

STAKEHOLDERS' ENGAGEMENT



Co-funded by the
Erasmus+ Programme
of the European Union

A large green semi-circle containing the text "GREEN LABS" in white. The word "GREEN" is on the left, "LABS" is on the right, and a lightbulb icon with a globe inside is positioned between them. Concentric white circles radiate from the lightbulb.

GREEN LABS

10-NOV-25



Cent1oform



município de
lousada





OBJECTIVES

1 - SHARE EXPERIENCE AND KNOWLEDGE ON
STAKEHOLDER ENGAGEMENT

2 - DESIGN A STAKEHOLDER MAP BASED ON
IDENTIFIED NEEDS

3 - CO-CREATE STRATEGIES TO ENGAGE
MULTIPLE STAKEHOLDERS

WEBINAR AGENDA



1 1 : 0 0

Inclusion – Present your Living Lab (10')

1 1 : 1 0

Case presentation - Tiers-Lab des Transitions (7')

1 1 : 1 7

Define **my needs** to look for partners (20')

1 1 : 3 7

Design a stakeholder **mapping** (20')

1 1 : 5 7

Think **strategies** to engage multi-actor stakeholders (20')

1 2 : 1 7

Conclusion – Key takeaways from the webinar (5')

INCLUSION(10') PRESENT YOUR LIVING LAB



SHARE A PICTURE OF YOUR LIVING LAB

to take us along with you in your living-lab adventure !



TIERS-LAB DES TRANSITIONS
MARSEILLE

[Link](#)



Lousada, Portugal

[Link](#)



[Smart Águeda City Lab](#)
Aveiro, Portugal

[Link](#)



THYREA LIVING LAB
NORTH KYNOURIA, GREECE

[Link](#)



Opificio Golinelli -
Centoform Living Lab
Bologna, Italy

[Link](#)



Youth Ambassadors
Living lab
Niš, Serbia

- Each organisation share a picture of its Living Lab in their city.
- In **a few words (1-2 minutes max)**, briefly explain:

What is the place (your own Living Lab, a partner Living Lab, or a place you would like to rely on for the project) ?

How is it used (or could be used) ?

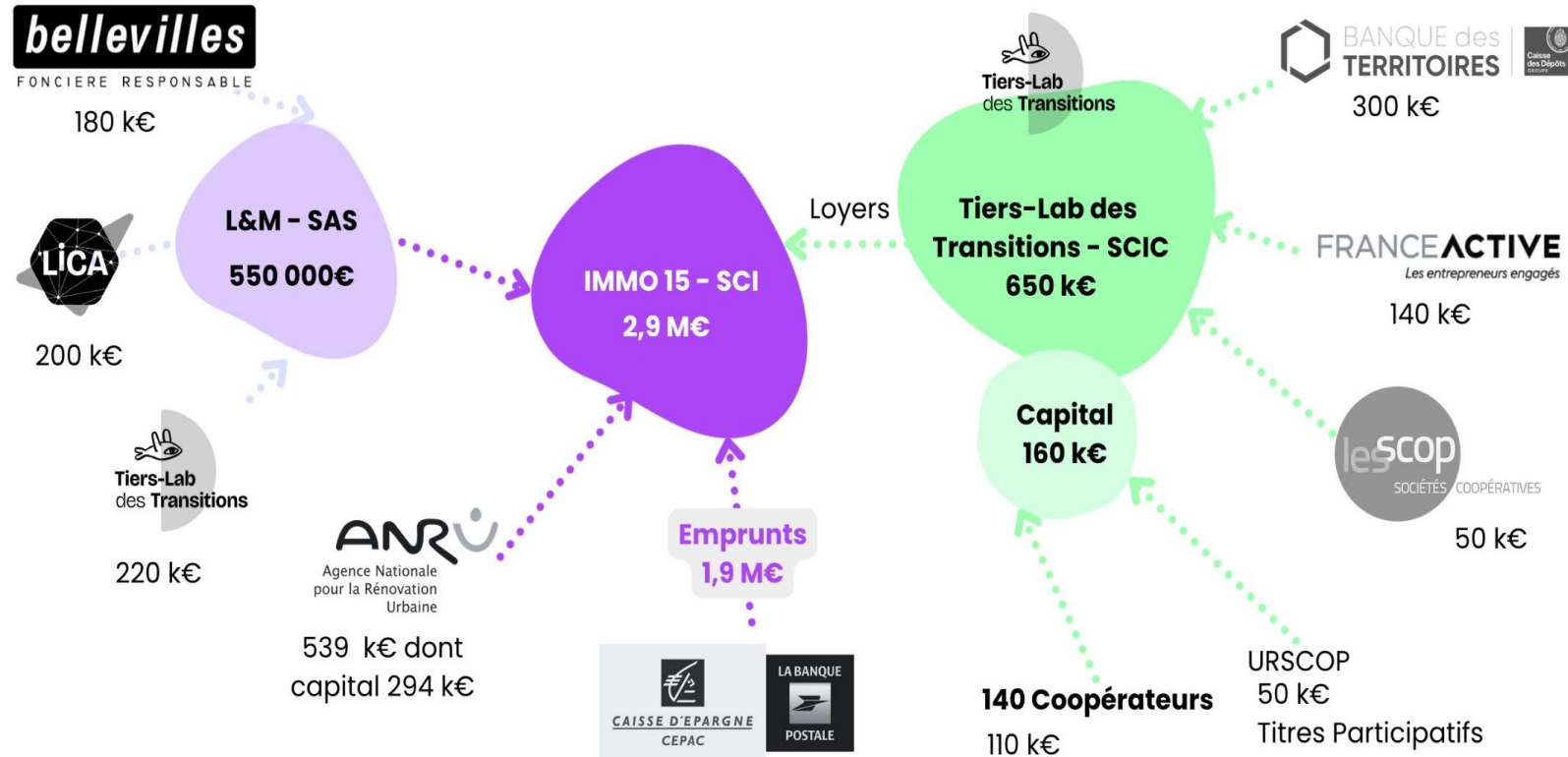
Why it is relevant for the project ?

