

SOILL Stakeholder Engagement: How do you get people interested?

Online Training Session



**Funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

Housekeeping



Please keep your microphone muted when you're not speaking



We will be using Miro for interaction, so be ready to engage!



There will be a Q&A at the end of the training where you will be asked to raise your hand and speak up. If you have any questions in the meantime, please add them to the chat



If possible, we'd love for you to turn your cameras on and rename yourself for easy identification on Zoom during the training, but....



Please note that **this session is recorded** and will be shared with all Living Labs

- Turn off your camera if you don't want to be in the recording,
- Anonymize your Zoom name accordingly.

Disclaimer & license

This training is developed by SOILL-Startup, a project funded by the European Union (Mission Soil).

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

This webinar is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License, unless otherwise specified



Attribution-ShareAlike 4.0 International
(CC BY-SA 4.0)

To view a copy of these licenses, visit <https://creativecommons.org/licenses/>.

Context: SHLL Learning Journey



Today's Trainers



Prof. Leon Cruickshank
University of Lancaster



Dr. Lee Brewster
University of Lancaster

Imagination Lancaster

Imagination creates a uniquely powerful socio-technical bridge between academic disciplines, industry, society, and policy.

Directly, and through collaboration, our research contributes to a healthier, more prosperous, and sustainable world.



el
Imagination
Lancaster

Aims

- To help support engagement between people or groups with different perspectives, levels of expertise and agendas.
- To help partners gather and position perspectives, cultivate conversations and generate innovative and novel approaches that are informed by a wide range of expertise and experience.
- Enable you to use co-creation methods.





Today we will...

- Work together on practical solutions to help you engage with stakeholders.
- Talk with Living Labs on their experience of engaging with their stakeholders.
- Present a simple strategy to help go beyond engagement into co-production.



Stakeholders



Adopting a Person-Centred Approach



©SOILL-Startup, 2024. Licensed under [CC BY-SA 4.0](#)

SOILL
STARTUP



Adopting a Person-Centred Approach



There are no hard-to-reach stakeholders

©SOILL-Startup, 2024. Licensed under [CC BY-SA 4.0](#)

SOILL
STARTUP

Adopting a Person-Centred Approach



There are no hard-to-reach stakeholders

©SOILL-Startup, 2024. Licensed under [CC BY-SA 4.0](#)

SOILL
STARTUP

There are no hard-to-reach stakeholders

The real question is how can we lower the barriers to engagement that the people we want to engage with experience?



There are no hard-to-reach stakeholders

1. How are they receiving the invitation to engage? Is the language and form of the invitation appropriate for them?
2. Is the location and context of the engagement attractive to them, can or should you go to their comfortable place rather than doing what is easy for you?
3. Is it clear what the benefit to engagement activity is to them? There are a multitude of possibilities for this but without a 'reward' or benefit why would they engage?



There are no hard-to-reach stakeholders

- 1 Invitation
- 2 Location / Context
- 3 Benefit to them



Understanding
stakeholder
motivation



There are no hard-to-reach stakeholders

- 1 Invitation
- 2 Location / Context
- 3 Benefit to them



Understanding
stakeholder
motivation

...of course, this is just the starting point.



Living lab experience



Healthy Soil to Permanent Crops Living Labs

LivingSoiLL unites farmers, scientists, and communities across **5 Living Labs** to enhance soil health through innovative and sustainable soil management practices in 50 experimental sites and 10 lighthouses.

