



SIRR

All onboard in rural societies for a fair future!







What's going on at the Hubs?

2025.09.17-18

SIRR - All onboard in rural societies for a fair future!





Timeslots

WEDNESDAY 17/9

09.00 - 10.10 Part I

- Skagen Education Centre
- Stenvad Mosebrug

Refreshment break

10.20 - 11.50 Part II

- Lysekil Municipality
- Social Impact Hub West
- TrENDi

11.50 - 12.00 Summary

Dialouges and reflections

THURSDAY 18/9

09.00 - 10.10 Part I

- Louvigné du Désert
- Pays de Lumbres

Refreshment break

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- Sotenäs Municipality

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Final dialouges and reflections





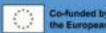
WHY?

- Update of what's going on at the HUB
- Get inspired and exchange!!
- Hub match-making and upcoming focus

WHAT'S IN FOCUS?

- Highlights from the HUBs
- Current focus for achieving your visions
- Challenges, changes and surprises encountered
- Learnings and Best Practices
- Urban links with our rural and coastal areas
- New connections with Multi-Helix actors
- Research needs and tasks





Setting: Rural and coastal area in the region of North Jutland, Frederikshavn municipality, Denmark. Located on the border of the North Sea and the Baltic Sea.

Main regional business: Fishing, Tourism.

Challenges in focus: Engaging public authorities; reconsidering the label "Skagen Education Center". Skagen Hub aspires to become the first point of contact for anyone wanting to create change in Skagen - an approachable, friendly, and proactive organisation. Demographic shifts are creating recruitment challenges, including issues related to "grey gentrification" and housing availability.







Skagen Education Centre

Current focus and activities in focus:

Map and describe how systemic wicked challenges constitute meta-issues that cut across most of the challenges the Hub encounters demographic shifts with a declining and ageing population, skills and recruitment difficulties, housing and settlement, the co-existence of diverse local identities, and the creation of new, positive narratives.

Photo 1: A historic summer villa in Skagen Photo 2: Kattegat coast of Skagen Photo 3: A sunny evening



Highlights from The Skagen Hub

- Applied tools from WP3 (stakeholder mapping) and continued to reflect on results
- Stronger integration of local values and cultural assets (storymaking)
- Identifying "new" business models for securing of sustainable operations



Current Focus

- Consolidating and maturing existing innovation concepts
- Strengthening Multi-Helix cooperation
- Supporting entrepreneurs and non-traditional business models
- Enhancing knowledge transfer between academia and industry

Challenges

- Recruitment difficulties and demographic challenges
 - Failure: No success mobilizing tourist businesses

Traditionalist business culture slows new approaches

Need for broader inclusion of civil society and NGOs

Learnings

- Storymaking applied in hub identity work
- Stakeholder mapping provided structure and insight
- Multi-Helix innovation processes tested in practice
- Learnings should be shared across hubs to refine methods

Urban Links

- Collaboration with universities and knowledge institutions
- Tourism development ties Skagen Hub to wider urban networks

New Connections

- Collaboration with University of Southeastern Norway
- Strengthened ties with local civil society and associations

Current Research Needs and Tasks

Still interested in the democratic constitution and mandate of the hubs, stakeholders, and the MH processes. We are often engaged with palace actors without a formal mandate

Alistair at some point (as half a joke!) suggested a "habitus matrix for successful stakeholder engagement"

- maybe we need that? ©



Questions & Reflections















The Association Stenvad Mosebrug

Setting: Rural area located in Central Jutland Region and belongs to Norddjurs Municipality.

Main regional business: Agriculture. Tourism.

Challenges in focus: Housing problems,
Citizens still identify the hub with its previous
role (museum, old factory), Issues with engaging young citizens. Limited resources. Local
history as a development driver and strengthening of the local area - local identity. Biodiversity, nature accessibility and sustainable
tourism - the green profile - activation of the
surrounding nature.

