

## Examples of communication strategies for different stakeholder types

This document is an excerpt from the “Communication and Branding Plan” that was developed in the GoNano project. We’ve added this to the training material because it exemplifies how actors and stakeholders can be viewed as various target groups, as well as how you can develop respective and suitable communication strategies for each of them.

It showcases how we considered and answered the following questions for each of them:

- Who are these actors?
- Why do you need them in the project?
- What is in it for them?
- How do you approach them?
- Which tools will you use?

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### Main target groups and stakeholder strategy

To create the greatest impact, it is vital to have a strong strategy on how to approach potential stakeholders. By making explicit choices on where we will focus our attention, we ensure most efficient use of our resources. To do this, the desired stakeholders in the project are divided into the following communication target groups:

- 1) Policy (policy makers, regulators, risk managers etc.)
- 2) Research (universities, research centres, scholars engaged in nanotech and RRI)
- 3) Industry (industry, industry-led research and innovation, technology transfer organizations and other business operators, industrial associations)
- 4) R&I networks and sponsors (innovation partnerships and networks (ETPs, high tech clusters, research funding organizations, crowd-funding organizations, investors, retailers etc.)
- 5) Civil society organizations (advocacy groups, consumer organizations, NGOs)
- 6) Citizens and the general public
- 7) Science communication (media, science exhibitions, researchers engaged in communication)

### Communication strategies for different stakeholders

To get these stakeholders to engage, we need to identify for each of our audiences how we can relate to their specific interests. For some target groups it would make sense to target within each of the focus areas (food, health and energy).

The communication objectives differs depending on whether it is part of phase 1 (raising awareness of GoNano), phase 2 (securing stakeholder engagement), phase 3 (knowledge sharing to build convincing cases) or phase 4 (promoting GoNano, RRI and facilitating community building) and the stakeholder group that will be addressed. See more about the four phases in the introduction. The following lists a strategy for each target group.

## Policy

### **Who are these actors?**

Regulators from the European Union (the commission, the parliament etc)  
Commission departments or advisory bodies (SwafS, Industrial Technologies Strategy Unit, Communication Unit, DG GROW, etc)  
National politicians and regulators in the partner countries

Australian policy makers?

### **Why do we need them in the project?**

Policy makers and regulators should be involved and addressed in order to:

- Increase the impact of the GoNano project results on legislation, future policies and research policies.
- Inform the GoNano co-creation process and political representatives.
- Ensure that the outcomes of GoNano come in a form which makes up useful and efficient input in the political system.

Message: "co-creation ensures societal engagement in technological development"

### **What is in it for them?**

By getting involved in GoNano policymakers encourage holistic solutions where R&I actors , other professional stakeholders, CSOs and citizens work together to create novel suggestions for future nanotechnology products in the areas of 'food', 'health' and 'energy'.

They will gain knowledge of the needs and concerns of the actors of society and of citizens which will enable them to address these and develop policies with broad support.

Their participation will ensure that GoNano outcomes are relevant to their current political agendas and focus. Furthermore it is a perfect possibility to develop their network within this field and get involved directly with citizens.

### **How are we approaching them?**

GoNano will develop policy recommendations and white papers based on the three pilot studies. These will be distributed to policy makers and policy institutions and disseminated on policy conferences and workshops.

Policy makers will be informed about the value of co-creation in nanotechnology R&I and about how they can support, develop and integrate co-creative processes and the development of infrastructure for such processes.

### **Which tools are we using?**

- ✓ Policy brief, outlining vision, method and outcomes
- ✓ Presentations at policy conferences
- ✓ Policy workshops
- ✓ Personal meetings

## Research

### **Who are these actors?**

Universities and research centres  
Research projects

SSH researchers and practitioners

RRI-scholars, public engagement practitioners

Nanotechnology researchers at GoNano partner organisations (TC CAS, UT, RMIT, HIOA)

### **Why do we need them in the project?**

R&I actors working in nanotechnology development will be involved in the GoNano community in order to:

- Contribute with their scientific expertise and research area, especially in phase 2.
- Mediate the value of co-creation with citizens and stakeholders outside their field of research.
- Inspire and build capacity among R&I actors working in nanotechnology development on how to set up co-creation processes.
- Encourage them to promote RRI practices in research projects and -networks.

