shift social sciences and humanities for transformation and climate resilience

Enhancing Stakeholder Engagement for Climate Resilience through Social Sciences and Humanities

GREEK SCIENTISTS SOCIETY

Theo Zacharis

Greek Scientists Society

C D E

Communication	Dissemination	Exploitation	
Reach out to society and show the **impact and benefits of EU-funded R&I activities.** Targeted communication activities must address the public policy perspective of European R&I funding by considering aspects such as (i) the benefits of transnational cooperation in a European consortium or (ii) scientific excellence or (iii) contributing to competitiveness and to solving societal challenges.	**Transfer knowledge & results** with the aim to enable others to use or reuse and take up results, thus maximising the impact of EU-funded research.	**Effectively use/reuse project results** through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.	Objective
Inform about and **promote** the **project AND its results/ success** in a non-technical manner and through strategically planned actions – possibly engaging in a two-way exchange.	**Describe** and **ensure results available** for others to **USE or REUSE** ➡ focus on results only!	**Make concrete use/reuse** of research results (not restricted to commercial use.)	Focus
Multiple audiences beyond the project's own community incl. media and the broad public.	Audiences that may take an interest in the potential **USE/REUSE** of the results (e.g. scientific community, industrial partner, policymakers).	People/organisations including project partners themselves that make concrete use/reuse of the project results, as well as user groups outside the project.	Target Audience

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Strategies for Enhancing Stakeholder Engagement in Climate Resilience through Social Sciences and Humanities

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Strategy 1 – Stakeholder Mapping and Identification

An essential strategy for fostering climate resilience is stakeholder mapping. This process involves identifying the key actors – including local communities, businesses, government bodies, and NGOs – who are **involved** or **impacted** by climate-related issues. Social sciences offer tools to uncover the **social, economic,** and **political dynamics** that shape the **influence** and **interests** of these stakeholders. By understanding their roles and relationships, we can ensure no critical groups are left out, paving the way for more inclusive climate resilience efforts.

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Strategy 2 – Participatory Approaches

One of the most effective ways to engage stakeholders is through **participatory approaches** such as **workshops**, **focus groups,** and **community dialogues**. These methods encourage collaborative decision-making and help **build ownership** over climate resilience initiatives. Social science methodologies like **co-design** and **participatory research** allow diverse perspectives to come together, ensuring that solutions are **localised**, **inclusive**, and **socially relevant**. This not only builds trust among stakeholders but also fosters long-term commitment to climate adaptation measures.

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Strategy 3 – Storytelling and Communication Strategies

Effective communication is key to successful stakeholder engagement. A powerful strategy is the use of **storytelling** and **tailored communication** to convey the complex issues surrounding climate resilience. Humanities disciplines such as literature and media studies **help craft narratives** that resonate emotionally and culturally with different audiences. By framing climate challenges in relatable ways – through **local stories, traditions,** and **visual media** – stakeholders are more likely to engage and act on climate solutions, fostering deeper emotional investment in the cause.

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Strategy 4 – Education and Capacity Building

Empowering stakeholders through education and capacity building is critical for sustainable climate resilience. Targeted **training programmes** and **workshops** provide local communities, leaders, and industry representatives with the knowledge and tools they need to effectively engage in climate action. Social sciences contribute to designing these educational frameworks, focusing on social learning and the transfer of practical skills. As a result, stakeholders become better equipped to understand the challenges they face and actively participate in developing and implementing climate resilience strategies.

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Strategy 5 – Policy Advocacy and Collaborative Governance

Finally, **policy advocacy** and **collaborative governance** are essential strategies for aligning local actions with broader climate policies. By connecting stakeholders with **policymakers**, we can foster **multi-level governance** that supports climate resilience. Social sciences play a key role in facilitating these interactions, using governance models to ensure that decision-making is participatory and inclusive. This collaborative approach ensures that climate resilience initiatives are well-coordinated, supported by **strong policy frameworks**, and effective at multiple governance levels.

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Workshop Agenda

1

Overview of Stakeholder Analysis Framework

- Explanation of the framework
- Objectives and importance

2

Identifying Stakeholder Groups

- Criteria for identification
- Initial suggestions and open discussion

3

Selecting Stakeholder Analysis Tools

- Overview of available tools
- Choosing the right tools for our needs

4

- **Developing an Action Plan for Climate Resilience through Social Sciences and Humanities**

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Overview of Stakeholder Analysis Framework

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Stakeholders Analysis

Stakeholder analysis framework will serve as a structured approach to identify, analyse, and engage with the key stakeholders who influence and are impacted by our works. We aim to ensure that OHD stakeholder strategy aligns with our project goals and addresses the interests and concerns of all relevant parties.