Engagement as a stepping stone to co-creation

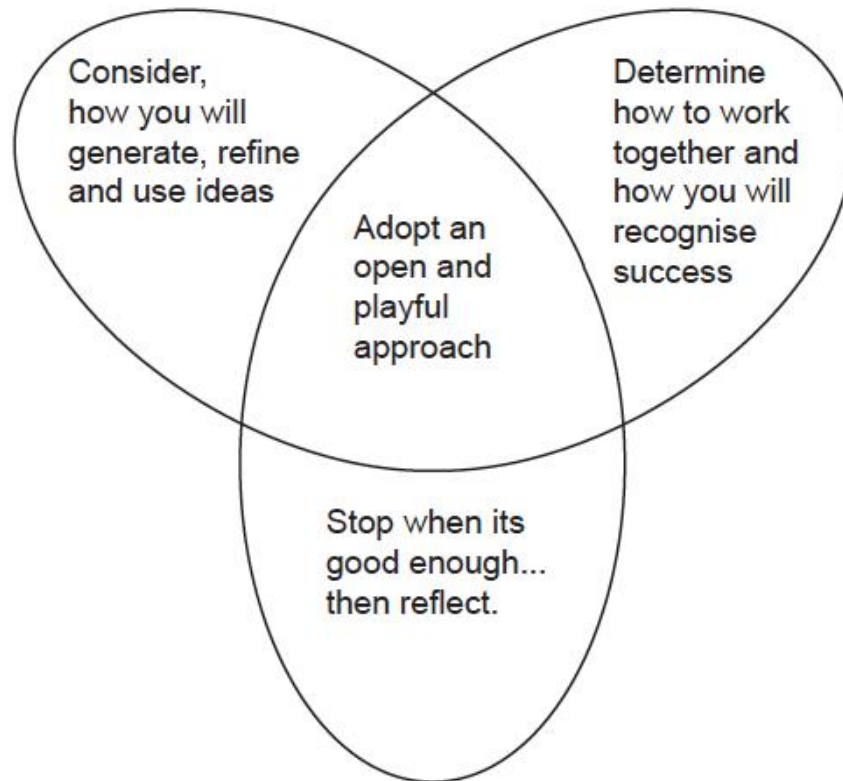


Plan your interaction in their back yard not yours.

Stakeholders will be most creative when they are in a familiar environment doing familiar activities and there is something in it for them.

If people are enjoying themselves they are more likely to have a creative mindset. Don't underestimate the power of a relaxed, fun and playful environment.

Dead bear



Use this before you start, to plan, it will help you choose methods, materials and working process.

Adopting an open and playful approach is an explicit way of saying be imaginative and creative.

Do this in all areas of the engagement, including planning, evaluation, how you will work together. Playfulness isn't just for idea generation.

Address serious issues in a playful way for best results.

Cruickshank, L. Brewster, L. (2024) 'Co-design as a research method in doctoral research: asking the right questions'. *The Design Journal*. Pp.1-17.
<https://doi.org/10.1080/14606925.2024.2434520>



6 key questions introduced

Before you start engaging can you answer the following questions?

