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Thematic Workshop:

Stakeholder Mapping & Cultural Commons for Collaborative Local Development

To strengthen the hubs' capacity to identify, understand, and engage stakeholders by using stakeholder mapping, while reflecting on cultural aspects and the role of the commons. Strategies for stronger multi-helix collaboration and resilient local development.

🔍 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.

1 Clarify the Purpose of Engagement

Different stakeholders require different forms of engagement depending on their relevance and influence.

Ask:

- Why do we want to engage them?

- What do we expect them to contribute with — and what can we offer in return?

🔍 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.

❖ 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?

- Discussions in break-out rooms

- Status at 10.15

- 10.30 – 10.45 Coffee Break

- 10.45 – 11.30 Continued discussions in break-out rooms

- 11.30 – 12.00 Short presentations and discussions

Support questions/topics:

- Identify overlaps, gaps, and multi-helix imbalances

- Highlighting key individuals vs. organisations (the role of personal champions)

- Who are the stakeholders that matter most for our hubs today?

- Will that be the same in the future?

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Support questions/topics:

- How do culture and commons influence stakeholder dynamics?

- Name your number 1 challenge you face in involving (the right) stakeholders

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Support questions/topics:

Telling the Story:

Who should hear your story (e.g. community, partners, policymakers)?

- What channels or formats work best (e.g. visuals, events, podcasts)?

- What stories or symbols can help others feel connected to your hub?

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What strategies strengthen long-term collaboration?

Stakeholder actions:

2 priority stakeholder groups to engage more deeply

1–2 concrete actions to strengthen multi-helix collaboration

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