

SHERPA
Rural Science-Society-Policy
Interfaces

PRACTICE ABSTRACT

Engaging a diverse set of actors



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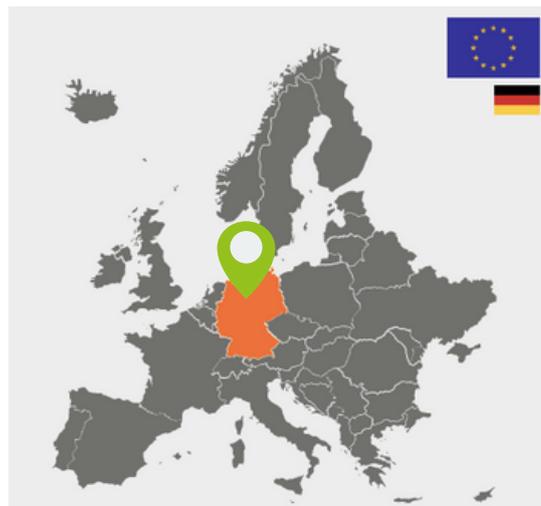
The participative processes undertaken in the Multi-Actor Platform of Schleswig-Holstein provided opportunities to engage a diverse set of actors across policy, science and society in sharing information and views on a future vision for rural areas.

The results emphasise the importance of networking and capacity building activities to strengthen the shared appreciation, trust and cooperation between actors in socially and culturally viable rural communities as a basis to enable local actors to actively participate in the governance of rural areas.

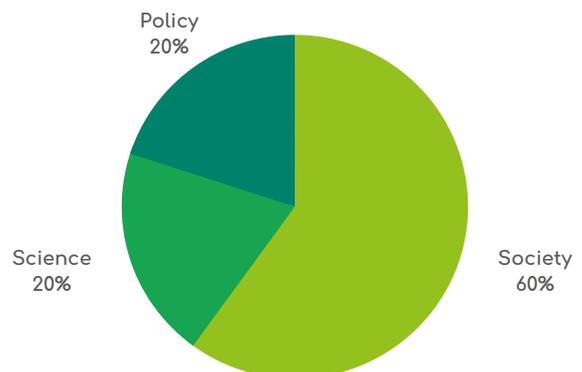
The main lessons on facilitating engagement of a diverse set of actors, including the hard to reach, are:

- to establish trust in new Multi-Actor Platforms takes time and regular engagements are critical to facilitate the process;
- to use a mix of methods of engagement adapting to the preferences, motivation, connectedness and remote access of local actors;
- to involve a trusted local actor as intermediary, facilitates the identification and recruitment of different actors;
- to engage the young generation through recruitment at universities, vocational schools representing rural youth organisations;
- to involve rural community representatives through engaging with social community groups including sport clubs;
- to engage urban actors to capture rural-urban linkages, e.g. through engagement with food policy councils;
- to design platforms in a structured way, aiming to create and strengthen long-term relationships

MAP Schleswig-Holstein
Location Schleswig-Holstein, Germany
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More info https://rural-interfaces.eu/maps/germany-schleswig-holstein/



MAP membership





ABOUT THE MAP

The Multi-Actor Platform operates in Schleswig-Holstein, which is the northern most of the 16 Federal States in Germany. Schleswig-Holstein is bordering Denmark with close socio-economic and political ties and is uniquely located between the Baltic Sea in the east and the North Sea in the west with a coastline of more than 1000 km. The Multi-Actor Platform was newly established specifically for the purpose of the SHERPA project and thematically focuses on addressing identified key challenges of the region including climate change and environmental issues (e.g. biodiversity, water quality and eutrophication), land-use competition, structural change in agriculture and its roles in rural communities, digitalisation and demographic shifts.



OBJECTIVES

The main objective of the Multi-Actor Platform in Schleswig-Holstein is to co-construct knowledge with actors representing policy, science and society regarding key themes and sustainability issues of interest for rural areas in the region and to derive recommendations for future policies and research. Due to the relevance of agriculture and the agri-food / energy sector in the region, the MAP mainly focuses on issues related to agriculture and environmental sustainability, and innovations in agri-environmental policies. Sub-objectives are:

- To engage a diverse set of actors representing policy, science and society (including practice) in an effective two-way exchange of ideas for co-learning and co-creation of knowledge on sustainable agriculture and agri-environmental governance.
- To contribute to a long-term vision for rural areas of the region and provide insights into key issues for a vision at EU-level.
- To co-construct recommendations for improved agri-environmental governance in rural areas and address other identified key challenges that can be implemented in the rural development programme in Schleswig Holstein in the coming programming period as well as for consideration in further reforms of the CAP at national and EU levels.



MAIN ACHIEVEMENTS

The Multi-Actor Platform in Schleswig-Holstein has promoted the exchange and joint understanding of actors from policy, science and society of themes and sustainability issues that are relevant for the development of rural areas, particularly in the view of the future agri-environmental policies. The discussion has been encouraged through different forms of engagement including introductory individual meetings and interviews, a set of two workshops with supporting interviews that were all conducted remotely due to the COVID-19 pandemic, combined with an online survey of a larger group of rural actors and stakeholders.

The results of the engagement with the Multi-Actor Platform on the future long-term vision for rural areas have been summarised in a [Position Paper](#).



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