Current focus and activities in focus:

- · Prioritisation of focus areas and offers
- Networks and partnerships
- · Involvement and everyday life
- Evolution a sustainable meeting place, museum, cultural center and Hub

Photo 1: Bønnerup harbour

Photo 2: Accordion players

Photo 3: Beautiful, peaceful and green

Highlights from the Last 6 Months

- Completion and inauguration of the ceramics workshop
- Inauguration of the train
- Collaboration with the Pavilion, Tourist Association, and Forest School
- Construction started (tender documents, authority approval)



Current Focus

- Organizing the use of the workshops
- Building project and development of new activities
- Frameworks for flexible use and involvement
- Strengthening core narrative and vision



Activities and Community

- Jam sessions and volunteer café
- 'Track on the Table'
- Ceramic workshop as a creative space and meeting place
- Focus on interpersonal encounters and civil society



Challenges and Learnings

- Volunteering takes time need for strong coordinators
- Resource scarcity requires flexibility
- Tourist collaboration did not yield immediate results – learning: need for earlier and clearer organization
- Ambition level vs. resources (e.g., harvest ball canceled)
- Need for clear expectation alignment



New Connections and Collaborations

- Pavilion
- Tourist collaboration
- Forest School
- FOF
- Municipal election as a future opportunity for stakeholder dialogue



Relation to City and Infrastructure

- Collaboration with the Pavilion provides an urban connection
- Challenges with transport/infrastructure difficult to reach the location
- Need to strengthen connection to city centers and urban energy





Questions & Reflections





Timeslots

WEDNESDAY 17/9

Part I

- Skagen Education Centre
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Refreshment break ca. 10 min

Part II

- Lysekil Municipality
- Social Impact Hub West
- TrENDi

Summary

Dialouges and reflections



Lysekil

Setting: Rural and coastal area in the Västra Götaland County, Sweden, located by the North Sea.

Main regional business: Manufacturing, construction, tourism, fishing/agriculture/ forestry, consulting firms.

Challenges in focus: Decreased population with fewer children and an increasing number of elderly. Housing problems, climate change, major decisions such as the development of offshore wind farms and infrastructure supply.

Current focus and activities in focus. The goal is to increase the trust in the municipality and foster pride in the place among those who live, work and visit. They will develop the meeting places created during the fall of 2024. And will also explore the image of Lysekil from a Multi-Helix perspective to create a strong brand under the concept "Pride for the place".

Photo 1: The magnificent church Photo 2: A vibrant city centre Photo 3: Waterfront walk in Grundsund







To build a stronger rural community and achieve our vision, Lysekil needs to collaborate with local businesses, civil society, academia, and networks in order to:

Increase trust in the municipality as a collaborative partner and strengthen pride in the area among those who live, work, and visit us.





Current focus

By increasing pride in the place Lysekil — which includes the entire municipality — we can together create an image of Lysekil as a place where people want to live, work, or visit. This benefits not only the municipality but also the local business community and residents.

We have recently recruited an external partner to support us in this process, and a coordinator who will carry out activities and workshops in different parts of the municipality, urban as well as rural, targeting various groups.











Continued dialogue efforts, for example through the "Community Building Meeting Place," where we opened the doors to the public in one of our rural areas.

External Insights Day — collaboration and learning between municipalities, companies, and the region focused on developing business ideas in rural areas.

Joint inspirational trip to an industry conference with the aim of creating vibrant places together. Broad representation from the municipality's community development departments.

Launch of the "Pride in the Place" project, including a public survey.







Help us to shape the story of Lysekil

New phase: from exploring to action

During autumn 2025, the focus will be on the project "Pride in the Place", where we aim to create a shared image of Lysekil to support the development and promotion of the municipality and its local actors.

The work is based on workshops and enquiries. Meetings will be held in both urban and rural areas.

This has potential to become a best practice example.





Collaboration highlighs

We're excited to welcome Regina

Cederfeldt onboard as our new coordinator – a

great addition to the team! A result of the

Storytelling workshop in Fredrikshamn.

