

Stakeholder Engagement and Knowledge Sharing

Stakeholder Mapping and Engagement Strategy

Within BlueRev, stakeholders' engagement was carefully planned with all partners, but specifically those located in the pilot regions, who relied on their networks to engage local actors who could actively contribute to the projects' objectives through their participation in interviews, surveys and workshops.

This engagement process was complemented by targeted communication actions: social media posting represented the most effective way to increase participation, stimulate interest and solicit people to register to the newsletter and stakeholders' board. The synergy with sister projects also played a considerable role for enlarging the pool of stakeholders: interaction in their platforms, participation to the same events and contribution to individual projects' initiatives allowed to increase cross-collaboration and draw in additional people working in the blue economy field. This engagement strategy led to the involvement of different categories of stakeholders who successfully contributed to shape BlueRev results: local and regional authorities, primary biomass producers, SMEs, start-ups, knowledge providers, civil society organisations and marginalised groups.

The BlueRev Support Tool

The BlueRev Support Tool is an online space for mutual exchange, collaboration, communication, and training aimed to empower the stakeholders to achieve the envisioned results in their communities. Within the project, it serves as a knowledge center to share relevant project results: it contains materials developed throughout the project's duration, such as multimedia contents, trainings and webinars developed by the partners, news and best practices guidelines. The tool was set up having in mind four main categories of users: company managers (including NGOs, social enterprises, SMEs, fishery, and biomass sectors, etc), policy makers, university representatives (students and professors), and project partners.

Results of Stakeholder Engagement

The stakeholders' engagement strategy used favoured the involvement of more than 500 actors during the project:

- 7 co-creation workshops and several interviews took place with the aim of helping local stakeholders to analyse social, governance and economic barriers and potentialities in their regions and enable the transition towards socially and environmentally responsible behaviour.
- 4 demonstration workshops (Estonia, Denmark, Greenland, Italy), one in each pilot region, allowed to present project's results and represented a great opportunity for collaboration among stakeholders to meet and network.
- A well-structured training programme, consisting of four modules and over 13 lessons, was delivered to producer associations, as well as master's and PhD students. It supported participants in deepening their knowledge of the bioeconomy and helped local stakeholders adopt effective strategies for communicating their innovations to consumers.
- Multimedia content, videos, articles and news published on the support tool platform allowed users to interact and remain engaged throughout the whole project duration.

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