakeholder input influenced the outcome.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the outcomes to the maximum extent possible.
Methods of engagement	<ul style="list-style-type: none"> • Fact sheets • Open houses • Newsletters, bulletins, circulars • Websites, external and educate 	<ul style="list-style-type: none"> • Public comment • Focus groups • Surveys • Public meetings • Ultranet • Web 2.0 tools 	<ul style="list-style-type: none"> • Workshops • Deliberative polling • Web 2.0 tools • Forums 	<ul style="list-style-type: none"> • Web 2.0 tools • Reference groups • Facilitated consensus building forums for deliberation and decision-making • Experimental projects

Stakeholder involvement

What did we do so far and ask you to do?

- List EU stakeholders
- Ask which could be of importance to the projects
- Ask for national/ regional stakeholders

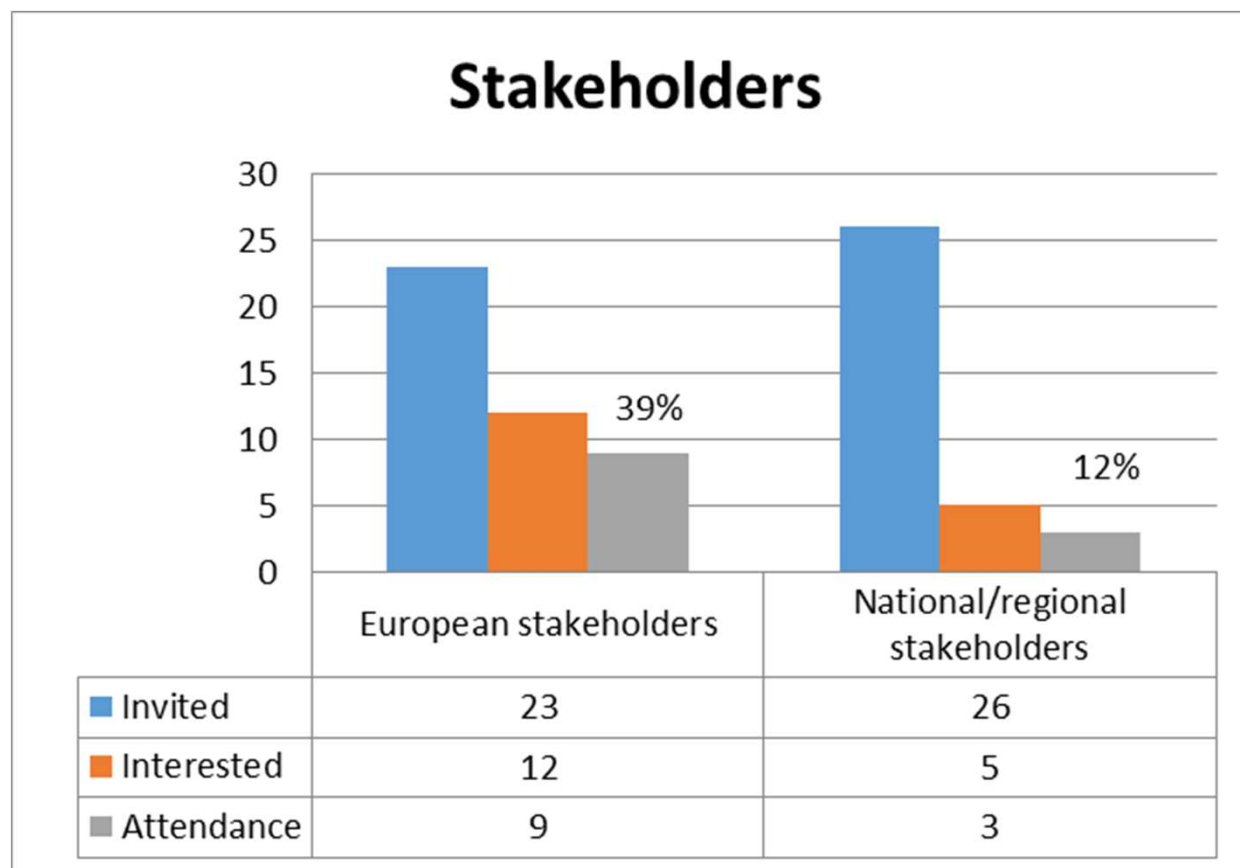
➔ Extent this together with WP4 (impact)

➔ Mapping exercise on stakeholders

➔ Help inform/involving stakeholders

Interest and Attendance

- **49** European, national & regional stakeholders were **invited**
- 17 answered that they were **interested** (35%)
- Only 12 are **attending** (25% of the total invited)



European stakeholders (9/23)

Type	Organization
Commercial	ATF, Animal Task Force
Farmer Associations	EFFAB, European Forum of Farm Animal Breeders
Miscellaneous	IFOAM-EU, European umbrella organisation for organic food and farming /TP-ORGANICS CWG-SAP, Collaborative Working Group Sustainable Animal Production CWG-AHW, Collaborative Working Group European Animal Health & Welfare Research
EC & MS/AS	EIP-Agri, Agricultural European Innovation Partnership DG-AGRI, European Commission FACCE JPI, Joint Programming Initiative on Agriculture, Food Security & Climate change ERA-GAS, ERA-Net on gaseous emissions mitigation

National/regional stakeholders (5/26)

