

Fact Sheet for agroecology organizations, policy makers & researchers

The Stakeholder Engagement Plan of ALL-Ready

Summary

The Stakeholder Engagement Plan is a structured **overview** of **stakeholder groups** (EU, national, regional) that need to be engaged for the preparation of a European Network of Living Labs (LLs) and Research Infrastructures (RIs). It gives an overview of when and how they can contribute in this process, with their actual engagement.



Source: EV ILVO (demonstration on lighthouse farm in Flanders)

Problem

Since ALL-Ready prepares the framework for a future European network of agroecology LLs and RIs, many different stakeholders need to be involved from the start of the process to ensure that it will satisfy stakeholders' needs and is built upon their experiences, knowledge and motivation.

Solution

The ALL-Ready stakeholder engagement plan supports the alignment of stakeholder engagement between many activities throughout the project by providing an overview of the stakeholder engagement activities organised in ALL-Ready. All stakeholder groups are listed and are structured in a scheme according to the activities necessary to prepare the European network of AE LLs and RIs. For each of the activities, we describe why particular stakeholder groups need to be involved, as well as how (level of engagement) and when they will be involved along the process.

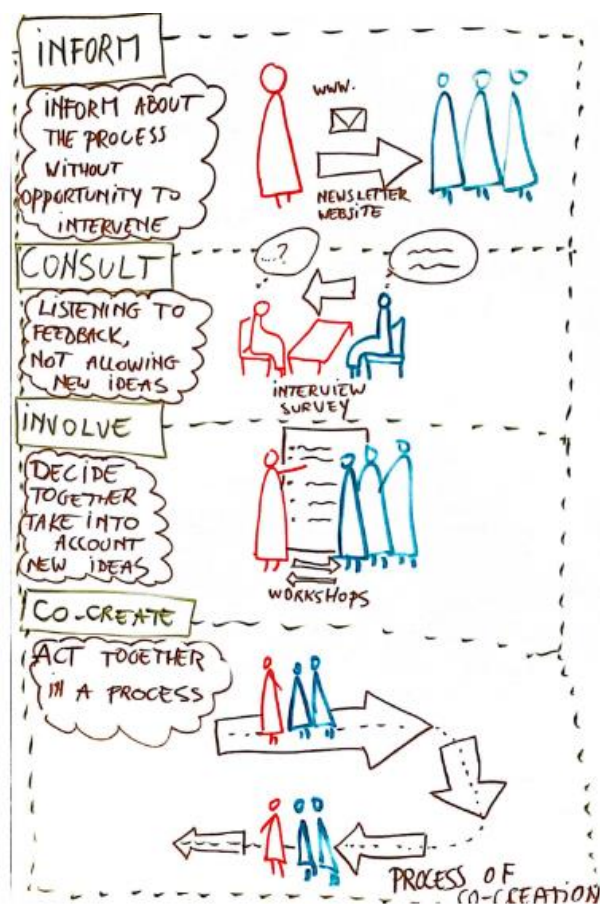
Benefits

- It aligns stakeholder engagement along the different steps of the process to prepare a framework for the future network;
- It creates awareness about the diversity of stakeholders in the future network;
- It guarantees a network adapted to stakeholders' needs across European regions, by providing an overview of diversity in expectations and needs among different stakeholder groups.

Stakeholders should be involved as early as possible.

Levels of stakeholder engagement

The output of the plan is a table with the stakeholder groups mapped following geographical scale and interest in the future European network, as well as their potential added value.



Levels of engagement Source: ALL-Ready (Marion Liberloo)

Furthermore, it provides an overview of when in the timeline of ALL-Ready they will be involved and how. "How" relates to the level of engagement: inform – consult – involve – co-create (see illustration above). Highest level of engagement will be established with the ALL-Ready pilot network consisting of LLs and RIs as they are the core of the future network. Co-creation activities are organized in order to prepare a network that is meeting their needs.

Policy makers at national and regional level, however, need to be rather engaged by informing them on the added value of LLs and RIs in the transition to agroecology in order to engage them in providing support. In addition, the stakeholder engagement plan contains detailed reports of stakeholder engagement activities just as recommendations for improvement that might inspire further efforts in establishing the future network of LLs and RIs.

Practical recommendations

When planning stakeholder engagement activities:

- Try to think about stakeholders that aren't the usual suspects.
- Think about the way you need to engage with the stakeholders to achieve your goals: inform, consult, involve, co-create.
- Use an appropriate format based on the level of engagement you need to achieve.
- Be aware of "involvement fatigue", when stakeholders drop out because they feel overloaded. A stakeholder engagement plan helps to align stakeholder engagement by having an overview on objectives and activities throughout the process.
- Stakeholder engagement plans are never final, as stakeholder engagement is largely an iterative process. Unknown stakeholders might pop up, others may appear less interesting or are no longer willing to participate. The process of your study or project might change due to initially unforeseen aspects.

Further information

ALL-READY DELIVERABLES

- The ALL-Ready project deliverables can be found here: <https://www.all-ready-project.eu/communication/deliverables.html> (after the embargo period)

About ALL-Ready: ALL-Ready is a Coordination and Support Action (CSA) funded by the European Commission (EC) with the aim of preparing a framework for a future European network of Living Labs (LL) and Research Infrastructures (RI) that will enable the transition towards agroecology throughout Europe. Based on the premise that agroecology can strengthen the sustainability and resilience of farming systems, the project will contribute to addressing the multiple challenges that they are facing today including climate change, loss of biodiversity, dwindling resources, degradation of soil and water quality.

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