



# Stakeholder Engagement in Research

**Matt Smith**

[matt.smith@jncc.gov.uk](mailto:matt.smith@jncc.gov.uk)

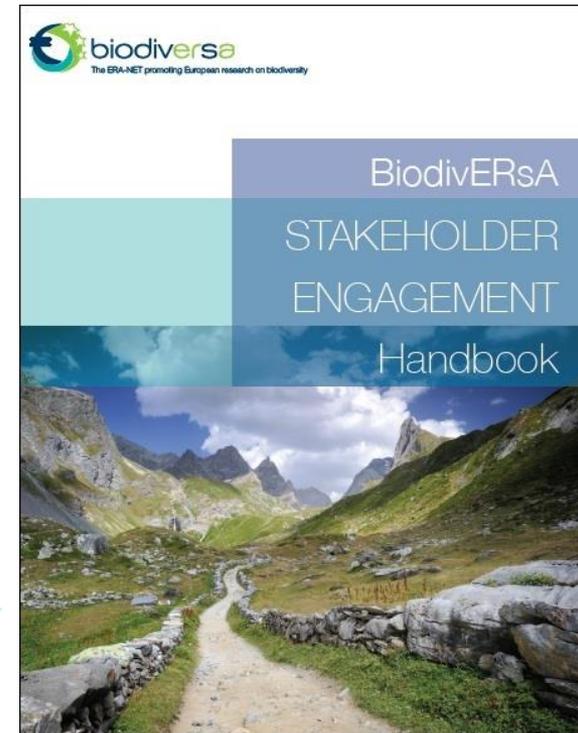
**Joint Nature Conservation Committee (U.K.)**

BiodivERsA Clustering Workshop,  
Brussels, 23 June 2015



Contents:

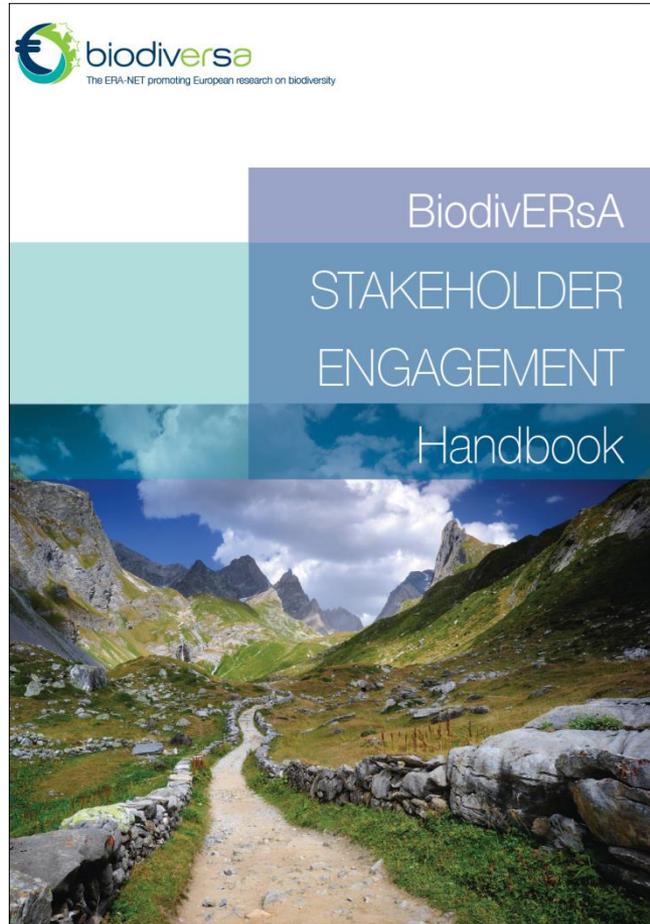
- PART 1: INTRODUCTION
- PART 2: WHY ENGAGE WITH STAKEHOLDERS
- PART 3: HOW TO IDENTIFY STAKEHOLDERS
- PART 4: WHEN TO ENGAGE WITH STAKEHOLDERS
- PART 5: METHODS FOR ENGAGEMENT
- PART 6: PLANNING THE DETAIL OF THE ENGAGEMENT
- PART 7: MANAGING STAKEHOLDER CONFLICT
- PART 8: MONITORING AND EVALUATING THE ENGAGEMENT