THE STORY OF THE TIERS-LAB DES TRANSITIONS

6 stakeholder colleges with different voting weights, all represented within one Board of Directors (cooperative board)

200 cooperative members

10 organisations



- The Tiers-Lab des Transitions was initiated by a small, close-knit group: the associates of **LICA**.
- New strategic stakeholders joined the project as investors, notably **Bellevilles Foncière** and **ANRU**.
- A participatory fundraising campaign - cooperative members of a newly created **SCIC**.

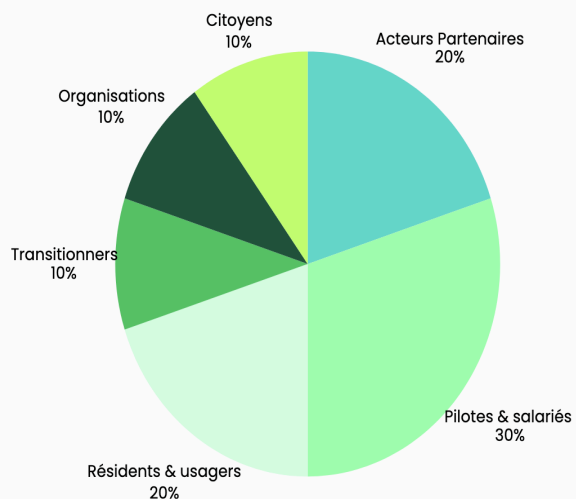
THE STORY OF THE TIERS-LAB DES TRANSITIONS

- **This cooperative** structure became responsible for managing the site.
- To equip and develop it, the team partnered with **banks** and organised a second fundraising round, this time involving companies that had followed the project from the beginning.
- **These companies** formed a new stakeholder group within the SCIC.
- In parallel, organisations were invited to rent offices and work on site, either temporarily or permanently, becoming **resident partners of the Tiers-Lab**.





