

Interreg
North Sea



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We develop
sustainable, innovative
and resilient rural areas
together

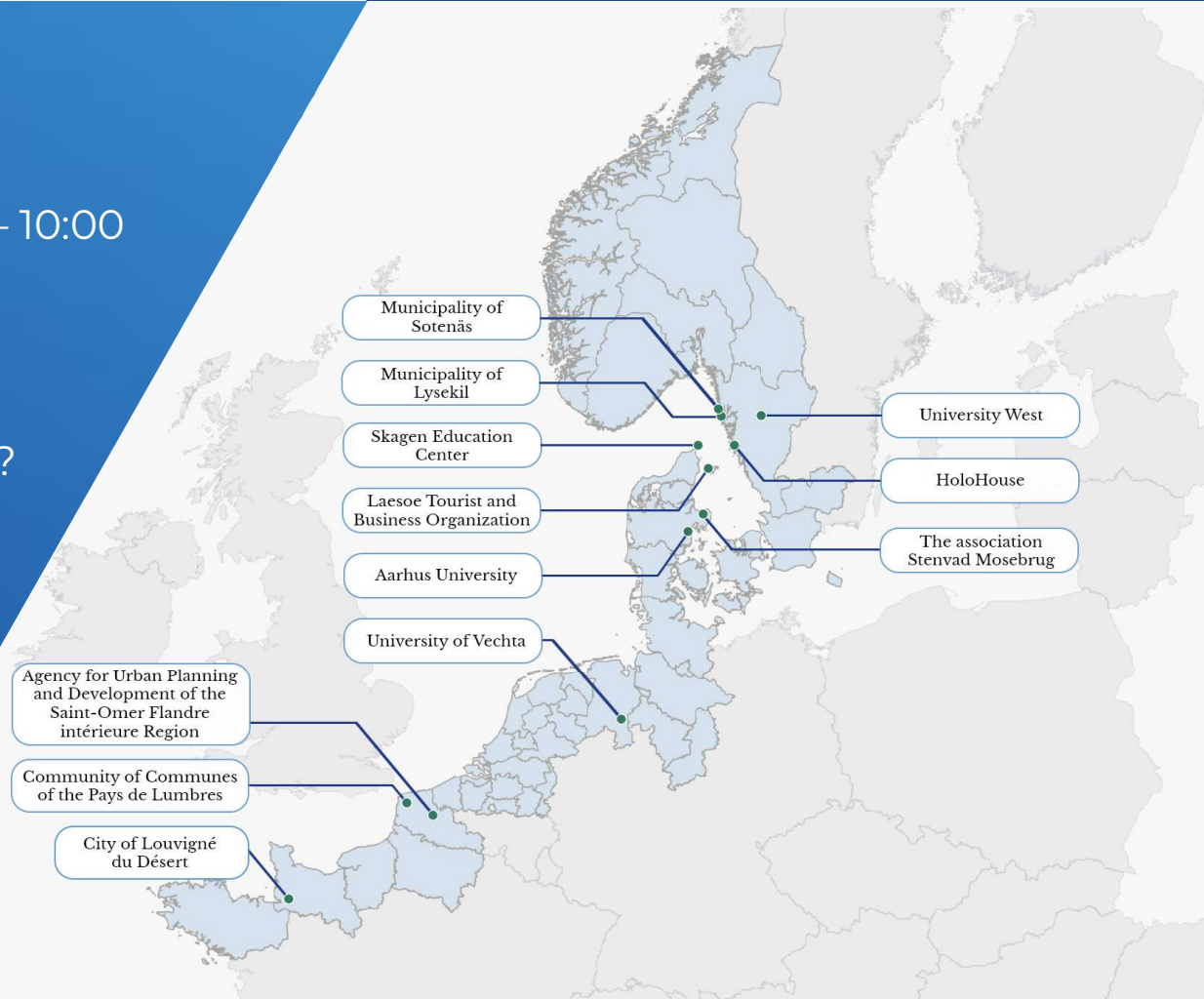




Presentation & Talk

19.09.2025 8:45 – 10:00

- 🌿 Digital coffee – Check-in
- 🌿 Stakeholder Mapping outcomes
- 🌿 How can we use and qualify the data?
- 🌿 Reflections and ideas
- 🌿 Where do we go from here?





WP 2.1 Mapping of the partners rural areas

Descriptive desk research on local characteristics, collection of available local data, and mapping of local individuals, businesses, authorities, organisations, and groups as potential participants in innovation processes.

Data collection activity

Target: 10

So not only stakeholder mapping but also mapping of other local resources and potentials!



Deliverables to Interreg NSR

- ❖ Conclusions/summary, what does the picture look like
 - General reflections
 - Conclusions/summary on Hub level
- ❖ Quantitative material: how many stakeholders in which categories
- ❖ The template/tool used, description of the process



What is a Stakeholder Mapping?

A way to identify and understand the people, organisations, and groups that influence or are affected by your hub/organisation.

Why do it?

 To see who matters most, build stronger relationships, align expectations, and focus resources where they have the biggest impact.



Quality check

				better connections to academia?
Skagen	OK		<p>Close connection to some academia partners, but could they be more established at organisational level and not personal level?</p> <p>More relationships to persons rather than to actors/organisations. Also, relationships connected to persons working at the Hub and not with the Hub itself. This could be problematic for running the Hub in long term.</p> <p>Clear that the focus before, which can be seen today, has been on triple helix and not Multi Helix.</p> <p>Many relationships though projects, could be problematic.</p> <p>As an Education Center, we see a lack of actors connected to education and training.</p>	<p>How to better make use of the cultural aspect at your Hub? In relationship to your stakeholders?</p> <p>Are the connections at organisational level or personal level? How do you make sure that the relationship last in long term with your "important" stakeholders?</p> <p>How do you reach out to and engage civil society? Except the already existing stakeholders/connections?</p> <p>Have you been thinking about having formalized contracts with stakeholders outside the project environment?</p> <p>How about the connections to the local municipality? Could this affect the development of the Hub in a long term?</p> <p>Societal commons: "if we want to change something, we need to do it ourselves". What is your approach regarding this and how could Multi Helix collaborations support?</p>
Hub no.9		X	X	X
Hubno.10		X	X	X

General reflections during the quality check 1

- ❖ Multi Helix overlap: Many stakeholders belong to several groups, especially in small rural and coastal areas, making allocation difficult.
- ❖ People vs. organisations: Personal champions drive engagement; challenge is to scale personal ties into lasting organisational relationships.
- ❖ Project-based relations: Relationships often rely on specific projects; without them, sustained engagement requires clear value for stakeholders.





General reflections during the quality check 2

- ❖ Physical meeting place: A shared hub space strengthens anchoring, builds trust, and facilitates cross-sector connections beyond the hub itself.
- ❖ Depth vs. breadth: Not all mapped actors are hub stakeholders; hubs must decide between many weak ties or fewer, deeper strategic ones.
- ❖ Culture & environment: Local identity and context can be powerful drivers of relationship building and community cohesion. How can we make better use of this potential?





The Tools

How can we use the data?



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REFLECTIONS & IDEAS





Let's make our learnings visible – and inspire others in the process!



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