

Interactive group work: Streamlining communication and engagement with Pillar 1 stakeholders



#NNMeeting



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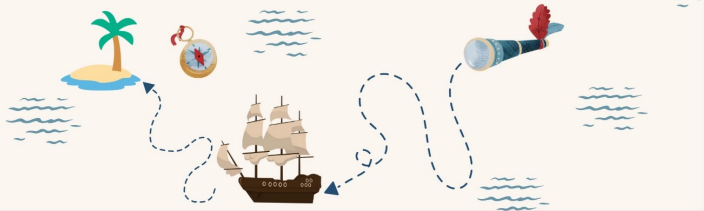
THE STAKEHOLDERS ARCHIPELAGO

Welcome to the epic adventure of the Archipelago! In this unique realm, the archipelago serves as a National Network, a dynamic ecosystem buzzing with diverse Pillar 1 stakeholders. Picture yourself as a modern-day Christopher Columbus, armed with curiosity and a thirst for exploration, traversing the islands to unravel their mysteries and gain a profound understanding of the inhabitants' perspectives.

Among the locals, you'll encounter farmers, farming organisations, agri-researchers, environmental NGOs, agri-advisers, and producers' organisations, each playing a crucial part in this interconnected web.

As you set foot on each island, you'll be confronted with two pivotal questions that demand your reflection.

As you journey through this archipelago, your ultimate goal is to create an interconnected place, just like a perfectly synchronised National Network. Together, you'll transform this archipelago into a harmonious ecosystem where everyone thrives.



Participants will travel around 6 different islands (check the colours on your badge):

1. Farmers' Island
2. Advisory services' Island
3. Environmental NGOs' Island
4. Farmers Organisations' Island
5. Researchers' Island
6. Producers Organisations & cooperatives' Island

3 rounds of discussions centred around stakeholder involvement and improved communication.

Key questions:

- What benefits do the (stakeholders' name) gain from increased involvement with the National Network?
- What are the most effective methods/channels for engaging them (communication & involvement)?





Follow us in this great adventure!

| Sticker colour | Stakeholder | Facilitator |
|--|---|-------------|
| Conference room + coffee break area | | |
| 1) Red | Farmers' Island | Alessia |
| 2) Blue | Advisory services' Island | David |
| 3) Green | Envi NGOs' Island | Cristina |
| Third floor | | |
| 1) Yellow | Farmers organisations' Island | Veronika |
| 2) Purple | Researchers' Island | Dana |
| 3) Pink | Producers' organisations & cooperatives' Island | Alistair |

