

Regional stakeholders strategy of *partner denomination*

This communication strategy template is intended to help you to develop your regional strategy to engage efficiently your stakeholder group and to define the exploitation of results.

Each section is set up for you to add information that meets your requirements.

Prompts and example text is in *blue italicised text* and should be removed from your strategy document.

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# 1 Starting point. Communication objectives

*Communication objectives are those objectives that you want to achieve in relation to your stakeholder group. Take in account that these objectives should not be identical to the project objectives, e.g* *project objective is to reduce conflicts with private owners following restriction on redevelopment of protected buildings, communication objective might be improved understanding of heritage values amongst private owners.*

*On defining them, please try and make your objectives*

 ***S specific****: target a specific area for improvement*

***M measurable****: quantify and indicator of progress*

***A******attainable:*** *state what results can realistically be achieved within given constraints*

***R relevant****: refers to the importance of choosing goals that matter.*

***T timed-bound:*** *specify when the result can be achieved*

*Otherwise, it can lead to an inefficient use of resources and not achieve the objective pursued*

*Please, write down your objectives in the following table*

| **Objective** |
| --- |
|  |
|  |
|  |
|  |

# 2 Identification and analysis of stakeholders

*This step comprise two elements:*

*1st: List your stakeholders and figure out your stakeholders interest on the topic and influence on the topic. E.g Local association X could have proposed measures to improve the management of their local coastal heritage, that means a great interest, however they need the economical and legal support of the regional authority to develop such measures, so that means low influence*

*You can use one of the following techniques or any other you consider suitable for you and then explain briefly the selected techniques*

* *Consultations, e.g surveys, workshops*
* *Direct dialogue, in pairs conversations*
* *Colaborations with the aim of developing common solutions*

*2nd: With the gathered information, complete the following chart analyzing who are more or less essential bearing in mind how interest and influence of stakeholders will be managed to keep their positive support throughout the duration of the Project.*

|  |  |  |
| --- | --- | --- |
| **Low Stakeholder influence**  **High** | **Keep satisfied,****try to increase their interest** | **Key group****manage closely** |
| **Minimal effort,****monitor only** | **Keep informed,****show consideration***e.g local association X* |

 **Low** **Stakeholder interest**  **High**

# 3 Stakeholder group management

*Now, you need to set up the means to manage the stakeholder group, establishing the key messages that will be used to promote awareness of the project*

*Also you need to indicate how stakeholders will raise questions and how the answers will be comunicated and to designate the person/s responsible for this work.*

*Please, complete the table on next page.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Stakeholder****WHO** | **Key Message****WHAT** | **Engagement Activity****HOW** | **Schedule****WHEN** | **Communication Method** | **Responsible Person** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

*STAKEHOLDER, defined in the 2nd step.*

*KEY MESSAGE, what messages are you communicating in order to achieve the desired objectives (communication objectives identified in the 1st step)*

*ENGAGEMENT ACTIVITY, state the key activities that will involve the stakeholders in the project e.g seminars, stakeholder group meetings, interregional workshops, study visits.*

*SCHEDULE, date of every engagement activity*

*COMMUNICATION METHODS: what methods of communication will be used, how often and for what purposes? e.g e-mail, workshops, one-to-one meetings, phone conversations.*

*RESPONSIBLE PERSON who will be responsible for communications with stakeholders.*

# 4 Evaluating strategy success

*How will you know if you have succeeded and met the communication objectives? How are you going to evaluate your success, what performance indicators and evaluating measures will you use.*

*To measure your outcome more efficiently, try to use numbers and avoid ambigous statements*

|  |  |  |  |
| --- | --- | --- | --- |
| **Objective***Defined in proccess 1 engagement objectives* | **Outcome** | **Measurement Method** | **Target** |
| *e.g Raise awareness among municipalities to cooperate with each other* | *Increased awareness in 2 municipalities (e.g county council x and county council y) subscribing an agreement for cooperation* | *e.g Interviews,surveys, observations, data, statistics…* | *3* |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

# 5 Exploitation of results

*Please, describe how your stakeholder group exploit the results and which specific activities will be developed for this purpose.*

*e.g Exploitation types:*

*Education exploitation: the results of the project will be exploited for education, e.g by academia partners providing academic material to students, teaching clases…*

*Research exploitation: the results of the project will be exploited for advanced research programmes (MSc and PhD)...*

*Policy exploitation: Lessons and recommendations out of the project can contribute to policy definition.*

*…*