Step 1
Identify Stakeholders

1

Step 2
Utilize Stakeholder Analysis Tools

2

Step 3
Engagement Strategies

3

Step 4
Dissemination and Exploitation Opportunities

4

Step 5
Exploitation Strategies

5

Future Plans
Timeline and Milestones

6

Stakeholders Analysis

Overview of Stakeholder Analysis Framework

Step 1. Identify Stakeholders

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Identifying Stakeholder Groups

Step 1. Identify Stakeholders

- Academia and Researchers
- Policymakers and Government Agencies
- Non-Governmental Organisations (NGOs) and Advocacy Groups
- Local Communities and Vulnerable Groups
- Industry and Private Sector
- Funding Agencies and International Organisations
- Media and Communication Platforms

Stakeholders Analysis – Key Stakeholders

ACADEMIA AND RESEARCHERS

- European Climate Foundation *Research Groups*
- University of Cambridge Centre for Climate Repair

FUNDING AGENCIES AND INT'L ORGANISATIONS

- European Union's Horizon Europe Programme & LIFE programme
- European Climate Initiative (EUKI)
- UK Research and Innovation (UKRI)
- World Bank Climate Change Fund
- Global Environment Facility (GEF)
- Green Climate Fund (GCF)

POLICYMAKERS AND GOVERNMENT AGENCIES

- European Commission's Directorate-General for Climate Action (DG CLIMA)
- United Nations Framework Convention on Climate Change (UNFCCC)
- Intergovernmental Panel on Climate Change (IPCC)
- Local councils and authorities in climate-vulnerable regions

INDUSTRY AND PRIVATE SECTOR

- Renewable Energy Companies - Ørsted
- Tech Companies & Startups - Climeworks
- Agriculture and Food - Yara International
- Insurance and Risk Management - AXA