Free to download: <http://www.biodiversa.org/577>

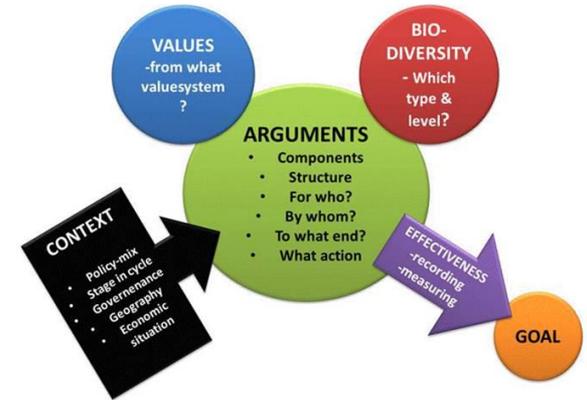


## Case Studies

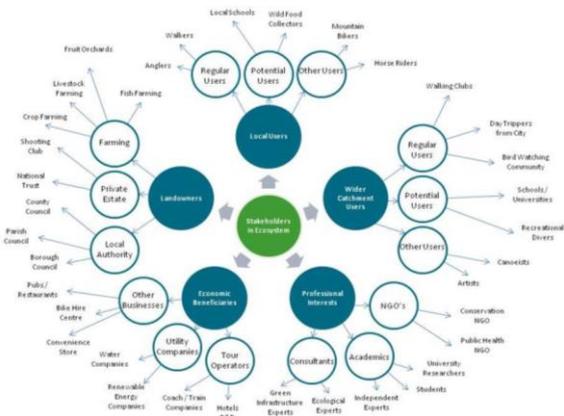



biodiversa  
The ERA-NET promoting European research on biodiversity

BiodivERsA  
STAKEHOLDER  
ENGAGEMENT  
Handbook



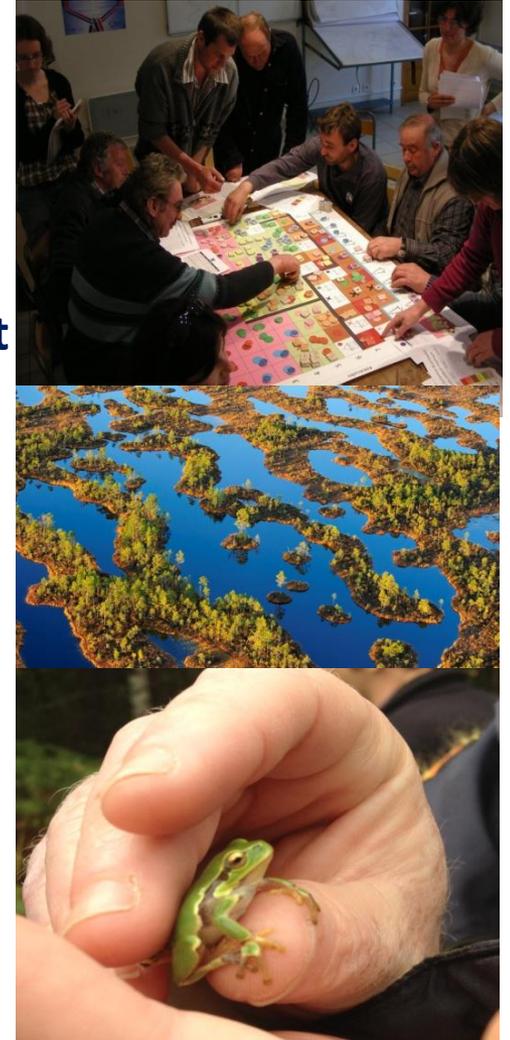
## Practical Methods



## Why Engage?

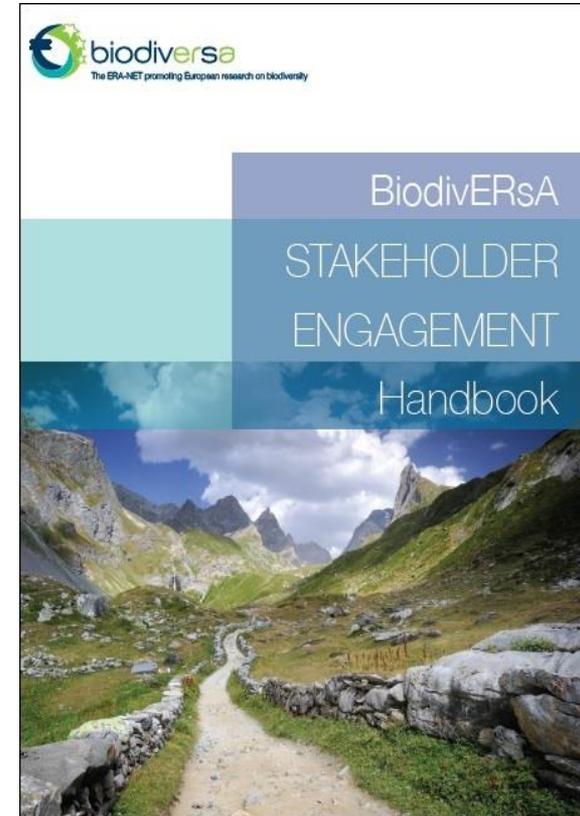
- ✓ Greater Impact
- ✓ Improved Relevance
