

Find our  
Stakeholder  
Engagement Toolkit  
here:



## *Stakeholders Engagement in Mission Ocean & Waters: Experiences and recommendations from PREP4BLUE*

*Massimiliano Pinat - CNR, Italy*



A 'Mission Restore  
our Ocean and  
Waters' initiative.



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# Approaching Stakeholder Engagement in the Mission

A collaborative and dynamic approach



P4B focused on supporting the **trans-disciplinary and multi-actor approach** needed to achieve the Mission.

We used the '**Penta-Helix Model**' based on 5 stakeholder types

1. industry/businesses,
2. public authorities,
3. citizens/local residents,
4. academia /the knowledge sector
5. associations (NGOs)



## Citizens V.S. Stakeholders

*For analytical purposes and to address different Mission priorities, we chose to treat citizens and stakeholders as two distinct categories: on one side, "citizens" are understood as individuals representing organizations or interest groups, distinguishing them from those engaged as private individuals.*



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**WHO ARE THE MISSION'S  
STAKEHOLDERS?**

...everyone has a stake in protecting and restoring our Ocean and Waters...



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**IDENTIFYING  
STAKEHOLDERS**





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**IDENTIFYING  
STAKEHOLDERS**



**MAPPING  
STAKEHOLDERS**



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**IDENTIFYING  
STAKEHOLDERS**



**MAPPING  
STAKEHOLDERS**



**ANALYSING INTERESTS AND  
NEEDS PER STAKEHOLDER  
CATEGORY**

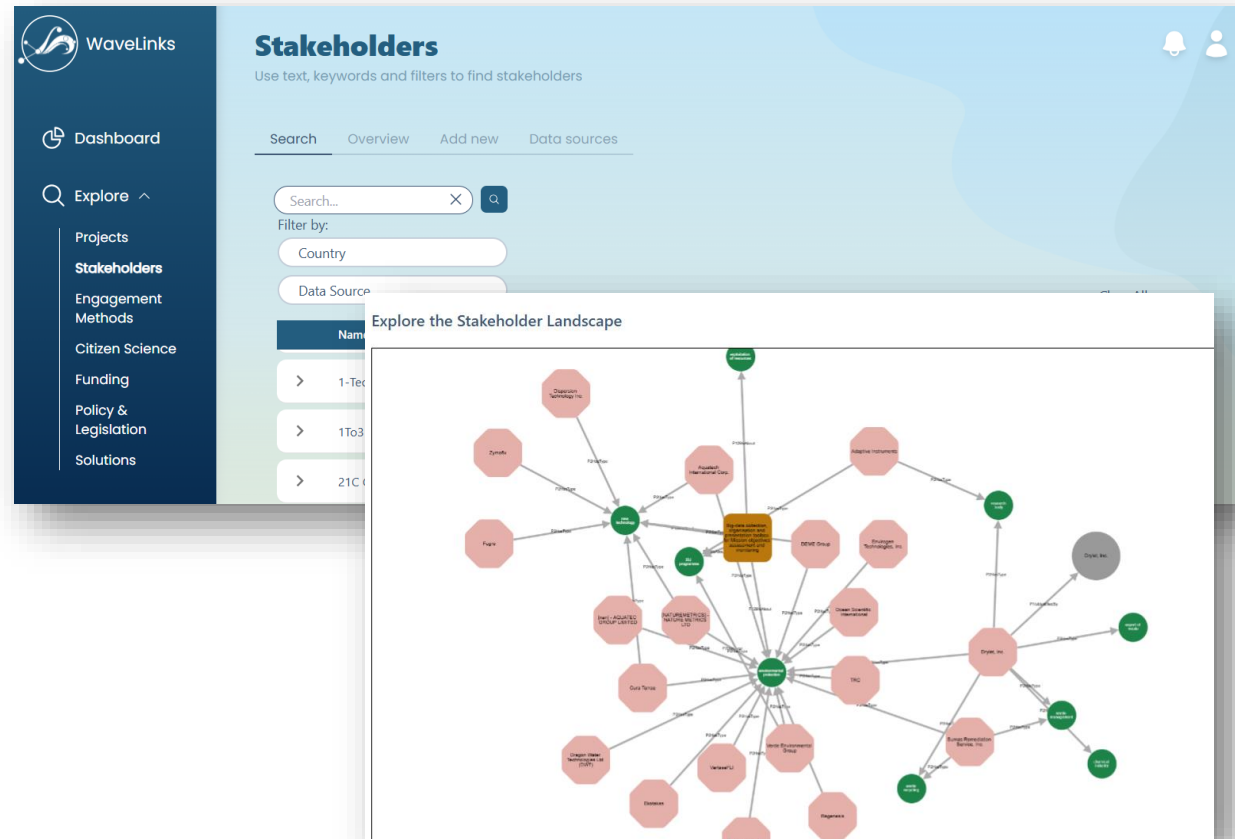


## A collaborative and dynamic approach

**wavelinks.eu**



**SH Ecosystem** - a living system of interactions, dependencies, and influence



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A collaborative and dynamic approach

[wavelinks.eu](https://wavelinks.eu)



**WaveLinks**

**Engagement Methods**  
Use text, keywords and filters to find stakeholder engagement methods

Search Overview Add new Data sources

Search... X Q

Filter by:

Level Of Engagement Participants Targeted Groups Duration Clear All

	Name	Targeted Gr...	Level Of Eng...	Purpose Of ...	Participants	Duration	Data Source
>	Newsletter	Media	Inform	Provide the p...	Any	Ongoing	shem
>	Project website	Industry Government	Inform	Present detail...	Any	Ongoing	shem
>	Social media	Government Academia Media	Inform	Distribute sma...	Any	Ongoing	shem



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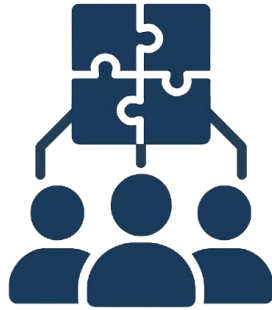


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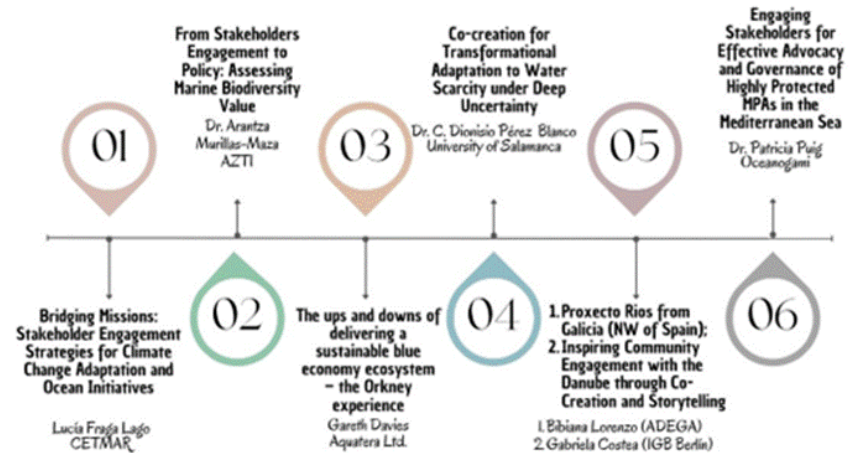
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## COLLABORATIVE GOVERNANCE

*Integrated Management*  
*Adaptive Management*  
*Conflict Resolution*  
*Co-Management*  
*Policy Development*  
*Capacity Building and Education*



Visit our PREP4BLUE  
Helpdesk and watch  
our Stakeholder  
Engagement Webinar  
Series:



***Stakeholders are not just participants...***

***....they are co-creators of the Mission's success!***



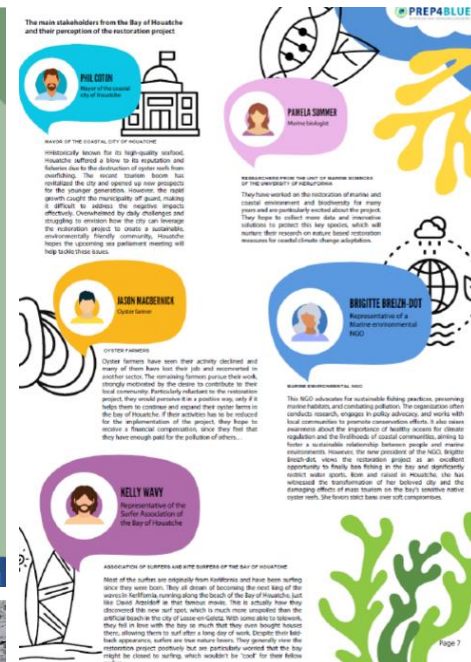
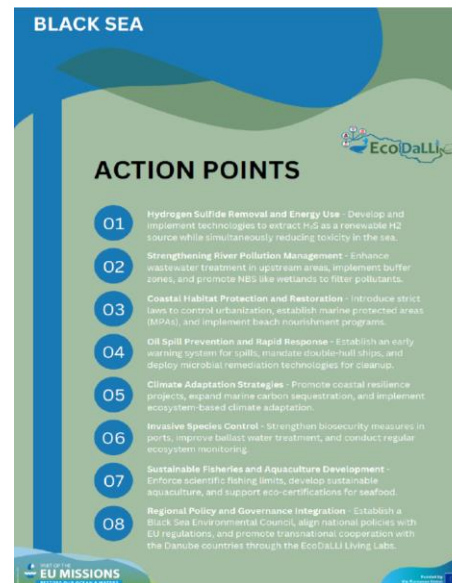
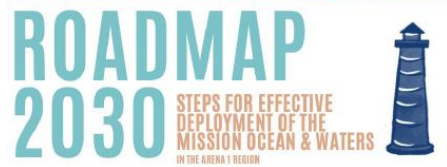
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# Stakeholder Engagement in Practice

## Fostering a Community of Practice to Support Collaborative Processes



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# Stakeholder Engagement – A legacy document

Pathways to develop the capacity/skills for the Mission community



**Communication  
(MSC)**



**Knowledge  
Transfer**



**Social  
Inclusion**



**Citizen &  
Stakeholder  
engagement**

**Customize communication strategies**

**Strengthening Ocean Literacy in Europe**

**Foster public-private-research collaborations**

**Involve stakeholders early**

**Provide tangible incentives for engagement**

**Allocate funding for grassroots initiatives**

**Change the actual model to a collaborative governance**

**Foster long-term engagement through  
structured feedback and decision-making  
integration**



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