- Water and Waste Management - Veolia

(NGOS) AND ADVOCACY GROUPS

- Friends of the Earth
- Climate Action Network (CAN)
- Greenpeace
- 350.org
- Climate Outreach

LOCAL COMMUNITIES AND VULNERABLE GROUPS

- Rural farmers and agricultural groups in flood-prone areas - Larissa Volunteer Network
- UK coastal communities - Norfolk and Suffolk
- Indigenous communities in the Arctic and small island developing states - Pacific Climate Warriors

MEDIA AND COMMUNICATION PLATFORMS - BBC Climate and Science, Carbon Brief, Climate Home News, Reuters Climate

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Identifying Stakeholders

Overview of Stakeholder Analysis Framework

Step 2. Stakeholders Analysis Tools

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Stakeholders Analysis Tools

Stakeholder Analysis Matrix: A table used to evaluate stakeholders based on various criteria such as interest, influence, power, and support. This helps in **prioritizing** stakeholder engagement strategies.

Power-Interest Grid: This tool plots stakeholders on a grid based on **their level of interest** in the project and their power to influence it. It helps in identifying which stakeholders need **more attention** and which can be monitored with less frequent communication.

SWOT Analysis: Sometimes adapted for stakeholder analysis by assessing the **Strengths, Weaknesses, Opportunities, and Threats** that stakeholders bring to a project.

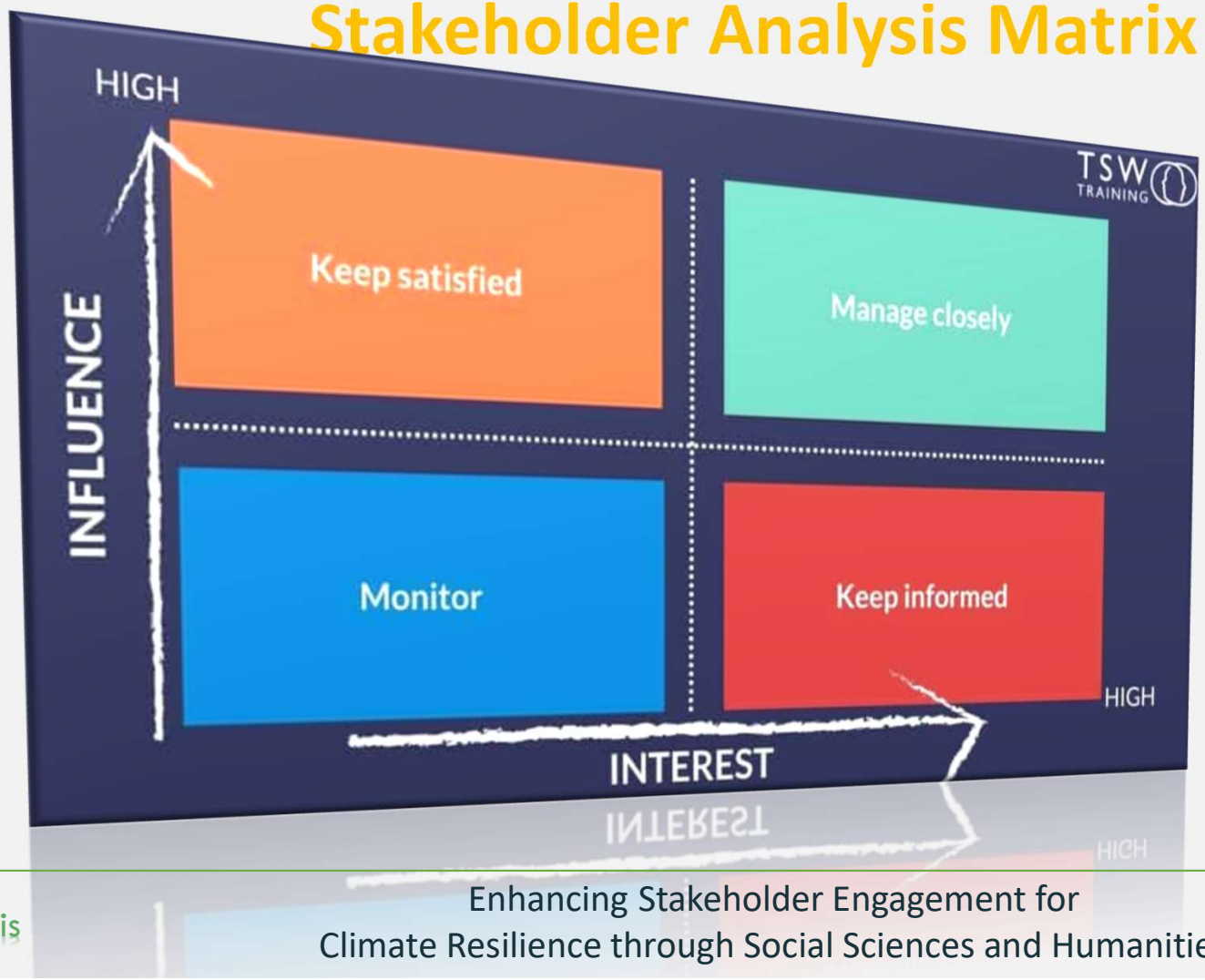
Salience Model: This model classifies stakeholders based on three attributes: **power, legitimacy, and urgency**. It helps in understanding who should be given priority based on their attributes' combination.

