

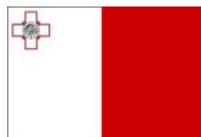
ENGAGE

ESF.04.086

Enhancing Stakeholder Participation in Social Dialogue

Half-Day Seminar

March 10, 2020



Operational Programme II - European Structural and Investment Funds 2014-2020
"Investing in human capital to create more opportunities and promote the well-being of society"

Project part-financed by the European Social Fund
Co-financing rate: 80% European Union; 20% National Funds



Service Tender to Conduct a Stakeholder Engagement Analysis

Through this contract MEUSAC (the Malta-EU Steering and Action Committee) sought to identify the most effective engagement methodologies that are to enable it to provide a service that meets the needs of its stakeholders

Methodology

The approach undertaken may be broadly segmented into 2 phases:

- Phase 1** Planning stage; and
- Phase 2** That involved the consultation and data collection phase.

Preparatory
Stage

- Step 1 - Define the objectives of the consultation
- Step 2 - Stakeholder mapping
- Step 3 - Select most appropriate consultation methods and tools
- Step 4 - Define the timing of consultation and its duration

Run
consultation

- Step 5 - Prepare the consultation webpage
- Step 6 - Advertise the consultation
- Step 7 - Acknowledge the receipt of contributions (and publication)

Analyse
Results

- Step 8 - Analyse the responses
- Step 9 - Report on the results and provide feedback
- Step 10 - Evaluate the consultation exercise



Quantitative and Qualitative Analysis with Stakeholders

Our methodology sought to involve all stakeholders, through the following activities:

- Information about the project was uploaded on the MEUSAC web portal
- A 1-week campaign on a local news portal – timesofmalta.com
- Enticed ALL stakeholders (via email) to participate in the survey – online link. (Participants could opt to participate via CATI or have a hard copy sent to them. In such instances we also included a self-addressed envelope (and stamp) to facilitate matters. A total of 950 entities were targeted through this endeavour
- Conducted a total of 32 face-to-face interviews
- Organised a Delphi

MEUSAC's strengths

Workforce

Provide timely response, helpful attitude, have clients' interests at heart

Assistance with EU funding

MEUSAC associated with EU funding
Of particular importance for NGOs in view of their limited resources (both human and financial). Main concerns highlighted:

- Lack of understanding of available funds
- Lack of awareness how project ideas need to fit into Government/EU strategy/direction
- Laborious application process
- Lack of Project management skills

MEUSAC ought to tackle the above points – possibly through the provision of training.

MEUSAC's weaknesses/ opportunities

Outreach

MEUSAC lacks outreach, particularly with the smaller NGOs that have limited resources

MEUSAC ought to build a stronger link – understand what MEUSAC offers and how MEUSAC could be of service

Different entities have different requirements — a one size fits all is not opportune:

- Those you need to keep informed;
- Those you need to involve and consult with
- Powerful stakeholders you need to engage
- Partners you need to collaborate with

MEUSAC ought to undertake marketing/PR endeavours to successfully target these distinct categories.

MEUSAC's weaknesses/ opportunities

Database/ focused approach

Different entities have different needs

MEUSAC ought to build a stronger database – that enables it to be more selective when distributing information

Primary issue– individuals involved in NGOs are oftentimes involved for a short span of time

- **MEUSAC** – have a systematic approach to update its database
- **NGOs** – have a generic email that ensures continuity

(example: info@)

Study Outcome

MEUSAC's weaknesses/ opportunities

Collaborations

There exist influential associations and established platforms

When possible, MEUSAC ought to form alliances with such platforms to reach target audiences. Such a stance is likely to enable MEUSAC to be more effective and increase involvement of the target audience

MEUSAC's Purpose

It is imperative that when engaging with stakeholders MEUSAC has a clear purpose – a vision of what it wants to achieve and make the process more meaningful for all.

Consultation sessions

Entities felt that sessions they were invited to participate in are not always of relevance. Furthermore, stakeholders indicated a **desire for a more hands on working group approach** that delve deep into issues and likewise results in a paper that truly represents their position

MEUSAC's weaknesses/ opportunities

Planning of sessions

In view of their limitations, it is imperative that stakeholders are informed well in advance of any consultation sessions or similar. This holds for both smaller and larger entities

Material used

Ensure that the material passed on is understood by the target audience (could at times be too technical). Furthermore, stakeholders are not often aware how/ in what way a policy being discussed would effect them.

Tackling this issue would increase relevance of sessions for the target audience

MEUSAC's weaknesses/ opportunities

Marketing & PR

Better utilisation of online tools – be it a continually updated website, and social media

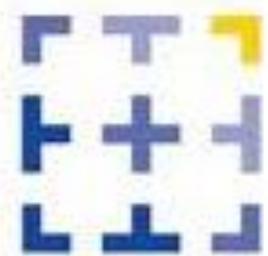
Utilisation of technology

Suggestions include: Live streaming (having the right infrastructure in place), webinars

Additional services

Provision of training
Provision of links to international networks





EU funds for Malta | 2014 2020



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