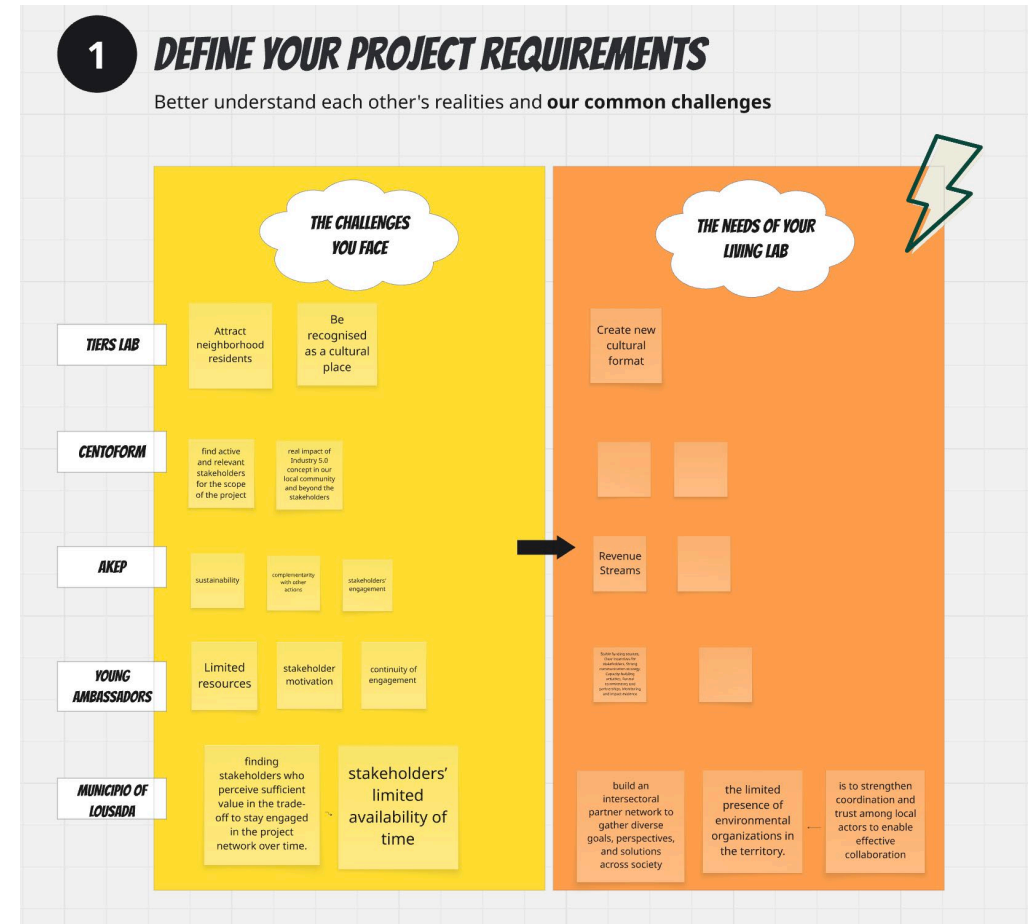
- Creation of a **volunteer committee of local residents** (garden), formalised as a volunteers' college within the SCIC.
- Launch of an open call leading to the installation of Le Présage, which operates the food and welcoming space.
- Partnership with the **City of Marseille** around ecological transition, with public funding and support.
- Involvement of **local associations** to reach and engage beneficiaries from surrounding neighbourhoods.
- Development of workshops, events, and communication attracting **users** and completing the stakeholder ecosystem.