- ✓ Strengthened Networks
- ✓ Endorsement
- ✓ Better communication
- ✓ Learning & Empowerment
- ✓ Greater Transparency
- ✓ Breaking Barriers

**Democratising science through equality  
and access to knowledge**



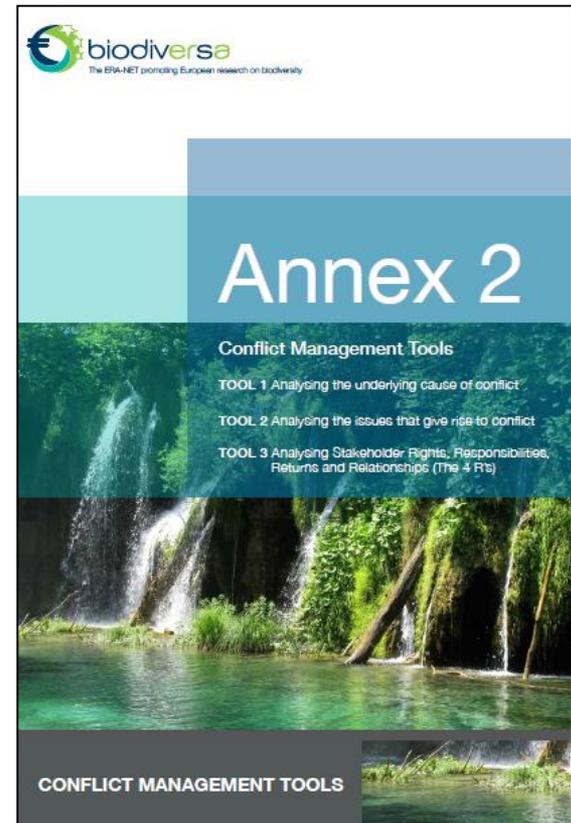
## Main Sections of the Handbook

- Introduction
- Why Engage SH
- Identifying SH
- When to Engage SH
- Engagement Methods
- Planning
- Managing Conflict
- Monitoring & Evaluation



