

STAKEHOLDER ENGAGEMENT KIT

Checklist and requirements ready to use to engage stakeholders in pre-pilot activities.

Date: 15/02/2022

Version: V1

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How to use this INTERLINKER

This kit contains a checklist and links to requirements to be handed out to participants engaged in co-production activities. It briefly explains the procedures of involving stakeholders and collects communication materials like email templates, social cards, and newsletter templates.

All the templates and social cards can be tailored according to the specific event/activity/experiment the participants will be involved in, for example, to spread the correct information about the venue, purposes, and so on.

Are you looking for a stakeholder engagement kit for your project?

This kit has been specifically prepared for the INTERLINK project.

One of the main goals of INTERLINK is to develop a new collaborative governance model based on partnerships between public administrations, citizens, and companies. In particular, INTERLINK aims at developing a platform that, following the new collaborative governance model, will facilitate co-production processes between PAs and private stakeholders, and will provide tools to monitor service customization and delivery. A main requirement for the Project is hence to design a collaboration platform with a simple and user-friendly front-end that enables an agile customization process of public services, offering at the same time tools and methods to the PA to make sure the customized service complies with EU regulations and directives (e.g. eIDAS, GDPR).

The Stakeholder Engagement Kit as a Knowledge Interlinker can be tailored and adapted according to users' purposes. It can be also customized for other projects, outside the specific objectives of Interlink.

INTERLINK Stakeholders engagement kit during the pre-pilot activities

Checklist

Stakeholder engagement is more than communication and information. It is an ongoing conversation that requires sympathetic, analytical, and adaptive behaviors that show respect to the audience. Once you define your targets, it is important to set a dialogue on the purpose, timing, and methods of engagement.

Engagement methods range from dissemination-focused methods, such as information sessions or briefings, websites, newsletters, posters, and media, to methods that encourage dialogue, including social media, workshops, and focus groups.

Priority	Activity	KI	Due Date	Who	In Progress	Done
1	Define your stakeholders	Use the stakeholder engagement plan and analysis/identification template				
2	Define what communication channels they use to get information	Use the stakeholder engagement plan and analysis/identification template				
3	Send the opt-in engagement email (or another channel). You can use MailChimp and the official template or you can use the Canva template and adapt images and content	1. Use the Introduction Letter sample below 2. Attach the Information sheet 3. Attach the consent form				
4	Send the recall email	Use the Recall Letter sample				
5	Send the thank you email	Use the Thank You Letter sample				

Opt-in engagement email: introduction

When you need to engage stakeholders in the pre-pilots activities, make sure you have communicated to them about the background information of the project, the purpose, risks and benefits, confidentiality and data protection, use of results (Information sheet). You can use a letter to all that will serve as an engaging introduction.

Introduction Letter sample

Dear (Name)

In the coming (time), we will be carrying out research activities under the European project "INTERLINK: Innovating goverNment and ciTizen co-dEliveRy for the digitaL sINgle marKet" (hereinafter also referred to as "INTERLINK"). To learn more about the project, visit the [official website](#) (or read the brochure attached...)

We would like to invite you because your experience and interest in public service co-production are valuable to use. Before you decide to participate, please take note of the attached Information sheet and consent form. (what action is required: download? sign? replay?)

Then, if you agree with our purposes, reply to this email.

We are at your disposal if you need more information.

Thank you

Sincerely,

(signature)

Attached:

1. Information Sheet
2. Consent Form
3. Pilot brochure

The Canva template

Alternatively, following [this link](#), you can access Canva and tailor your **Opt-in template (Fig. 2)**. You can use this template through your channels like Slack, Mailchimp. Also, you can share the template by email function.

Reading the comments, you can tailor and adapt icons, images, and content.

Creating an account or logging into Canva

1. Canva accounts are free, and you can set yours up in many ways: [click here](#) and go to the log-in functions (on the top right). Continue with your email address, Google, Facebook, or other methods to start using Canva. If you already have an account, log in.