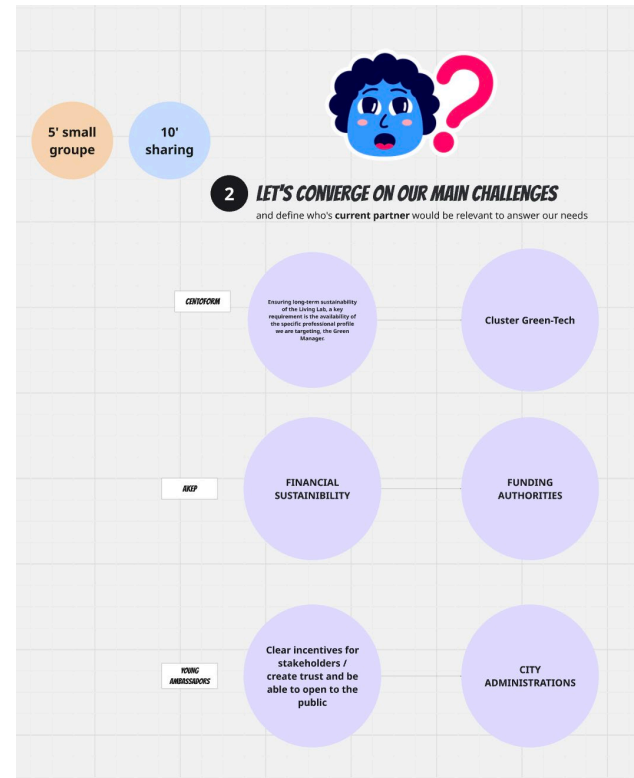
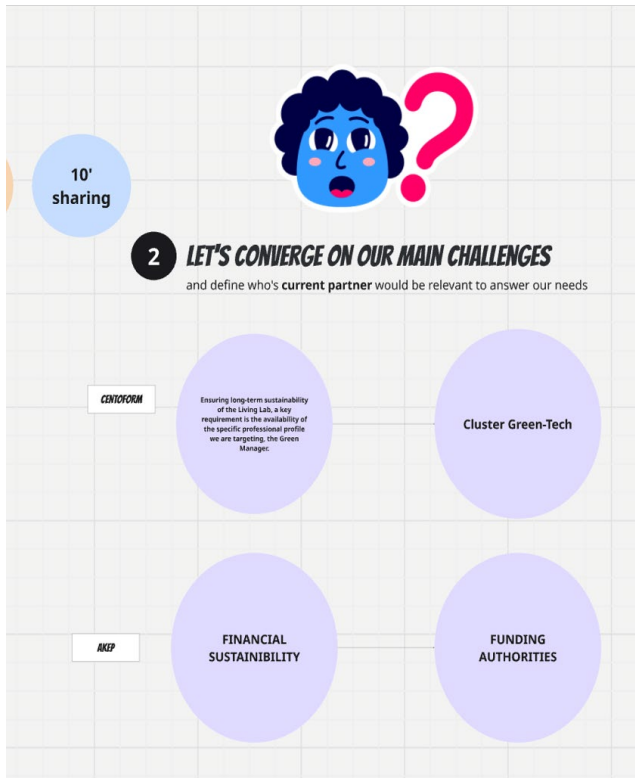
DEFINE MY NEEDS TO LOOK FOR PARTNERS

- Stakeholders are not involved “just to be there”. **They engage because they respond to a need** – or because the project responds to one of their needs. Starting from needs helps to better identify relevant and committed partners.
- Your turn - Individual work (8’)** : You will work in small groups (per organisation), using Miro, identify your current needs for your Living Lab. What is you need ?
- Collective sharing (10’)** : Each group will share one key need and the stakeholders identified, 1 minute per group.

Example - LICA / Tiers-Lab des Transitions (Création sonore example)
At LICA, we needed to be recognised as a cultural place. This responded to the expectations of many local actors, and the need to attract neighborhood residents when the site opened two years ago.



DESIGN STAKEHOLDER MAPPING



Example - LICA / Tiers-Lab des Transitions (Création sonore example)