Meaningful exchange with Sotenäs, including a tour at a local business renowed for its storytelling approach. In collaboration we currently plan an event with a guest speaker.







Challenges - Current Research Needs and Tasks

Engagement from academia remains limited — although invitations are extended, finding the right match is challenging. Stronger collaboration would be beneficial.

Several activities are planned for the autumn.

Ensuring active participation from all target groups is another challenge — some remain less engaged.

Time is a limiting factor, as all partners are managing busy schedules alongside project responsibilities

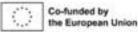
Gather good practices from other places and hubs





Questions & Reflections





Societal Impact Hub West

The world of today is confronted with numerous complex challenges. To build a sustainable society for the future, innovative co-creative collaborations between academia, the public sector, business, and civil society is imperative. Societal Impact Hub West was established to facilitate such collaborations.



Setting: Co-creative collaboration with public and private entities in Västra Cotaland County, Sweden, located by the North Sea.

Main regional business: Societal Development

Challenges in focus: Strengthen collaboration between research and practice, through close involvement of regional and local stakeholders.

Current focus and activities in focus:

Develop collaborative structures to identify main regional societal challenges to be in focus.



Photo: University West, Trollhättan, Sweden



What is your current focus towards achieving your hub's vision?

- ✓ Continue research activities with research assistants
- ✓ Publish at least 1 research article annually
- ✓ Further strengthen the collaboration between the different hubs and surrounding societies



Latest highlights from the University West & Societal Impact Hub West Hubs?

- ✓ First research article published
- ✓ Planned and initiated 6 research assistants (master students) to the project DURING FALL 2025
- ✓ Initiate a PhD to be connected to the project
- ✓ Assisting the inclusion of the new Societal Impact Hub West
- ✓ Initiating the Societal Impact Hub West during 2025-2026





Challenges or surprises encountered – Learning & changes

✓ Lack of time resources severely affect the possibilities for research and collaboration activities

✓ The current situation for the Societal Impact Hub that must be addressed incluses; unclear division of roles and responsibilities, lack of communication, insufficient support and limited resources.







Ideas of best practices for the project?

✓ Inclusion of master students as research assistants in the research and collaboration activities



New connections to Multi Helix stakeholders established?

- ✓ Initiation of Societal Impact Hub West
- ✓ The purpose of Societal Impact Hub West is to contribute to
 maximising the university's footprint in societal development, by
 connecting complex challenges with research and education,
 highlighting the effects of academia's social engagement and
 inspiring joint engagement.



Use of Storymaking, Hub Identity, Stakeholder Mapping etc?

✓ Various methods are being applied in the different research activities

Success and Failures? Why? What did you learn from it?

✓ Input from research assistants (master students) begin to be fruitful

Activities connected to urban areas?

✓ Collaboration with Sotenäs Municipality in different questions





Questions & Reflections





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TrENDi



Setting: Rural area, located in Lower Saxony, Germany.

Main regional business: Agriculture and Agricultural services.

Challenges In focus: Ecological degradation due to agricultural practices, fostering 'green' skills in key industries, entrepreneurship education within the University of Vechta.

Photo 1: Agricultural and food industry is strong in this region, Strawberry farming Photo 2: Grazing cattle in the surroundings of Vechta Photo 3: Beautiful hiking







Highlight I: Cross-Border-Dialogue

On June 23th, TrENDi and a delegation from the vocational school at the Museumsdorf Cloppenburg visited the Hanze University of Applied Sciences in Groningen. The focus was on sharing innovative projects that combine education, technology and sustainability.





Highlight II: New TrENDi Headquarter

In April, TrENDi launched its new headquarters on the campus of the University of Vechta. The driving motivation was to increase TrENDi's campus presence and to become an attractive and accessible meeting place for university members and external stakeholders alike.