### **What is in it for them?**

Participating researchers and research institutions get the possibility to join the GoNano community and network with industry, policy makers and the general public. The co-creation process will improve the impact of their research by adjusting their focus to societal needs and concerns. Finally, they will learn about co-creation processes - knowledge which they can use in their future research practice.

Message: "Participating in GoNano helps you to address your social responsibility, gives you a new perspective on your own work and provides new inroads to research"

### **How are we approaching them?**

Researchers will be invited to join the co-creation processes in the three pilot studies.

Furthermore, the GoNano results and lessons learnt will be shared as a contribution to ongoing academic debates.

### **Which tools are we using?**

- ✓ Reach out via academic networks
- ✓ Conference sessions / booths
- ✓ Academic publication?
- ✓ ResearchGate section?

## **Industry**

### **Who are these actors?**

Energy, food and health sector businesses using nanotechnology

Industry-led research and innovation

Technology transfer organizations

Companies outside nanoscience with interest in the potentials of the technology

Trade associations

Energy, food and health industrial associations

### **Why do we need them in the project?**

The participation of industry dealing with nanotechnology in the project will contribute by:

- Sharing their perspectives and interests regarding nanotechnology.
- Contributing with their experience and knowledge about common practices, trends

and expectations within production, development and marketing of nanoscience products.

- Ensuring that the resulting product suggestions are of potential interest to the industry to put into production.
- Increasing the confidence of companies to invest in nanotechnology and encourage further adoption of co-creation methods in research and innovation.

The participation of industry organizations will add to the value of GoNano by:

- Encouraging further adoption of co-creation methods in research and innovation.
- Contributing with their long term perspective and visions on behalf of their member industries.
- Mediating project outcomes to industry and hence increasing industrial alignment with societal needs and concerns
- Enhancing - through increased acquaintance among nanotech industry and sponsors with future needs and societal concerns - the possibilities of safe investments in future nanotechnology development

### **What is in it for them?**

Participating in the co-creation processes in the three pilot studies will provide industry actors with insights about the perspectives, needs and interests of citizens regarding nanotechnology - knowledge which will enable them better to adjust their innovation to market needs and navigate strategically in the field of potentially controversial technology. As the GoNano community will develop concrete product suggestions that align with societal needs, this will further provide them with very concrete ideas for their future innovation. Further, participation in GoNano is a chance to work closely with researchers and draw on their expertise. Finally, GoNano will enable industry to mediate their interests in the future development of nanotechnology to politicians and research networks.

Message: “co-creation adds value to your research / innovations”

### **How are we approaching them?**

Through interviews, conferences, using the partner network.

### **Which tools are we using?**

- ✓ Commentaries in nanotech-journal?
- ✓ Industry briefs: one-pager summarising process and added value for companies
- ✓ Sessions at tech conferences
- ✓ Company / university presentation?

## **R&I networks and sponsors**

### **Who are these actors?**

Innovation partnerships and networks (hereunder ETPs, high tech clusters)  
 Research funding organizations  
 Crowd-funding organizations  
 Investors  
 Retailers

### **Why do we need them in the project?**

The participation of R&I networks will add to the value of GoNano by:

- Encouraging further adoption of co-creation methods in research and innovation.
- Contributing with their long term perspective and visions on behalf of their member R&I actors.
- Mediating project outcomes to R&I actors and sponsors and hence increasing nanotechnology R&I alignment with societal needs and concerns
- Enhancing - through increased acquaintance among nanotech industry and sponsors with future needs and societal concerns - the possibilities of safe investments in future nanotechnology R&I

#### **What is in it for them?**

By getting involved in GoNano sponsors and R&I networks will get important input on areas to invest in - areas of future societal importance and areas with interested potential customers. Further, they will have the chance to pose questions they would like the events to address. R&I networks will be introduced to practices of co-creation, networks to co-create with and learn about the potential value of co-creation. And they will get concrete product suggestions to get inspired by. Finally, their participation will provide them with opportunities to mediate their interests and perspectives to policy makers.