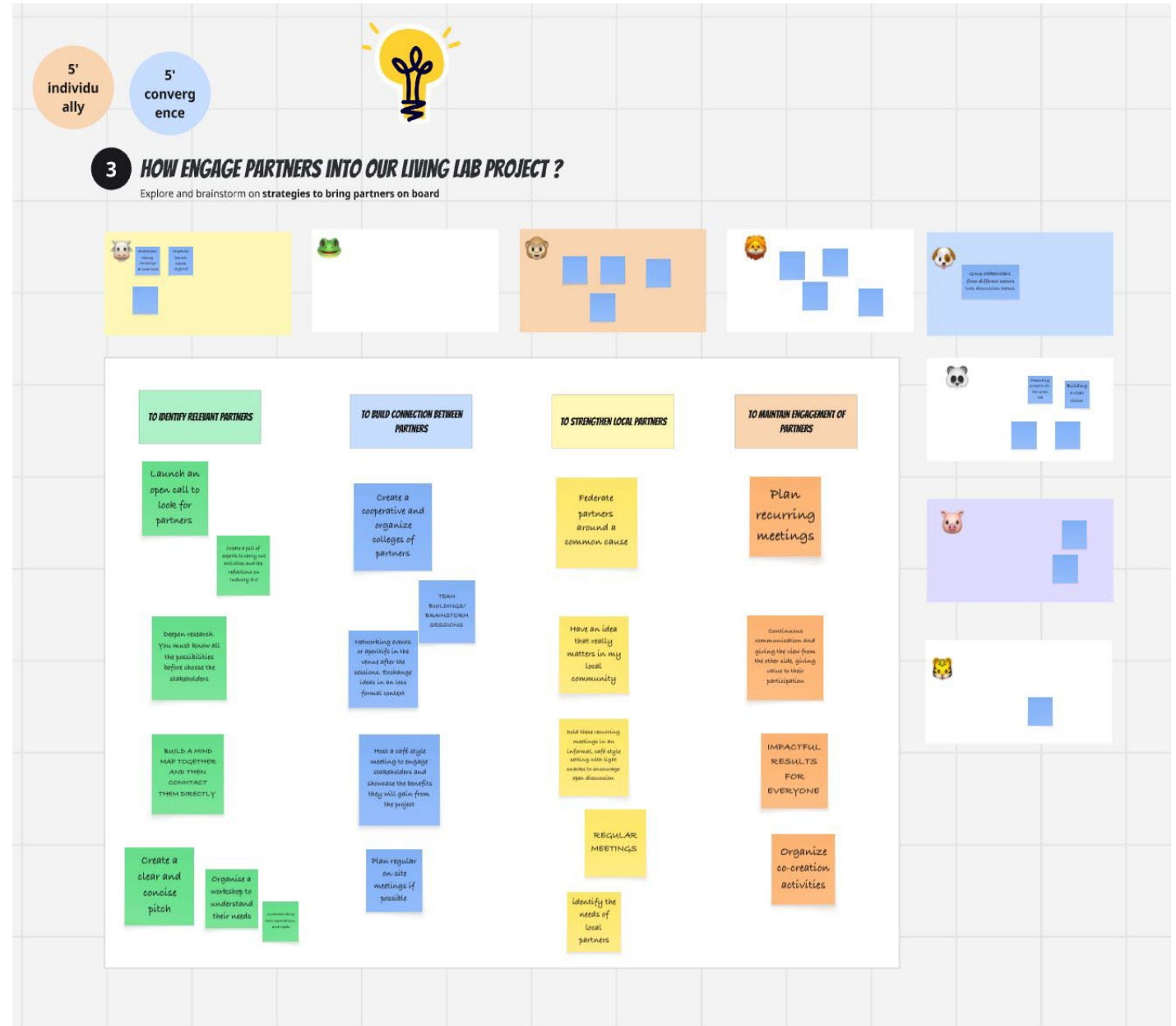
At LICA, we needed to be recognised as a cultural place. This responded to the expectations of many local actors, and the need to attract neighbourhood residents when the site opened two years ago. Based on our cultural need, we first identified profiles, not names: artists, sound designers, authors, facilitators, local residents.

Then we mapped who could support the project: operational partners for sound creation, public funders (City, Region, cultural agencies), local participants and audiences.

- **Your turn - Individual work (8') :** Go back to your small groups (per organisation), on the Miro canvas, map the stakeholders that could respond to the needs you identified earlier, think in terms of categories and roles, not only specific organisations.
- **Collective sharing (10') :** Each group will share one need and its stakeholder map, 1 minute per group.

THINK STRATEGIES TO ENGAGE MULTI-ACTORS' STAKEHOLDERS

- **Your turn - Individual work (8')** : Stay in your small groups (per organisation), on the Miro canvas, choose one need and its mapped stakeholders, for each stakeholder type, define how to engage them.
- **Collective sharing (10')** : Each group will share one engagement strategy, 1 minute per group.



CONCLUSION - WHAT I AM TAKING AWAY FROM THIS WEBINAR (5')

- Each participant takes the floor, one after another.
- In **one short sentence**, share **one key takeaway** from the webinar.
- Focus on an insight, a method, or an idea you plan to reuse.

30s per
person



MY NEXT SMALL STEP

A next action I want to implement to engage new stakeholders

CENTOFORM

Contact
relevant
partners

AKEP

Continue
the
discussion
internally

**YOUNG
AMBASSADORS**

Share and
brainstorm
with to my
team

**MUNICIPIO
OF LOUSADA**

xxx

Share
strategies that
have worked
with Erasmus
partners

Keep the
brainstorming

GREEN LABS PROJECT

The GREEN LABS project aims to support and stimulate the green transition by promoting innovation and greening of VET systems through internationalization, exchange of practices, and knowledge sharing among partners, in accordance with the Osnabrück Declaration of 2020 on vocational education and training for sustainable competitiveness, social fairness and resilience.