2. Once you log in, go to the [shared link](#).
3. Click on the three dots on the top right and select how to publish or share your template (Fig. 1)!

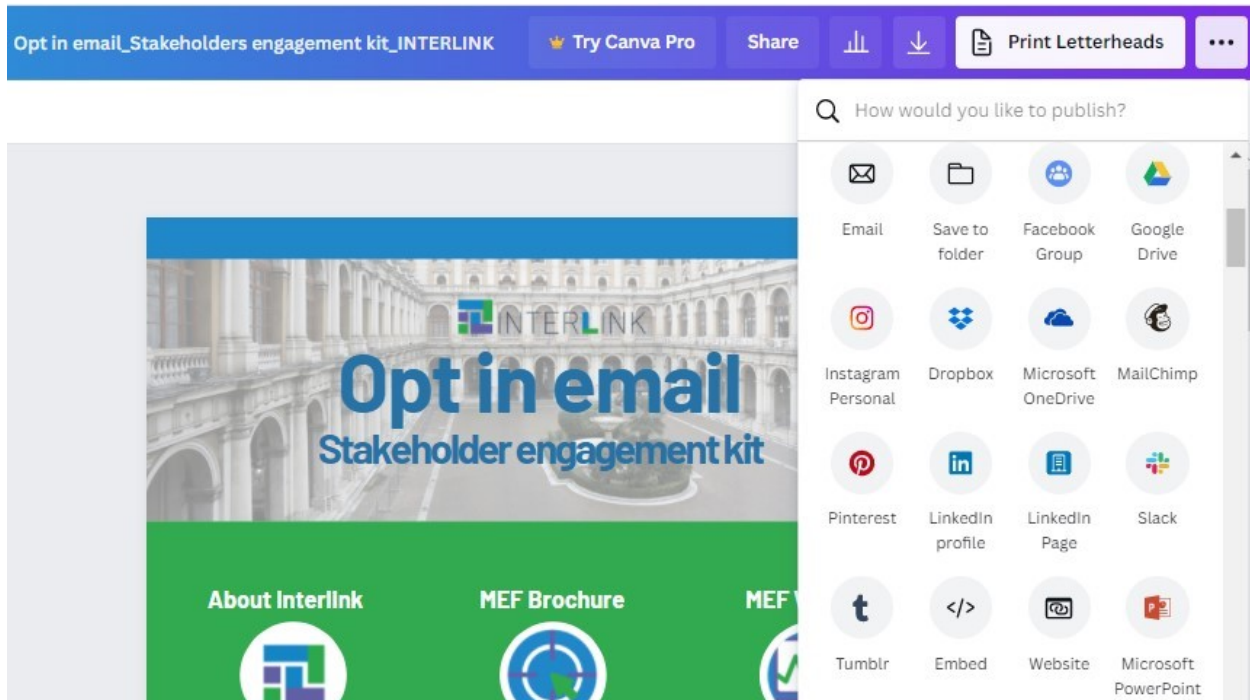
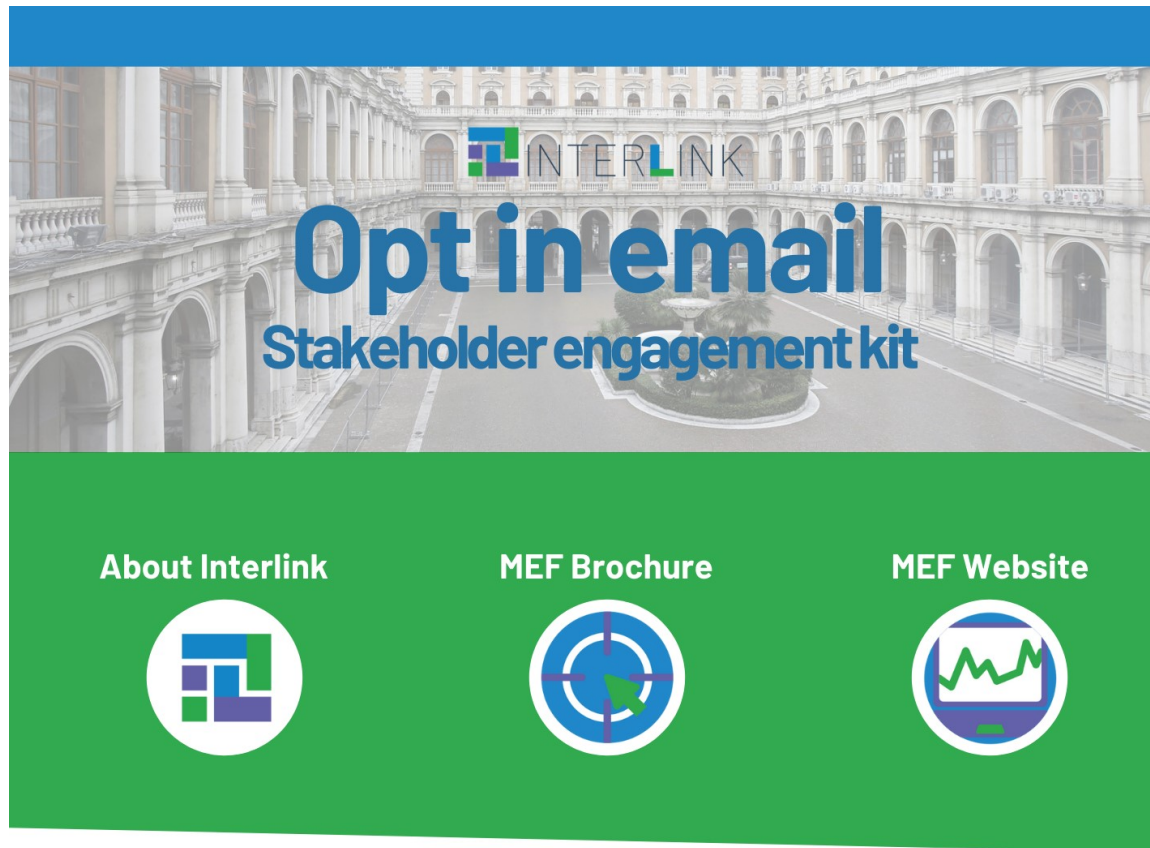