Message: “co-creation adds value to your research / innovations”

#### **How are we approaching them?**

Conferences, interviews, the GoNano partner network  
Building personal relationships

#### **Which tools are we using?**

- ✓ Commentary’ in nanotech-journal?
- ✓ Industry briefs: one-pager summarising process and added value for companies
- ✓ Sessions at tech conferences
- ✓ Company / university presentation?

### **Science communication actors**

#### **Who are these actors?**

Trade journals  
News papers, TV, radio  
Science communication media  
Horizon Magazine, CORDIS etc  
Science programmes / blogs  
Science exhibitions  
Researchers engaged in societal debate and popular communication of science

#### **Why do we need them in the project?**

Media and science communication actors should be addressed in order to:

- Promote the visibility of GoNano methods and outcomes throughout the project.
- Increase the confidence of companies to invest in nanotechnology R&I.
- Make science and technology relevant to the public.
- Ensure that the issues of interest and concern regarding nanofutures which are

identified during the project are subjected to public debate.

#### **What is in it for them?**

GoNano provides stories about nanotechnology which are interesting, accessible and engaging for non-expert readers. GoNano is an opportunity for science communication companies and platforms increase public understanding and interest in the important field of Science and Technology.

Message : “co-creation aligns research and innovation better to social needs and values”

#### **How are we approaching them?**

A conference open to EU-policy makers, nanotechnology and RRI practitioners as the wider public will move the accumulated results of GoNano centre-stage in the professional debate.

#### **Which tools are we using?**

- ✓ Press release (and follow-up with personal contacts)
- ✓ Brief overview of process and outcomes available on the project website
- ✓ Demonstrators / testimonials online
- ✓ Social media

### **Civil Society Organizations and Networks**

#### **Who are these actors?**

NGO's  
Civil Society Organisations (CSO's) (CIEL)  
Consumer organisations  
Advocacy groups

#### **Why do we need them in the project?**

The participation of NGO's and consumer organisations will:

- Contribute with a broader understanding of public needs and concerns about nanotechnology research and innovation.
- Make it easier to reach the general public and get them involved in the project.
- Inspire and build the capacity and network of these organisations to promote and engage in co-creative R&I processes and promote public participation in research and innovation.

#### **What is in it for them?**

GoNano opens up possibilities to bring societal concerns into nanotechnological development. Further, it is a chance for them to learn about co-creation and RRI and get equipped to engage in and promote future processes.

Message : “Co-creation is an effective means to direct research and innovation towards public interests and concerns”

#### **How are we approaching them?**

website  
Social media  
Personal relationships

#### **Which tools are we using?**

- ✓ Reach out via personal networks

✓ Press release

## **Citizens and the general public**

### **Who are these actors?**

Citizens, the general public. All ages, genders and ethnicities.

### **Why do we need them in the project?**

The participation of citizens in the co-creation processes of GoNano will:

- Bring citizens' perspectives, needs and concerns to the process in order to align the outcomes with societal needs.
- Empower publics to get involved in co-creative R&I processes.
- To create good stories

### **What is in it for them?**

By participating, citizens will have a chance to:

- Communicate their perspectives, needs and concerns to policy makers, researchers and industry.
- Engage in science and technology.
- Learn more about nanotechnology and form or refine their perspective on it.
- Get an interesting experience and a lunch.

Message : "GoNano gives you the opportunity to influence the development of nanotechnology products in 'Health', 'Energy' and 'Food', focusing innovation towards your needs."

### **How are we approaching them?**

Getting citizens to engage in science and technology holds a number of challenges. First, it might be difficult to understand - or they might abstain from engaging because they think they don't understand it. Hence, it is important that they are introduced to nanotechnologies in an easily accessible way. Secondly, they might not think it is relevant to them to engage in. A way of addressing this could be to present them to examples of concrete current products (iPhone with nanotech, antibacterial socks with nano silver or water repellent raincoat with nano coating) but also potential future applications of nanotechnology which might either be of great interest or great concern. Finally, as they will not be using their work time, but their spare time, the timing of the physical events are important, and they should be organized to be a good experience.

In order to ensure proper representation, citizen groups like elderly, sick and families with children might require particular recruiting efforts.

### **Which tools are we using?**

- ✓ Reach out via personal networks
- ✓ Demonstrators / testimonials online:
- ✓ Facebook/Youtube/LinkedIn?
- ✓ Project website, vision and infographic