## Practical Guidance Notes

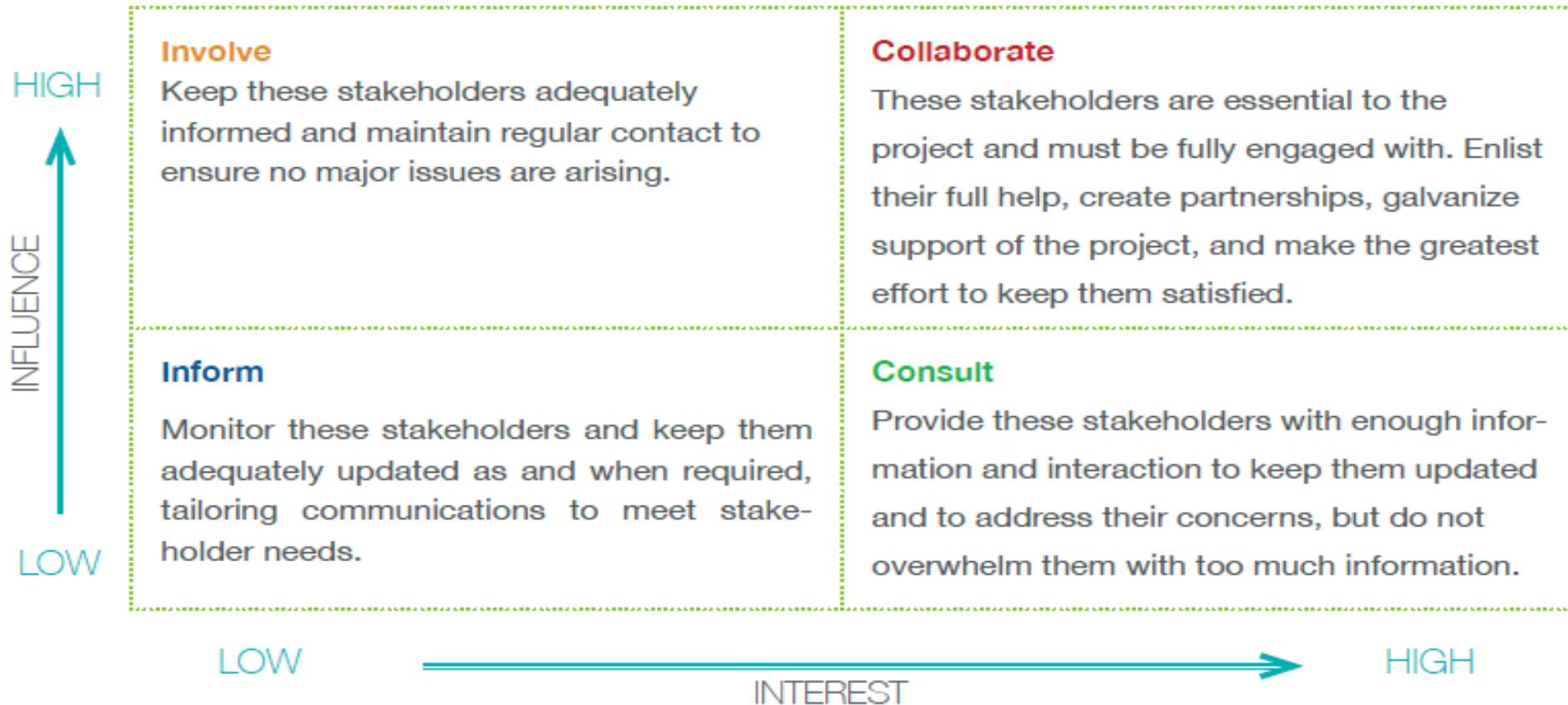
- Interviewing
- Organising / Facilitating
- Participatory working with SH
- Effective use of media
- Scenario analysis
- Delphic methods
- Multi-criteria decision making
- Conflict management tools