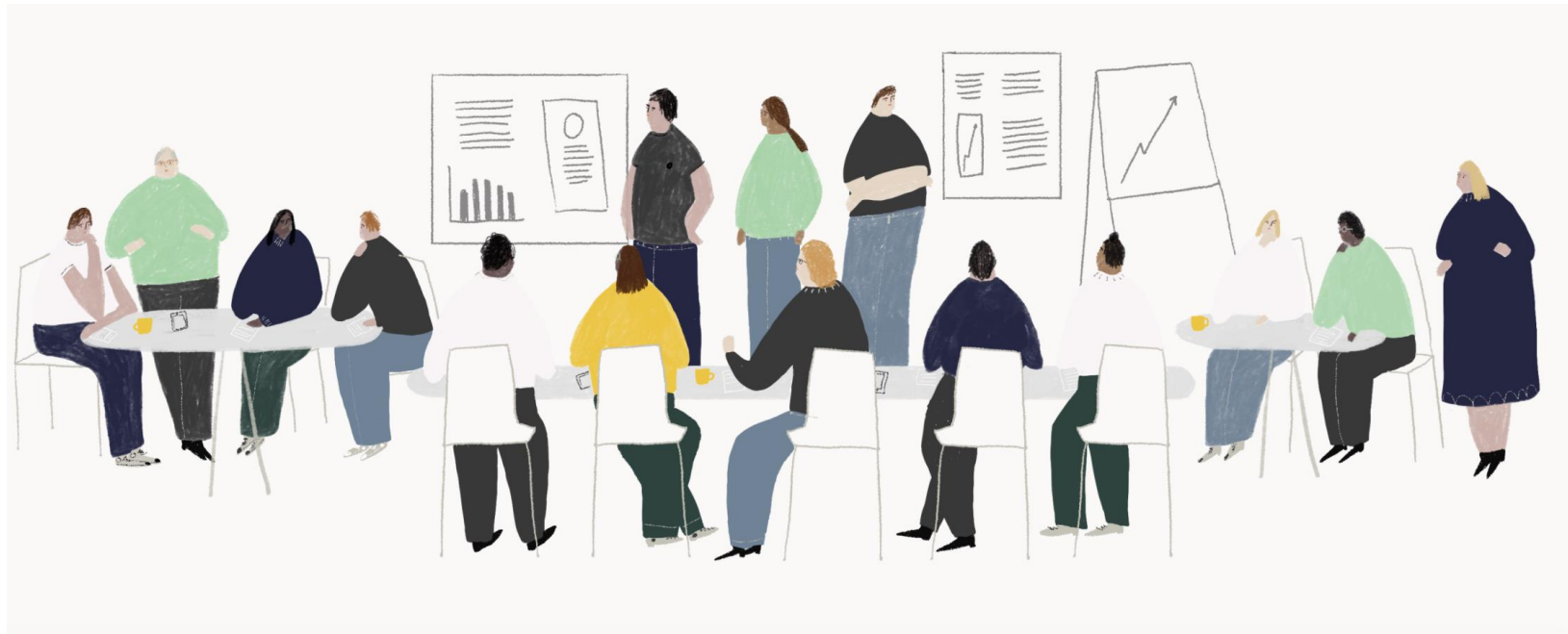
1. Who needs to be part of the co-design activity?
2. What will you do to help the team generate ideas, refine and improve, then use those ideas?
3. How will you know if the project has succeeded?
4. What will you do to make sure you work well together as a group?
5. What will you do to make sure the process is fun, playful and enjoyable?
6. What process is in place (before you start) to reflect and potentially improve outcomes that are a result of the end of the project?

6 key questions introduced

No. 1

Who needs to be part of the co-design activity?

Co-creation will be most effective with a diverse group of actors who are stakeholders. Different perspectives should contribute. If the engagement activity is carried out by very similar actors the outcome will be limited.



6 key questions introduced

No.2

What will you do to help the team generate ideas, refine and improve, then use those ideas?

Helping the team to get past the first idea is often challenging. Frame the first ideas as the beginning of the activity instead of the outcome.

This is not about asking people for ideas and then picking the best one. This is about generating lots of ideas and synthesizing the best bits as ingredients for a new recipe that you develop as a group.



6 key questions introduced

No.3

How will you know if the project has succeeded?

Establish your criteria before you start, what are you trying to achieve and how will you achieve it? This will help you know if you are doing a good job, or not.



6 key questions introduced

No.4

What will you do to make sure you work well together as a group?

You can establish some guidelines for example; you can encourage vibrant discussion if participants are respectful to each other, that they do not talk over each other. You can decide to work in small groups and allocate individual jobs, leader, communicator, recorder, evaluator, whatever is relevant in the scenario.



6 key questions introduced

No.5

What will you do to make sure the process is fun, playful and enjoyable?

Making an activity fun will encourage participants to think experimentally, exploring frivolous flights of fancy and having ideas that might seem ludicrous to start with. Think about some of the ideas that have impacted the world that initially might have seemed ludicrous, the internet, space travel, ice cream.



6 key questions introduced

No.6

What process is in place (before you start) to reflect and potentially improve outcomes that are a result of the end of the project?

Establishing how you will reflect during and after the co-creative engagement is essential. You might keep a written journal, give everyone notebooks, use a voice recorder to make transcripts, take lots of photographs. A useful tool is for the facilitator to spend 30 min immediately after the workshop to write a reflection. You can use a blog to record all of this information in sequential order.

