



## STAKEHOLDERS' ENGAGEMENT STRATEGY

The 10 rules strategy to develop the FARMWISE stakeholders' engagement plan, through the preparatory, implementation and follow-up phases.

### IDENTIFY

key target stakeholders' challenges addressed by FARMWISE

1



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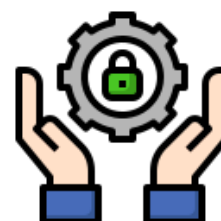
### IDENTIFY

key relevant stakeholders from research, industry, society, policy and media

### ENSURE

conformity with GDPR and national/regional regulations and design actions accordingly

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### COLLECT

through interviews, datasets, surveys, the stakeholders data

### CATEGORISE

stakeholders according to a set of priority groups to manage their engagement

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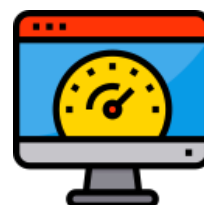
### DEVISE

and identify instruments, registers, tools methodology for the strategy

### TEST

approach, format, contents, tools and GDPR conformity

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### ENGAGE

and follow up through 2-way communication to facilitate evaluation & future interactions

### EVALUATE

retrieved feedback and behaviour using anonymised tools & software

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### ADJUST

and improve the process using OODA or PDCA approaches and agile software