biodiversa

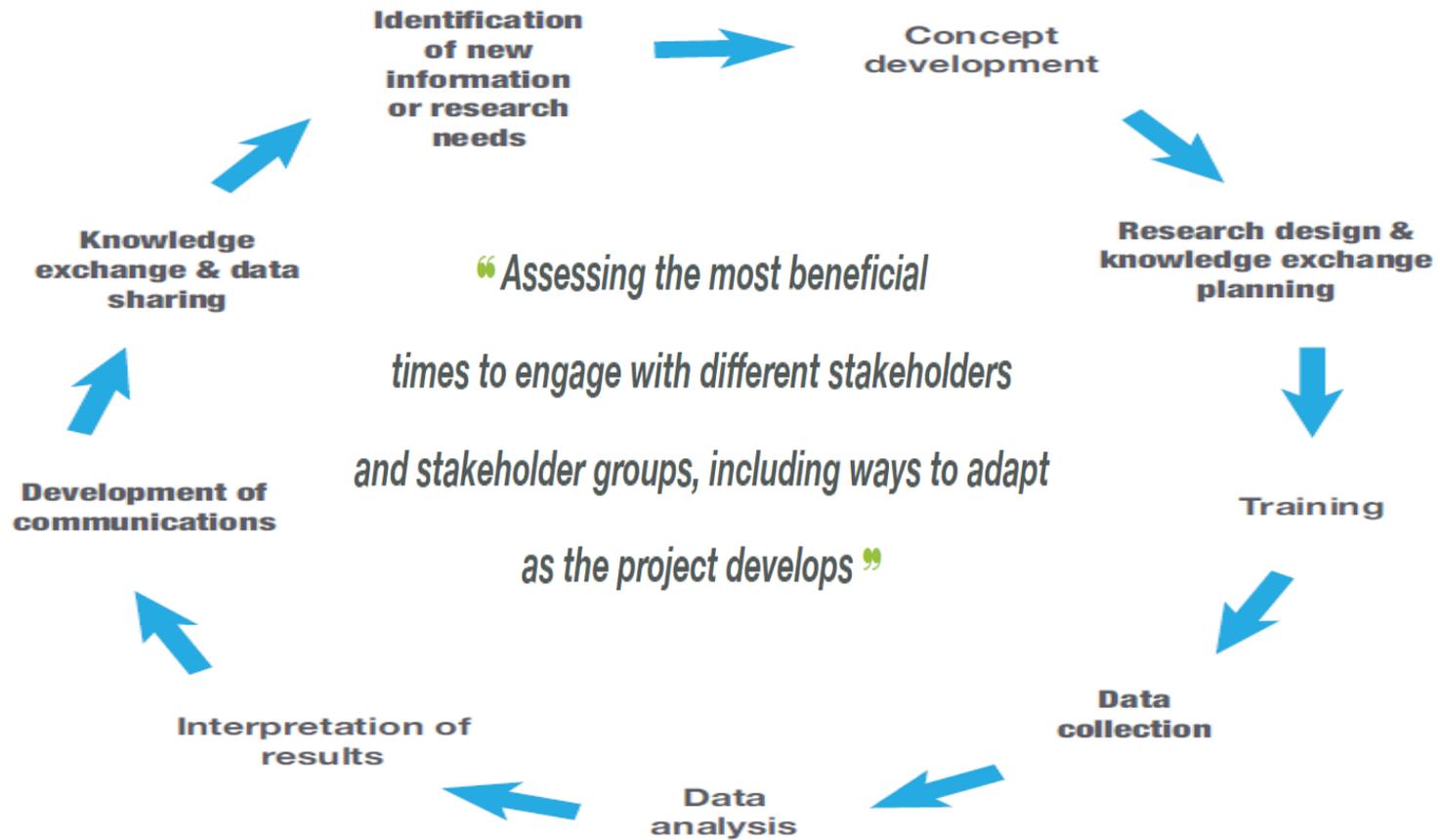
## How to Identify SH?



