



Engaging the hard to reach



MAP of South Aegean Greece

NICOLETA DARRA

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Overview

Synthesis of South Aegean MAP

- Policy actors: 3 (employees at Administrative Depts. of the Region of South Aegean)
- Science actors: 2 (Associate Professors)
- Society actors: 7 (Agricultural engineer, workers in tourism services, members of Agricultural confederations).



Challenges- Hard to reach 'audiences'

- Policy makers
- Elderly people
- People less familiar with digital tools

All interactions had to be taken online due to the COVID pandemic. Some concerns were arising regarding the degree of engagement of the MAP members with the tools for interaction over the Internet.



How to engage the 'hard to reach'

- Initial contacts with members of the local community representing the scientific domain, the policy domain or the local society in general.

Phone calls, mails

- Information material has been sent in order to help the people to develop an initial understanding of the context of SHERPA and the role of MAPs

Documents presenting the main findings of the desk research

- The discussions were revolving around topics that members were having the most interest with regard to the project's framework



Results

- (i) **three sessions of online interviews** implemented in June 2020 with the **participation of the members of the MAP (twelve in their total)**;
- (ii) a **MAP survey** conducted in September 2020, where **33 respondents** were able to reflect on the findings obtained from the interview results analysis; and
 - We had to send reminder emails and make a few phonecalls in order to mobilise the MAP members to take the survey and also invite other people to participate from their networks
- (iii) a **final consensus meeting** (held in October 2020), where the **MAP members** were able to **validate the results** of the **previous two phases**. The validated results were presented in every detail in the consensus meeting.

Some of the people provide us further feedback and expressed an interest in participating in the next cycle of the South Aegean MAP.

Thank you !

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