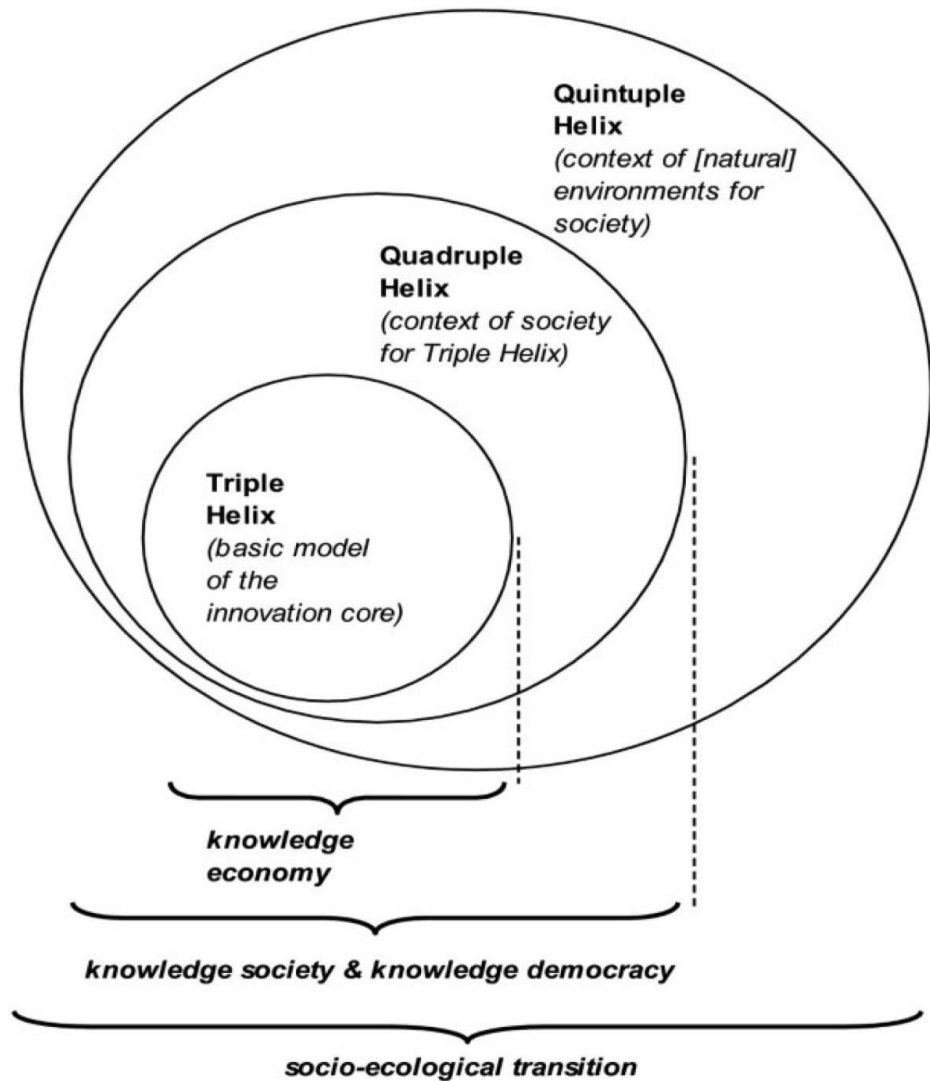




Strong or Weak Co-Production



Co-Production with unconventional stakeholders



Unveiling the Evolution of Innovation Ecosystems: An Analysis of Triple, Quadruple, and Quintuple Helix Model Innovation Systems in European Case Studies

<https://doi.org/10.3390/su13147582>

Wrap-up



Please fill out the satisfaction survey for this training via [this link](#).



The recording and the slides will be shared shortly after this training



Tune in for our next training session on Monitoring and Evaluation of Soil Health Living Labs – Wednesday 29th January 2025



Thank you

Connect with us for more information

Professor Leon Cruickshank, Lancaster University

L.Cruickshank@Lancaster.ac.uk



soill2030.eu



[@soill2030](https://twitter.com/soill2030)



[company/soill2030](https://www.linkedin.com/company/soill2030)



[@soill2030](https://www.youtube.com/@soill2030)