Influence-Impact Grid: Similar to the Power-Interest grid, this tool helps in assessing stakeholders based on their **influence** over the project and the **impact** the project has on them.

Stakeholder Engagement Assessment Matrix: This matrix helps in determining the **current level of engagement** of each stakeholder and the **desired level of engagement** to ensure project success.

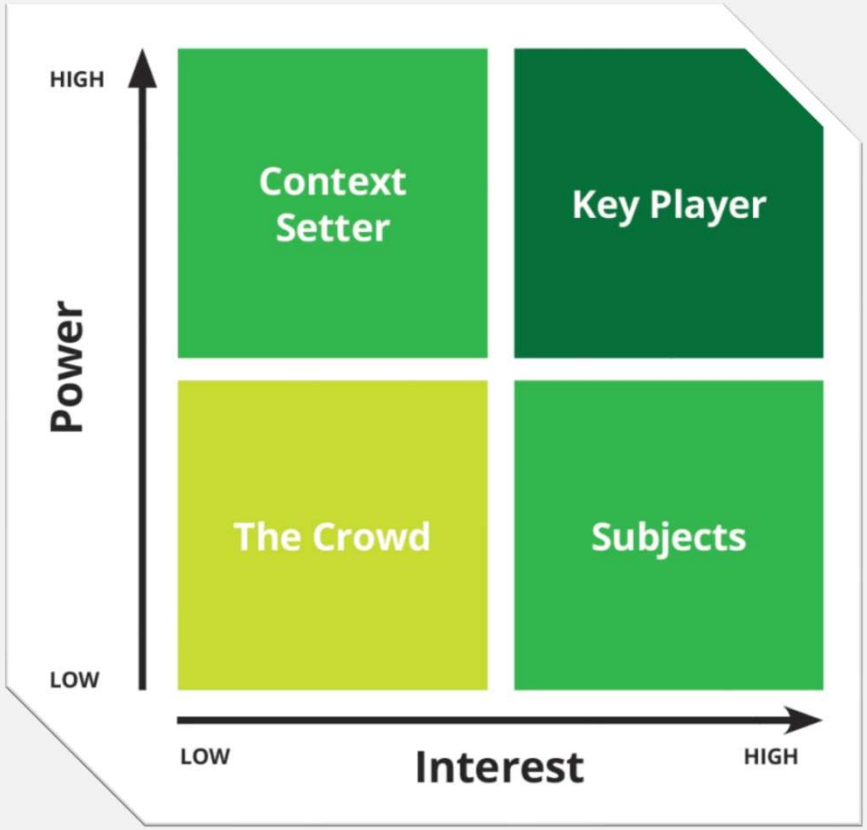
Stakeholders Analysis Tools

Stakeholder Analysis Matrix



Stakeholders Analysis Tools

Power-Interest Grid



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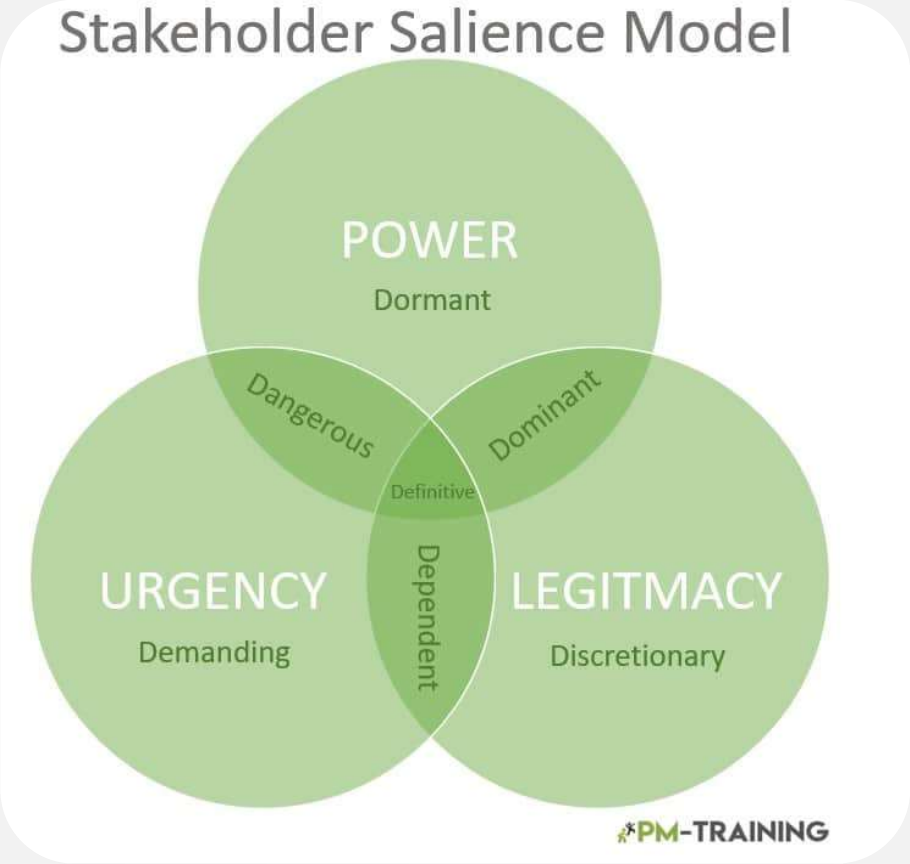
Stakeholders Analysis Tools

