



## **Deliverable D2.D1**

# **LOCAL STAKEHOLDERS PLAN**




Dissemination and stakeholder engagement strategy

The Local Stakeholders Plan is prepared to effectively disseminate and communicate the project to all relevant stakeholders and target audience.

The development of the Local Stakeholders Plan is based on the main objectives of the project implementation, but also on the requirements set by the EU funded, LIFE BioTHOP project (i.e. grant agreement, application form) and aims at:

- (a) Raising awareness and disseminate the project results at local, regional and international level and boost the involvement of stakeholders during and after the project execution.
- (b) Providing the results and deliverables of the project available to the stakeholders, the wider general public and to the mass media.

The Plan is taking into account different recipients of the dissemination of the project results and stakeholders` involvement by identifying specific interest groups:

-  General public of the local community
-  Community public bodies - policy and decision makers at EU, regional and local level
-  Mass media.

This plan is divided into two phases following activities of the LIFE BioTHOP project and it includes an overview of all dissemination opportunities identified through many communication tools.

Mentioned activities have been designed and are addressed to target / to involve the key audiences and stakeholders and to maximize awareness of the project objectives, results and achievements.

Different means for communicating and disseminating the project are foreseen and include traditional methods and more innovative and interactive approaches, which will be supplemented by events.

The second phase involves the monitoring of the plan. All communication and dissemination performed actions shall be monitored by all partners and provide relevant feedback to the EC with respect to the effectiveness and the impact of dissemination and communication activities through all partner data/ reports collected during the project lifespan.

Prepared Local Stakeholders Plan will be reviewed at least twice times to ensure that the plan is meeting BioTHOP project expectations and to make some modifications if required.