Type	Organization
Large companies	ABN - Leading British manufacturer of pig and poultry feeds (UK)
Research Organizations	NEIKER (Basque Country)
	Basque Country University (Basque Country)

Communication tools

- Website
 - <http://www.era-susan.eu/>

The screenshot shows the homepage of the ERA-NET SUSAN website. At the top, a green header bar contains the text "EUROPEAN RESEARCH AREA ON SUSTAINABLE ANIMAL PRODUCTION" and a search bar. Below the header, the ERA-NET SUSAN logo is on the left, and navigation links (HOME, CALL 2016, FIND PARTNERS, SUBMIT PROPOSALS, ABOUT US, LINKS) and an INTRANET link are on the right. A large red text overlay reads "Research section coming up soon!". On the left side, there is a "USER MENU" with links for "My account" and "Log out", and a "MASQUERADE" section with a text input field and a "Go" button. The main content area features a "Welcome" message and a photograph of a herd of cows in a green field. On the right, there is a "Tweets" section showing a tweet from @ucdagfood about a Walsh Fellowship PhD opportunity.

EUROPEAN RESEARCH AREA ON SUSTAINABLE ANIMAL PRODUCTION

Search

ERA-NET SUSAN

HOME CALL 2016 FIND PARTNERS SUBMIT PROPOSALS ABOUT US LINKS

INTRANET

Research section coming up soon!

USER MENU

- My account
- Log out

MASQUERADE

Enter the username to masquerade as.

Welcome

Welcome to the website of the European Research Area NETWORK on Sustainable Animal Production (ERA-NET SusAn). We are pleased to announce that the SusAn ERA-NET recently received official approval by the European Commission. The project has started on January 4th, 2016.



Tweets by @ERA_NET_SusAn

ERA-NET SusAn Retweeted

UCD School Ag ... @ucdagfood

A Walsh Fellowship #PhD w/ @teagasc & @ucdagfood on the SUSTAINBeef project is now open for applications: ucd.ie/t4cms/Evaluati...

Teagasc Walsh Fellowship Opportunity Evaluation of Sustainable Beef Farming Systems

Communication tools

- Twitter
 - [@ERA_NET_SusAn](https://twitter.com/ERA_NET_SusAn)

EU RESEARCH AREA ON SUSTAINABLE ANIMAL PRODUCTION



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EXCELLENCE FOR A SUSTAINABLE ANIMAL PRODUCTION SECTOR IN EUROPE!



ERA-NET SusAn
@ERA_NET_SusAn

ERA-net Cofund SusAn on SUSTAINABLE ANIMAL PRODUCTION received funding from the European Union's Horizon 2020 Research and Innovation programme (GA n° 696231)

Tweets 68 Volgend 81 Volgers 107 Vind-ik-leuks 55 Lijsten 0 Momenten 0

Profiel bewerken

Tweets Tweets en antwoorden Media

ERA-NET SusAn @ERA_NET_SusAn · 2 min.
The honour is all ours having @EIPAGRI_SP as stakeholder present at the seminar!

EIP-AGRIServicePoint @EIPAGRI_SP
.@EIPAGRI_SP is joining the seminar. Looking forward to meeting you.
#sustainability #Livestock twitter.com/ERA_NET_SusAn/...

Wie te volgen · Vernieuwen · Meer...

iSQAPER @iSQAPER
Volgen

MyToolBox @MyToolBoxEU
Volgen

Communication tools

- **Newsletter**
 - January 2017
 - Incl. section on the research projects
- **Presentationmap and factsheets**
 - Presentation map inside information ERA-Net
 - 14 Factsheets on research projects
 - More factsheets to come along the way
 - Pdf versions available



Communication Guidelines

- **Many have own website/Twitter**
 - New items / Newsletter?
 - Workshop / training?
 - Anything

Let us help you

disseminate/communicate/get stakeholders involved so **inform us!**

- ➔ E.g. Use @ERA_NET_SusAn in your tweets
- ➔ Send us an update/your newsletter/...
- ➔ Need some advise...

TAKE HOME MESSAGE

**BE BUSY DOING EXCELLENT RESEARCH
AND LET US HELP YOU DISSIMINATE YOUR
PROGRESS/RESULTS!**

Katrien.Broekaert@ilvo.vlaanderen.be

6. Involvement at the seminar

6.1. Questions from projects coordinators to some of the European stakeholders attending the seminar:

FABRE-TP: European farm animal breeding industry

Project	Question:
PEGaSus	What is the priority list in terms of aspects of resource efficiency?
SusSheP	Is this project novel and will it likely deliver benefits for FABRE-TP?
SusTradeOff	ask precisely for private partners linked with FABRE-TP who can be interested parties to exploit / validate our results

6. Involvement at the seminar

ATF- Animal Task Force

Project	Question:
PEGaSus	How to motivate breeding organizations to further coordinate their breeding programs for the numerically smaller breeds?
ReDiverse	What do you see as added benefit of ReDiverse?
	What should we aim to have achieved by the end of the project?

DG- Agri- European Commission

Project	Question:
SusPigSys	How to motivate consumers to support more sustainable farming?

6. Involvement at the seminar

CWG- SAP

Project	Question:
EcoLamb	<p>what is the best form of disseminating outcomes and results to those that often don't like attending conferences and seminars to hear such scientific innovation?</p> <p>Would they rather listen or see in action the topics of discussion and how they would be most comfortable in providing feedback?</p>

THANK YOU FOR YOUR ATTENTION

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