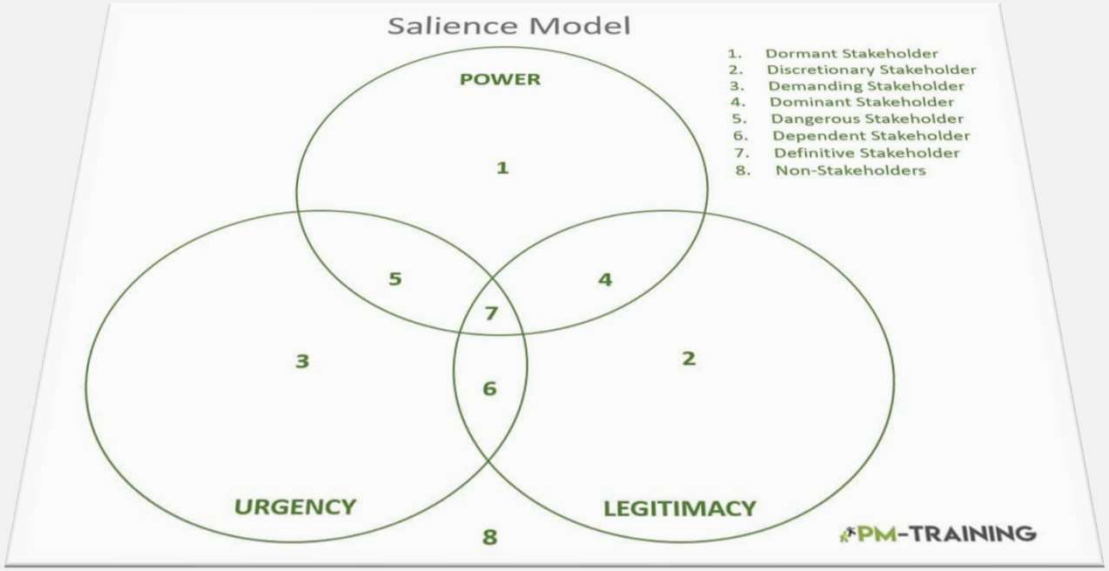
SWOT Analysis

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats

Stakeholders Analysis Tools

Salience Model





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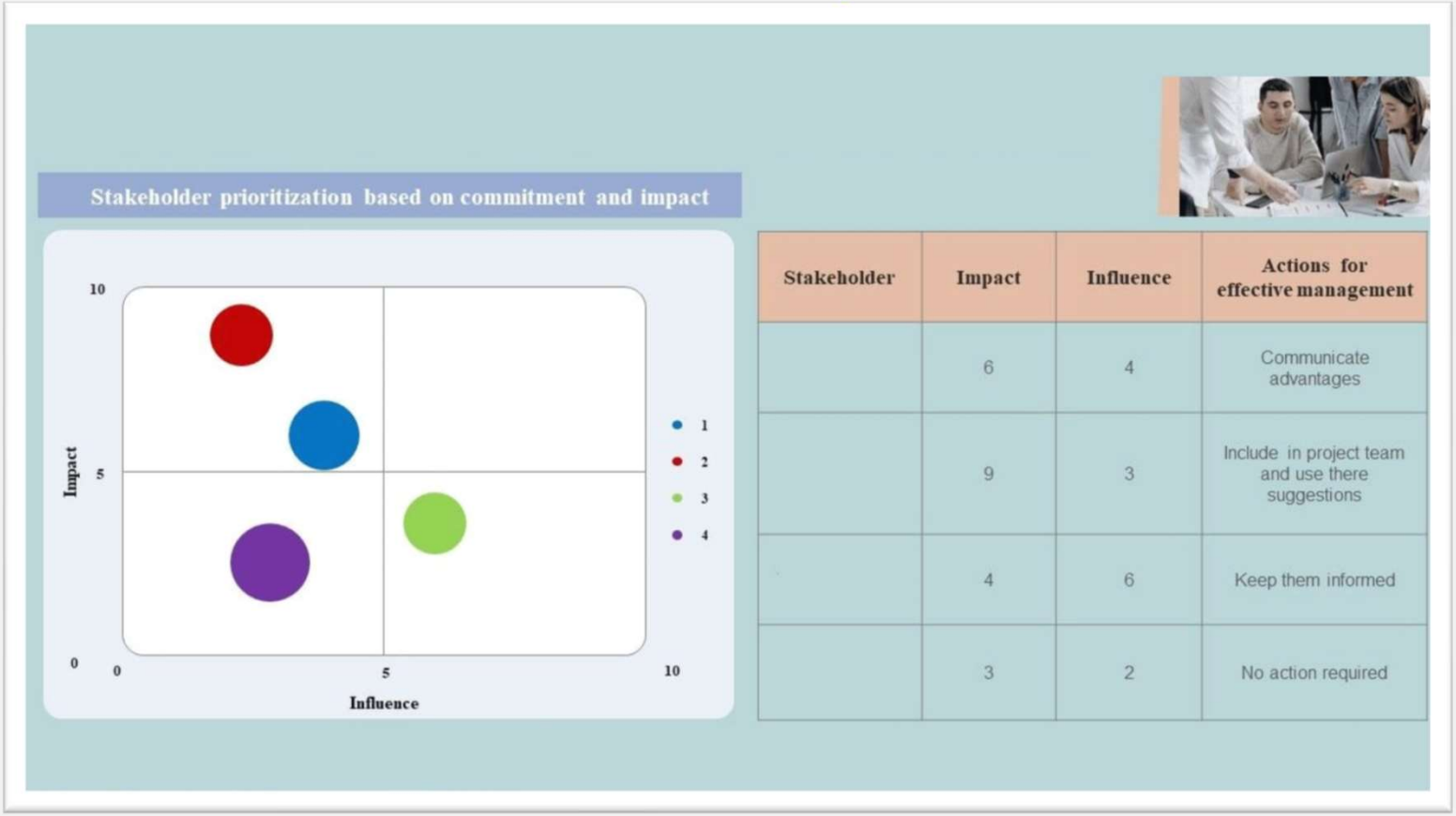
Stakeholders Analysis Tools

Influence-Impact Grid



Stakeholder	Impact	Influence	Actions for effective management
	6	4	Communicate advantages
	9	3	Include in project team and use there suggestions
	4	6	Keep them informed
	3	2	No action required