Hub Vision

- Greater campus presence: start-up container as a central point of contact for all university members
- Creating an ,entrepreneurship experience'
 (e.g. Summer School, children's play ,The
 Idea', project-based learning environments)

New Multi-Helix Connections

- Formalized collaboration with the vocational school at the Museumsdorf Cloppenburg (e.g. letter of intent, new joint project ideas and development)
- Municipality Lemwerder: living lab for public entrepreneurship

Rural-Urban Connections

- Solution Bridge: Knowledge exchange with the metropolitan region of Groningen (Netherlands)
- Start-up communities in the cities of Osnabrück and Oldenburg

Challenges & Learnings

- Physical representation: visibility within the university itself shows room for improvement -> new headquarters & more services and events that target all university members
- Third-party funding: reduction of team size due to expiring funding -> breaking down 'silos' -> everyone gets involved in every project
- Bureaucracy: administrative processes at university level hinder agile decision-making -> affiliated institute with own budget



Questions & Reflections







FINAL DIALOUGE AND REFLECTIONS

- What will you bring with your after todays session?
- Any Hubs you will call after this meeting?
- Any challenges or changes you recognize?
- What have you learned?
- What can we do better together in SIRR?
- Other reflections?





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Setting: Rural area consisting of 36 municipalities in the northern part of France.

Main regional business: Agriculture. Service and trade. Concrete, paper and glass industry. Tourism.

Challenges in focus: Territorial urban planning. Issues with national law. Implementing ecological transitions. Approaching young people. Lacking academic support. Environmental challenges (e.g. floods). Housing problems. Not too much experience with working with economic.



Photo 1. The mills have a high cultural and historical value Photo 2. The Pays de Lumbres Services Centre Photo 3: Green and growing









WHAT HAS HAPPENED IN THE LAST 6 MONTHS

- Organization of public events
 - Farmer's market (June)
 - Open air cinema (august)
- Welcoming SIRR French and German partners (may): storymaking workshop
- Improving skills in consultation (for 2 people of the hub): discovering new tools (lego serious play, graphic facilitation)



CURRENT FOCUS

Developing/consolidating our partnerships with organizations specializing in sustainable development.

E.g.: Integrating a regional network working with innovation/sustainable development experts to promote innovative projects within our companies.

Building joint projects with the world of education (which also allows young people to be involved)

E.g.: Partnership with the students in water professions sector

New projects and new partnerships in the field of inclusion of people with disabilities and the elderly

CHALLENGES/CHANGES/SURPRISES

The difficulty of combining the world of education and the world of business in the same project:

A meeting between two worlds that do not speak the same language and do not evolve at the same pace...

Good practice when stakeholders need to work together but are very different: From the outset, clearly define everyone's objectives and expectations for the project. Formalize things in writing (agreement).

LINK WITH URBAN AREA

Equipment that we cannot afford to have on our territory but from which we can benefit as well as the citizens of our territory (for instance the third-place the "Station")

The attractiveness of the city is beneficial for our territory because our offers are complementary.





Questions & Reflections





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Louvigné du Désert - Arobase



Setting: Rural area in the Ille-et-Vilaine department in Brittany in northwestern France, Located on the Cadomian chain.

Main regional business: The exploitation of granite. Manufacturing.

Challenges in focus Lacking academic support Issues with engaging young citizens Boost the economy of the rural areas. Support the ecological transition of the territories and limit the urban sprawl. Encouraging innovation and the emergence of entrepreneurship.

Photo 1: The town has a long history Photo 2: The river of Fougeres Photo 3: The fortress of Saint Malo









What's happening at L'Arobase?

