



# How to set up a consultation with stakeholders?

## WHY IS IT IMPORTANT?

- Improve the design and performance of SHERPA MAPs.
- Helps to identify and control external risks.
- Can lead to future engagement and collaboration with stakeholders.

## WHAT ARE CONSULTATIONS USEFUL FOR?

- Identify and track stakeholders' needs, expectations, perceptions and attitudes.
- Gather feedback from stakeholders on specific developments or evaluate the progress of the MAPs.

## WHAT OBJECTIVES CAN A CONSULTATION HELP PURSUE?

- Consultation on specific developments within MAPs.
- Consultation to establish future stakeholders' needs and ensure these are taken into account into the development of MAPs' work.
- Consultation to ensure buy-in from relevant stakeholders and to ensure the MAPs are not moving away from the expectations and needs of those who have an interest in them.
- Consultation to present new positions being discussed within the MAPs or remind of existing positions and collect stakeholders' feedback.

## WHAT ARE THE BENEFITS?

- Decision making within MAPs will be more informed and in tune with those whom the actions will affect.
- Contribute to increase engagement and sense of ownership.
- Contribute to highlight the need for stakeholders to compromise on their positions.
- Contribute to increase transparency of working methods and thus build trust among stakeholders.

## WHAT IS THE PROCESS?

### PLANNING

Definition of the purpose and scope of the consultation

Definition of the target audience

Identification of the consultation methods  
definition of timing

1

### IMPLEMENTATION

Publication of the consultation

Collection of responses

Analysis of responses

2

### FOLLOW-UP

Preparation of presentation of consultation findings

Communication to all relevant stakeholders of consultation findings - and changes to the MAPs' work based thereof

3

## WHAT ARE THE MOST APPROPRIATE METHODS?



### QUANTITATIVE

It contributes to **raise awareness** of the SHERPA MAP ongoing, past and/or future work providing data that can be used for **numerical or statistical analysis**. EXAMPLE: surveys.



### QUALITATIVE

It contributes to **stakeholder engagement and trust building**, creating /maintaining relationships with relevant stakeholders. MAP Facilitators and Monitors may use it **for capturing views and perceptions** which are truly held by the stakeholder, but perhaps not immediately explicit. EXAMPLES: Focus groups and interviews.



### HYBRID

It allows for **mixing the research** for stakeholder views with the need to get **comparable and measurable data** at a reasonable cost. EXAMPLES: Open online debate consultations and large public meetings.

## OTHER TOOLS TO CARRY OUT ONLINE CONSULTATIONS



[www.rural-interfaces.eu](http://www.rural-interfaces.eu)



SHERPA has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 862448. The content of the document does not reflect the official opinion of the European Union. Responsibility for the information and views expressed therein lies entirely with the author(s).