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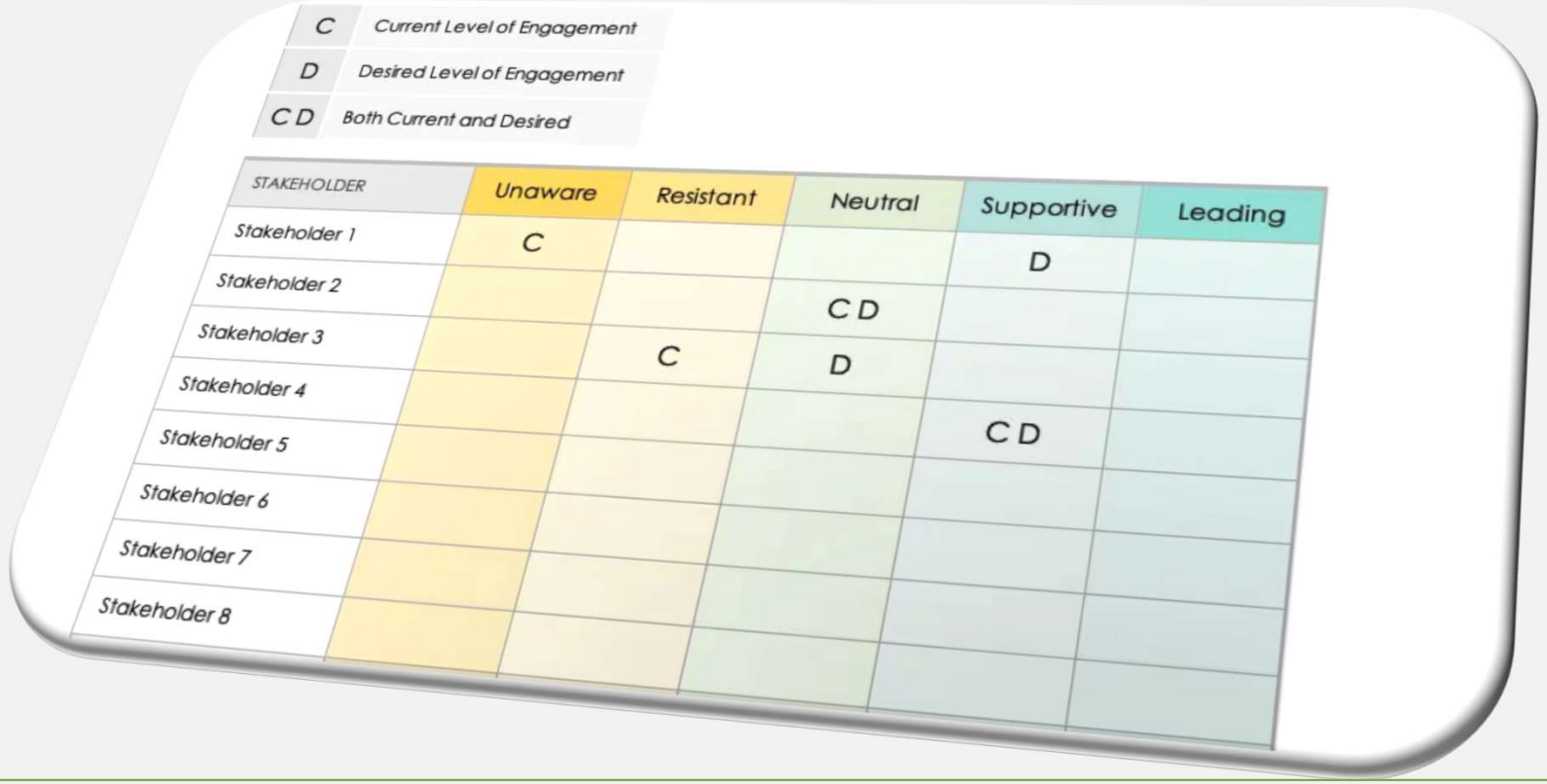
Stakeholders Analysis Tools

Stakeholder Engagement Assessment Matrix



STAKEHOLDER	Unaware	Resistant	Neutral	Supportive	Leading
Stakeholder 1	C			D	
Stakeholder 2			C D		
Stakeholder 3		C	D		
Stakeholder 4				C D	
Stakeholder 5					
Stakeholder 6					
Stakeholder 7					
Stakeholder 8					

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Selecting Stakeholder Analysis Tools

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Select Stakeholder Analysis Tool

Stakeholders Analysis Tools

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Overview of Stakeholder Analysis Framework