Promoting and Developing Social Entrepreneurship (SE)

- > Organized a support session for project leaders:
 - "From Idea to Project"
 - > 5 workshops over one month
 - ➤ Collective support (15 hours) + individual support (7 hours)
 - > 5 projects supported
 - Diversity of profiles



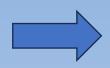




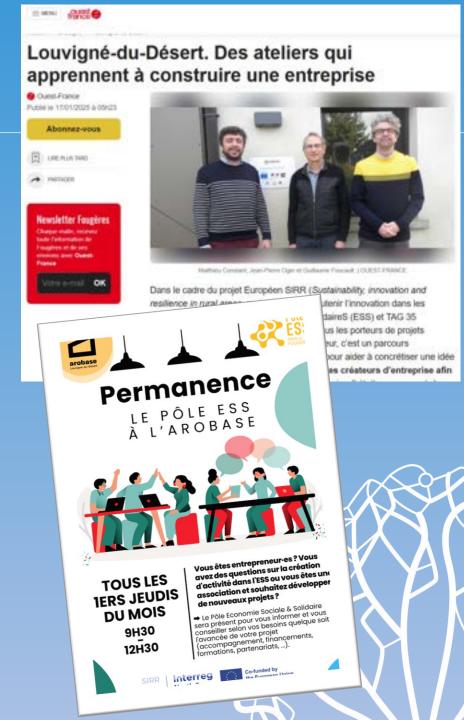


Promoting and Developing Social Entrepreneurship (SE)

- Monthly community drop-in sessions
 - Ecosolidaire HUB: The gateway to social entrepreneurship
 - o Information and Guidance
 - Advice
 - OCITO: Employers' association that hosts its employees
 - o Closer to employees



establish the Hub as a resource center



Strengthening and Building the Community

- > Making the "Discovery Breakfasts" a regular event
 - Networking and information sharing
- Partnering with RESO, a club for local entrepreneurs
 - Hosting a day of networking and conferences (Sept. 25)
- Hosting cultural evenings
 - Screenings of operas, concerts, and topical talks





Challenges / Alistair's Corner

- > Spin the multi-helix propellers!
 - How to get stakeholders to the table?
- How to better integrate community members into the life/programming of the HUB?
- Navigating and providing direction in a municipal election year...





BEST PRACTICE

Users' HUB Committee

- Early involvement of residents, community groups, and local businesses is key to a project's success
- It's essential that committee decisions are followed through, as this builds trust between the municipality and its stakeholders
- Its role goes beyond just advising—it also makes decisions on the matters brought before it
- ✓ Development of a sense of community belonging
- ✓ Very strong participant involvement
- ✓ Creation of an" ambassador relay" among residents



SIRR: Sustainability, Innovation and Resilience in Rural areas



Questions & Reflections



Timeslots

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Laesoe Tourist & Business Association

Setting: The largest island in the North Sea Bay of Kattegat (Denmark).

Main regional business: Fishing languistine. Tourism.

Challenges in focus: Limited workforce. Environmental challenges e.g. dependence on weather, the location of the island isolates it from the mainland. Housing problems for renting and for seasonal workers. Enhancing the business development on Læsø with a focus on innovation, growth, and employment in the rural area.

Photo 1: Læsø Saltsyderi Photo 2: Østerby Harbour [photographer: Jack Fridthjof]







1. Highlights from the Hub



- **Official info meeting and workshop** w. 50 participants; to kick off the Læsø Sea Centre project and open dialogue for locals and Læsø World Heritage project.
- **New EU Baltic Sea project "Redirect Regenerative Tourism"** kicked off with a conference in Poland in May and new local project "Development LAB Læsø" kicked off September 13th.
- Increasing number of local businesses seeking help and **guidance for fundraising** -> more successful applications (local sports association, car service company and local carpender) meaning new equipment and innovative solutions.





2. Current focus towards achieving LTE's hub vision

- More **fundraising** for small, local companies, and coordinating with Læsø Municipality to avoid overlaps in projects for the same funds.
- More local, collective activities and collaboration through "Development LAB Læsø" and events surrounding Læsøs culture and history.
- A stronger regional, national and international **network** through new projects

3. Challenges, changes and surprises – what have we learned

- Local knowledge of development projects (ex. SIRR) in general is still limited. Dissemination of information and generating interest in projects is still a challenge.
- The workshop/info meeting for Læsø Sea Centre and Læsø World Heritage in March was a pleasant surprise > Potential for more of these to generate interest and a feeling of involvement locally.



