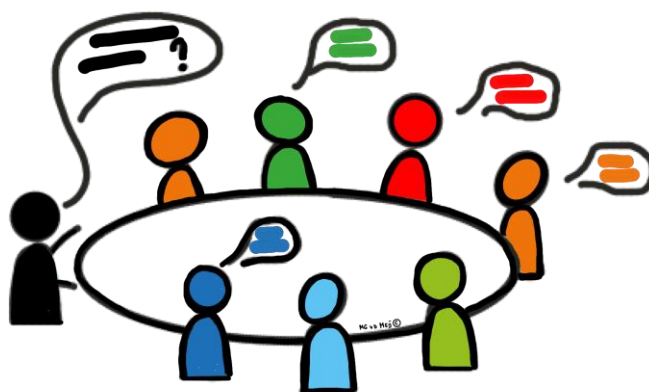


SHORT EXERCISES

Preparing for Communication with Stakeholders



In a nutshell

This tool provides an exercise to develop empathy for the various stakeholders to be engaged in a transformative network .
This exercise is part of the *Training for setting up a Transformative Network*.

What for?

To work with my community on transforming the food system

How long?

1 hour

For whom?

Facilitators, Policy makers, Researchers, Businesses, Funders,
Students, NGOs, CSOs, Professionals.

Created by

Athena Institute, VU University Amsterdam

Something to share?

Leave us a comment about this tool on the platform. You can also contact Kristiaan Kok (k.p.w.kok@vu.nl)
This tool was developed as part of FIT4FOOD2030 project, see this tool and others on the FIT4FOOD2030 Knowledge Hub.

Date of creation: August, 2020

How to cite?

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What will you gain from this?

This tool provides you with an exercise to develop empathy for the various stakeholders to be engaged in your transformative network .

The exercise is useful for (aspiring) Lab coordinators, as well as for participants of a Lab, when the exercise is done in co-creation with a group of stakeholders.

DESIGNING A COMMUNICATION STRATEGY

This tool provides a preparation exercise that supports thinking about stakeholders and building empathy for them before getting in touch. This exercise can eventually help to tailor communication with stakeholders.

Once you have successfully identified and analyzed who your key stakeholders are and the basic architecture for connecting them, it is necessary to think about how you will communicate and engage with these stakeholders in a more practical sense. An important element is to build a deep connection with and between stakeholders that are desired in the transformative network.

The exercise is useful for (aspiring) Lab coordinators themselves, as well as for participants of a Lab, when the exercise is done in co-creation with a group of stakeholders.

PRIOR KNOWLEDGE REQUIRED:

This exercise is part of stakeholder engagement, mapping, and analysis processes. It can be helpful to have done a more thorough process of *stakeholder analysis*, in order to have an overview of the different stakeholders and their roles, interests, relations in your network and/or the food system.

RELATES TO THE FOLLOWING EXERCISES:

- *Designing a communication strategy*
- *Lab Design*
- *Connecting to a stakeholder's individual drivers*

These tools are available in the FIT4FOOD2030 Knowledge Hub.



EXERCISE:

PREPARING FOR COMMUNICATION WITH STAKEHOLDERS

DURATION: ± 1-2 HOURS (PER STAKEHOLDER)

Objective: Develop empathy for the various stakeholders to be engaged in a transformative network, and/or ease the process of getting in touch with them.

This exercise uses Personas as a method for ‘empathizing’. A Persona is a fictitious person that ‘summarizes’ a really existing group of individuals with specific characteristics (e.g. fishermen, biomedical researchers). A Persona’s purpose is to create a connection between the Persona-creator and the Persona. This differs from thinking in stereotypes, of which the purpose is more to classify people in a humoristic or a cynical way. Alternatively, Personas should be made in such a way that you as a food system transformation facilitator can feel empathy for them. Such empathy can help in the process of getting in touch with the stakeholder that the Persona represents, e.g. when inviting this stakeholder to your interactions or events. To make good Personas, it can be helpful to make together with other stakeholders or people from your team.

Using the Persona-template (see [Appendix A](#)), Persona creation comprises of the following steps:

- First, choose a stakeholder (or actor) who you are or feel the least familiar to. Make a Persona of this stakeholder by filling out the template. Make this persona in such a way that you could feel a connection with it. Avoid making jokes, or adopting a cynical stance towards this Persona while making it.
- Write a letter / email (or create any other mean) to communicate with this persona.
- Reflect on the following:
 - What would you tell her/him about your intended activities on transforming (R&I around) food systems?
 - What life interests or motives of the persona can you appeal to?
 - What would you ‘ask from’ him/her?
 - What could you ‘offer’ him/her or provide in return?
 - In what way could the communication be more specifically oriented to this Persona in particular?
 -

To justify/falsify the Persona, it can be useful to engage in a connection exercise (see below) with the stakeholder that it represents and adjust the Persona whenever necessary.

APPENDIX A: PERSONA TEMPLATE

NAME :

DRAWING

AGE :

PROFESSION :

EDUCATION :

HOMETOWN :

FAMILY :

HOBBIES :

GENERAL INTERESTS :

COMMUNICATION CHANNELS/PLANS/MEDIA :

LIFE MOTTO :

A DAY IN LIFE OF... :



Coordinated by:



Partners



OSLO METROPOLITAN UNIVERSITY
WORK RESEARCH INSTITUTE AFI