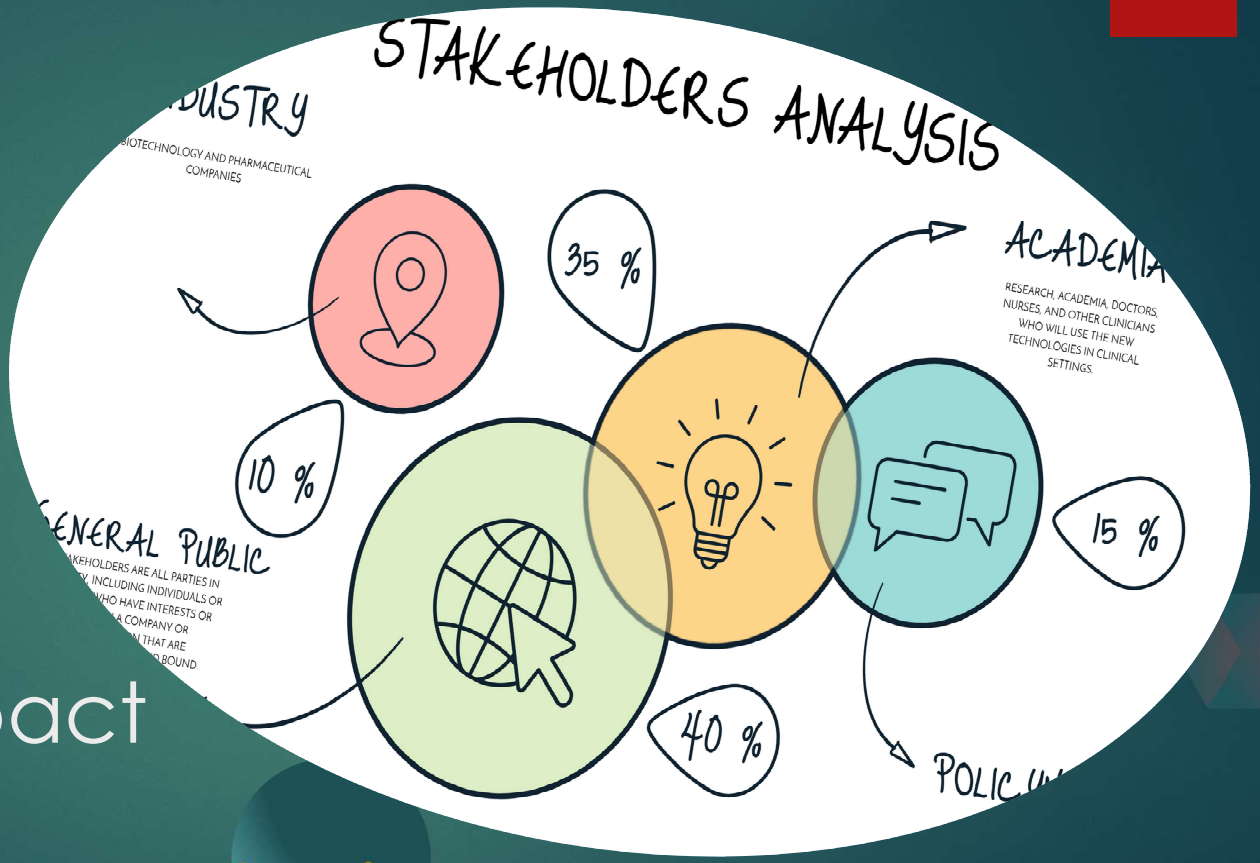
Step 3. Action Plan

A. White Paper on the Environmental Impact of Antiparasitic Drugs

B. Guidelines for the development of low environmental impact antiparasitic drugs

Engage
Understand
Collaborate

Reaching
Stakeholders for
Breakthrough Impact



Stakeholders Analysis

Dissemination & Exploitation

Stakeholders Case Study

Dissemination Examples

Research Publications and Collaborations: Opportunities for members to publish cutting-edge research in high-impact journals and collaborate through the network.

Technological Innovations and Commercial Partnerships: The potential for developing new diagnostic tools, therapies, and AI applications in partnership with tech companies.

Policy Influence and Funding: Network can influence health policy decisions and increase visibility for securing funding.

EXAMPLE

Stakeholders Analysis – Exploitation Avenues

Intellectual Property and Commercialisation

- Patents: Assist Researchers to protect innovative findings or technologies through patents, which can lead to commercial partnerships or startup creation.
- Licensing: Explore opportunities for licensing technologies or methodologies developed within the network to biotech or pharmaceutical companies.

Technology Transfer

- Spin-offs and Startups: Support the creation of spin-off companies that can develop and market the technologies invented within the community.
- Industry Collaboration: Establish formal collaborations with industry partners who can provide funding, resources, and platforms for scaling up promising technologies.

EXAMPLE

Stakeholders Analysis - Exploitation Avenues

Clinical Trials and Implementation

- Protocol Development: Use the network's collective expertise to develop new clinical trial protocols, enhancing the efficiency and effectiveness of brain cancer treatments.
- Clinical Partnerships: Establish Partnerships with Clinical Institutions to test new diagnostic tools and treatments developed by the network.

Data Utilisation and Software Development

- Data Sharing Platforms: Develop and exploit comprehensive *own(?)* data sharing platforms that can be used by Researchers, enhancing the scope of data analysis and research insights.
- Software Tools: Create proprietary software tools for data analysis, neuroimaging, or patient management, which can be licensed to hospitals and research institutions.

EXAMPLE

Stakeholders Analysis - Exploitation Avenues

Educational Products and Services

- Continuing Professional Development (CPD): Develop and offer CPD courses on the latest research, technologies, and treatment methodologies for brain cancer.
- E-Learning Modules: Create e-learning modules and virtual workshops to disseminate knowledge and train researchers and clinicians across Europe.

Policy and Advocacy

- Guideline Development: Work on developing new guidelines for the diagnosis and treatment of brain cancer, based on the latest research findings from the network.
- Policy Advocacy: Use the network's collective voice to advocate for changes in health policy, funding priorities, and public health initiatives related to brain cancer.