4. Best practices from LTE and new connections to Multi Helix stakeholders

- <u>Læsø Udviklingsnetværk</u> (Development Network) and <u>DevelopmentLAB</u> <u>Læsø</u>; **utilizing local knowledge from "part-time" citizens** and strengthening local engagement in culture and business development.
- Projects lead to more projects through sharing of knowledge and interests in project networks (ex. EU NSR SIRR -> EU BSR Redirect)
- Læsø Sea Centre; project creating new networks and collaborations around common cause: <u>The fishing industry is changing in Denmark</u>. **Local stakeholders establish networks to national stakeholders** (ex. other sea and water centres in Denmark with multi helix networks)



5. Use of learnings from SIRR (Storymaking, Hub Identity, Stakeholder Mapping)

Hub activities connected to urban areas

- **Hub identity**; LTE would like a workshop about this.
- **Hub identity and stakeholder mapping** are connected what is the hub's identity and how does it fit the surrounding stakeholders, hub culture and how the hub is perceived?
- Collaboration with Destination Nord, Erhvervshus Nordjylland -> ideas, information and tourism/business development resources
- Læsø Udviklingsnetværk, workshop collaborations (UCN, Martec etc.) -> potential stakeholders, toolkits, **networking,** inspiration





Current Research Needs and Tasks



Questions & Reflections















Sotenäs -Centre of Symbiosis

Setting: Rural and coastal, area in the Västra Götaland County, Sweden, located by the North Sea.

Main regional business: Maritime activities, tourism, fishing, granite, symbiosis businesses

Challenges in focus: Lacking connections to civil society. Excessive emphasis on individual-level collaboration with specific representatives of the organisation rather than fostering a broader organisational engagement. Issues with engaging young citizens. Housing problem.

Current focus and activities in focus:

Engaging youth, storymaking and communication, collaboration with the innovation eco-system, organisational structures, attract competence, identity and positioning.

Photo 1: High winds

Photo 2 The fishing industry

Photo 3: The community of Bohus-Malmon







HIGHLIGHTS

- New Projects approved.
- Utilised tools and learnings to contribute to local cohesion and local empowerment through contributions to *Island of Light*.
- Kick Off Students University West.
- Many study visits. From local NGO's to governmental representatives.
- International press and acknowledgement.
- The **Swedish subcommittee of the North Sea Programme** will come to Sotenäs in October to hear about SIRR.

SIRR and the value of multistakeholder perspective! The recent six months has been a period of activities connected to reaching a wider scope of Sotenäsbor, understanding our stakeholders and streightening our relation to the innovation system.