Fig. 1 - Sharing Canva Template options



Special invitation

Dear (Name)

In the coming (time), we will be carrying out research activities under the European project "INTERLINK: Innovating goverNment and ciTizen co-dEliveRy for the digital sINgle marKet" (hereinafter also referred to as "INTERLINK").

We would like to invite you to take part of this activities because your experience and interest in public service co-production are valuable. Before you decide to participate, please take note of Information sheet and Consent form: read them carefully, download and sign them. If you agree with our purposes, click the button below!

We are at your disposal if you need more information.

Thank you
Sincerely,
(signature)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement 860201

Fig. 2 Canva template: the Opt-in email

Managing unresponsive stakeholders

If you are dealing with unresponsive stakeholders, it could be important to understand their motivation or resistance and adjust accordingly. If they represent core stakeholders, a recall email could be an easy way to back on track.

Recall Letter sample

Dear (Name)

Last week (time) we sent through the invitation to take part in research activities under the European project "INTERLINK: Innovating goverNment and ciTizen co-dELiveRy for the digitaL sINgle marKet" (hereinafter also referred to as "INTERLINK").

We hadn't heard back from you since and so we just wanted to check-in and ask if you have any questions?

In any case, we'd love to organise a quick call to talk it over in more detail.

Sincerely,

(signature)

Final act: the Thank You Letter

Sending a thank you email after the Opt-in is an excellent way to show stakeholders that you care.

The Thank You Letter sample

Dear (name),

We are writing to thank you for showing your interest in our research activities under the European project "INTERLINK: Innovating goverNment and ciTizen co-dELiveRy for the digitaL sINgle marKet".

Your support has helped us continue to expand our vision towards the Next Generation of PA (text).

The Next step will be (text).

Sincerely,

(Signature)

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