Stakeholders Analysis – Net4Brain Portfolio

Key technologies that are currently in focus or hold promise for significant impact

Neuroimaging Technologies

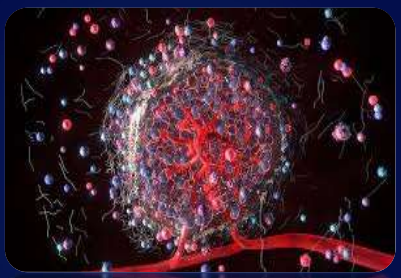
- Advanced MRI Techniques - diffusion tensor imaging (DTI) functional MRI (fMRI) and perfusion MRI
- PET Imaging- PET (Positron Emission Tomography) combined with MRI or CT scans

Molecular Diagnostics & Biomarkers - Biomedical Engineering

- Liquid Biopsies
- Genomic Profiling
- Wearable Technologies
- Robotic Surgery

Computational Biology - AI / ML, Big Data

- **Diagnostic Algorithms**
- **Predictive Analytics**
- **Systems Biology- Modelling and simulation of biochemical pathways**
- **Data Integration Platforms Combining genomic data, clinical data, and imaging data**



Therapeutic Technologies

- Targeted Drug Delivery Systems
- Immunotherapy Platforms - vaccines and CAR-T cell therapies

EXAMPLE

EXAMPLE

Stakeholder Analysis Matrix

Net4Brain
Let's beat brain cancer together

Stakeholders	Commercialisation	Clinical Adoption	Public-Private Partnerships	Policy Development	Data Sharing	Educational Programs
Academic Institutions	■	■	■		■	■
Biotech and Pharma	■	■	■			
Investors and Funding Bodies	■		■			
Policymakers and Insurers			■	■		
Regulatory Bodies		■		■		
Healthcare Providers		■	■			■
Patients and Advocacy Groups			■	■		■
Technology and IT Companies	■	■	■		■	

Stakeholders Analysis

OHD Action Timeline

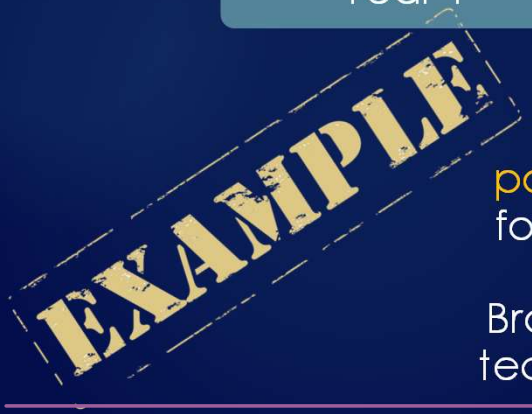
Establish foundational partnerships with biotech firms, pharmaceutical companies, and academic institutions, Initiate discussions with regulatory bodies

Showcase preliminary findings through conferences, workshops, and webinars, Develop IP Strategies, Clinical Engagement

Maintain active collaboration networks with Stakeholders, Monitor and adapt Exploitation Strategies

Legacy Activities - long-term utilization of the research outcomes, such as perpetual training programs, updates to the established database/biobank, and ongoing public engagement campaigns.

Year 1 | Year 2 | Year 3 | Year 4 | Sustainability



Begin dialogue with policymakers to advocate for supportive policies and funding opportunities, Broaden engagement with technology developers and biotech companies

Secure agreements on commercialization paths with industry partners, Strengthen Policy Advocacy, Plan for Sustainability: Establish long-term partnerships and funding mechanisms

Net4Brain
Let's beat brain cancer together

Exploitation

In order to maximize the impact of our research, Net4Brain COST Action should adopt a robust Exploitation Strategy aimed at transforming scientific discoveries into tangible clinical applications and commercial products.

This strategy should encompass the protection and management of intellectual property, the development of commercial partnerships, and the engagement of stakeholders across the healthcare ecosystem. By aligning our scientific objectives with market needs and regulatory requirements, we should aim to accelerate the translation of our breakthroughs in brain cancer research into improved diagnostics, therapies, and patient outcomes. We need to ensure that these innovations reach the market efficiently and ethically, providing significant benefits to patients and the medical community.

EXAMPLE

Summary

Net4Brain COST Action should strategically engage with a diverse array of stakeholders over a four-year timeline to optimize brain cancer research and treatment innovations.

In Year 1, we should establish foundational collaborations with healthcare providers, industry, and regulatory bodies to ensure our research is well-aligned from the outset. Year 2 should focus on expanding these engagements to include policymakers and educational institutions, enhancing our advocacy and educational outreach. By Year 3, we should begin showcasing preliminary findings to all stakeholders, developing intellectual property strategies, and integrating research into clinical trials. In Year 4, we finalize commercialization paths and strengthen our policy initiatives, setting the stage for a sustainable legacy that continues beyond the funding period. We should ensure that **Net4Brain** scientific discoveries are effectively translated into clinical and commercial applications, significantly advancing the treatment of brain cancer.

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Developing an Action Plan

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Phase 1

Workshop on Stakeholders Analysis (SA) – Oxford, UK July 3-5

Identify Stakeholders

Academia / Research, Biotech and Pharma Companies, Healthcare Providers, Policy Makers, etc.

Utilize SA Tools

Stakeholder Analysis Matrix, Power-Interest Grid, SWOT Analysis, Salience Model, Influence-Impact Grid, Stakeholder Engagement Assessment Matrix

Action Plan

Define Deliverables, Timeline & Stakeholders involvement

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Stakeholders Analysis

Action Plan

Thank You

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