FOCUS

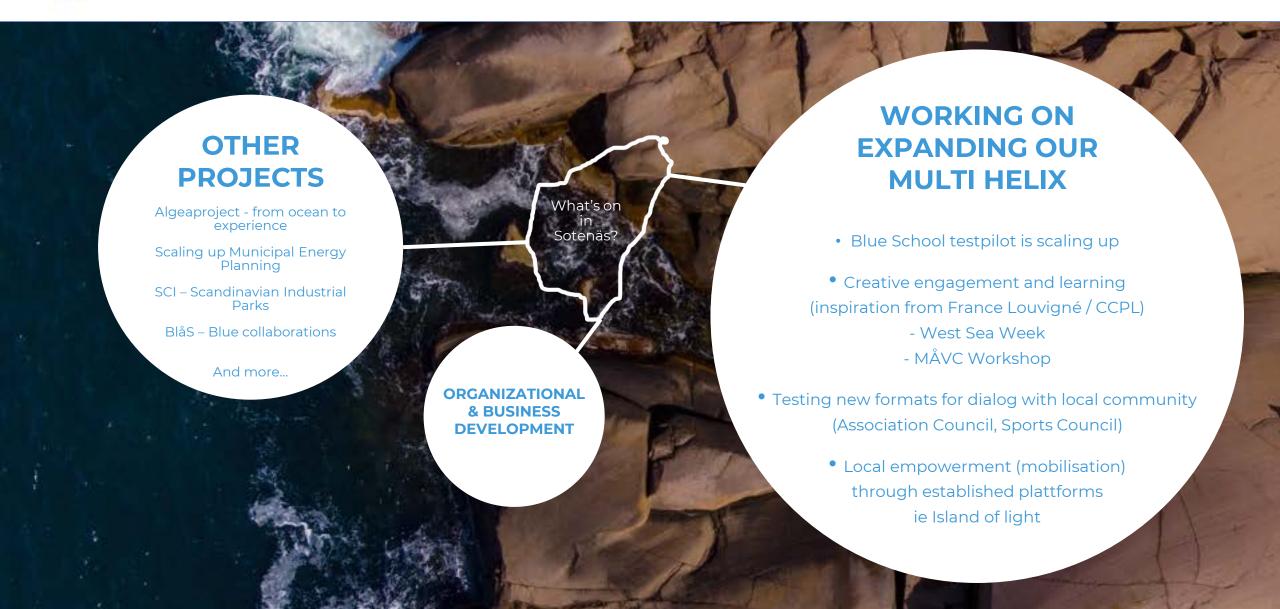
- Developing and exploring the civil society sector of MH Reaching out to new target groups and demographics
- Establishing new contacts regional innovation system
- Organisation two steps forward, one step back....

 Cross-cutting processes for improved cooperation across departments

 to be formalised.
- Sotenäs's role within the larger structures?
 - Regional, National, EU
 - Factors to adress Value for whom? What How? Who?









COULD ANY OF YOUR CASES BE A BEST PRACTISE?

- School concept
- Storymaking Collaborations around local events local empowerment
- Berättelser från Sotenäs "Stories from Sotenas" (Inspiration from Louvigné de Desert)
- Public particapatory workshop and comunity dialogue through community council as a platform
- Facilitating Symbiosis development





ANY NEW CONNECTIONS TO MULTI HELIX STAKEHOLDERS THAT HAVE BEEN ESTABLISHED?

Many stakeholders involved. Local schools, innovation actors, new colleagues -> new relationships/networks to take part of/involve

DID YOU MAKE USE OF ANY OF THE LEARNINGS FROM SIRR (STORYMAKING, HUB IDENTITY, STAKEHOLDER MAPPING)?

- Storymaking/ Hub identity: Island of Light and Stories about Sotenäs
- Stakeholder mapping:
 Association Council, Sports Council





WERE THERE THINGS THAT DIDN'T GO AS PLANNED (FAILURES)?

A lot of changes, we always have to adapt and develop the Hub dynamically. The organisational framework and scope of operation.

IN WHICH WAYS ARE YOUR HUB ACTIVITIES CONNECTED TO URBAN AREAS (E.G. STAKEHOLDERS, IDEAS, INFRASTRUCTURES)?

How do you profit from it?

- Small municipalities cannot possibly possess the full range **of skills and expertise** needed to ensure a good quality of life for their residents.
- Collaboration with larger structures and urban actors offers opportunities for broader **knowledge exchange, shared resources, and long-term development**.
- Cooperation between smaller municipalities with similar conditions is another important way to strengthen capacity and create synergies.
- As a Hub, we can act as a catalysator, broker, and facilitator, **connecting to larger structures**, specialised expertise, and academic networks.

CURRENT RESEARCH NEEDS AND TASKS

- Hub management
- Part time residents, how to engage and involve
- Socioeconomic analysis
- Best practises about how to create win-win situations around local events (Multiple Helix)







FINAL DIALOUGE AND REFLECTIONS

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REMINDER

Presentation & Talk tomorrow on stakeholder mapping reflections

- ❖ Best practices start to collect this autumn
- Highlights to New letters





Questions & Reflections



