



EU LIFE EconomisE

# ENGAGEMENT STRATEGY

EconomisE      
LIFE16 OIC/FI/000072



## Stakeholder Engagement – history of the concept

- Thought leaders and influencers from government, civil society, and the private sector play an important role in creating and maintaining business value. As their influence evolves, companies must take a strategic and structured approach to stakeholder relations.
- Over the past 20 years, stakeholder engagement has come to be viewed as essential to fostering more responsible and sustainable business practices.
- In the 1990s, it emerged as a new method for understanding and addressing a broader set of social and environmental, as well as economic interests when planning and implementing corporate activities. Eventually, corporations developed tools and guidance to support them in designing systematic and effective engagement processes.





## Who are our stakeholders?

- Identify the stakeholders crucial to the successful implementation of the EconomisE project
- Use the Gatekeeper Analysis and the list included in the project proposal as the background for the identification process
- Reach out also internally and build a baseline
- Identify internal champions
- Find out what mistakes were made during past engagements
- Tailor the stakeholder list and engagement methods to your needs
- Identify the short-term and the long-term stakeholders





# Ways to initiate and sustain constructive relationships

- One-to one meetings – be prepared to listen to stakeholder insight and guidance
- Tailored phone calls
- Invitations to the project events
- Asking for feedback
- Engagement in organisation process of the events
- Active participation in the meetings with the LIFE EconomisE stakeholder advisory board





## EconomisE team rules

- Look for synergies within the project – this issue to be covered during the project meetings
- Decide on “ownership” of certain stakeholders – common agreement among the project partners
- Inform the project partners about your activities on a regular basis – this is key for avoiding overlapping contacts and misleading picture of the project
- Avoid creating misunderstood expectations both in relation to the project partners and the stakeholders – stick to the project proposal objectives
- Adapt communications to meet stakeholder expectations
- Scope of engagement – primarily Finland (European stakeholders identified in the European strategy document)