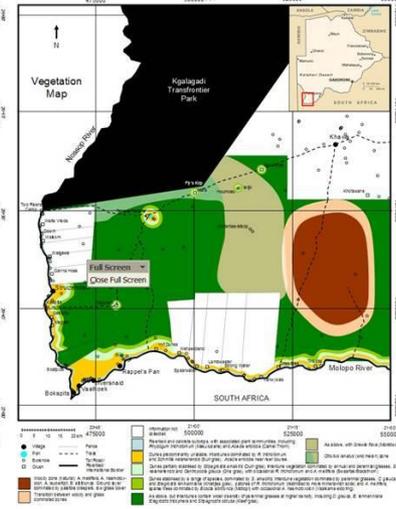
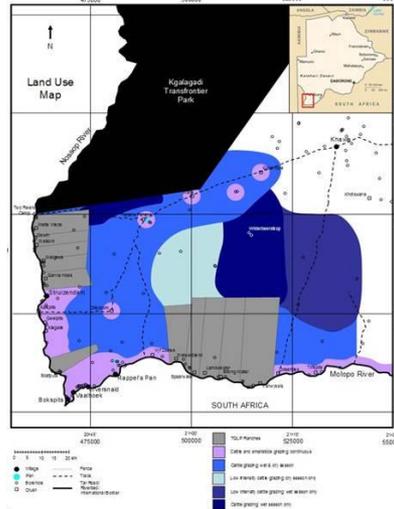
**JNCC**

Joint Nature Conservation Committee

# When to Engage SH?



# Methods for Engaging SH



**IDDRI**  
SciencesPo.

**POLICY BRIEF**  
N°17/12 AVRIL 2012 BIODIVERSITY

**invaluable**  
Ecosystems, the Planet, and Society for a Sustainable and Resilient World

**Valuation without action?  
On the use of economic  
valuations of ecosystem  
services**

Raphaël Billé, Yann Laurans (IDDRI), Laurent Mermet (AgroParisTech), Romain Pirard (IDDRI), Aleksandar Rankovic (University Pierre et Marie Curie)



**Planning the detail of engagement**

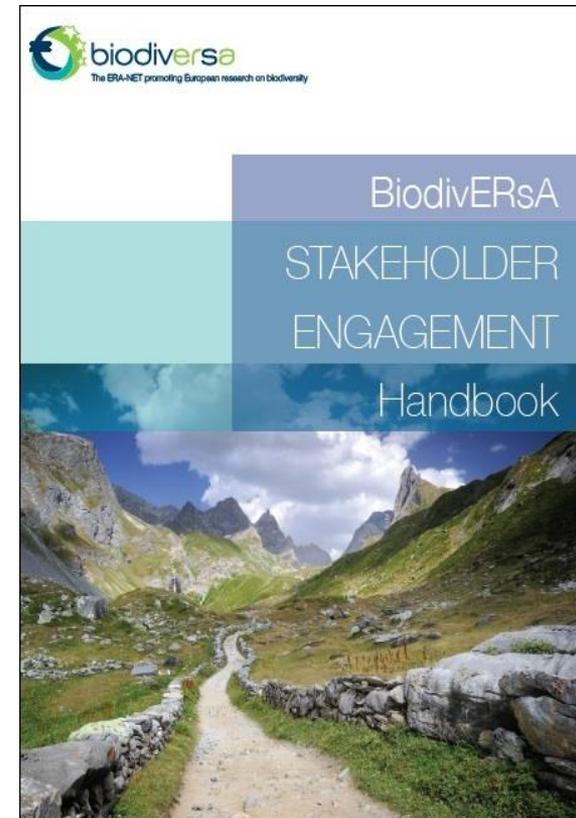
**Managing stakeholder conflict**

**Monitoring & evaluating engagement**



## BiodivERsA's Mission Statement

- **Promote interdisciplinarity**
- **Integrate a range of actors**
- **Attain academic excellence**
- **Have clear societal impact**





**Thank You to the BiodivERsA Secretariat and our Partners!**

**Danke**

**Благодаря**

**Aitäh**

**Merci**

**Köszönöm**

**Ačiū**

**Dankjewel**



**Takk**

**Dziękuję**

**Obrigado**

**Mulțumesc**

**Gracias**

**Tack**

**Teşekkür Ederim**