

# Project idea generation

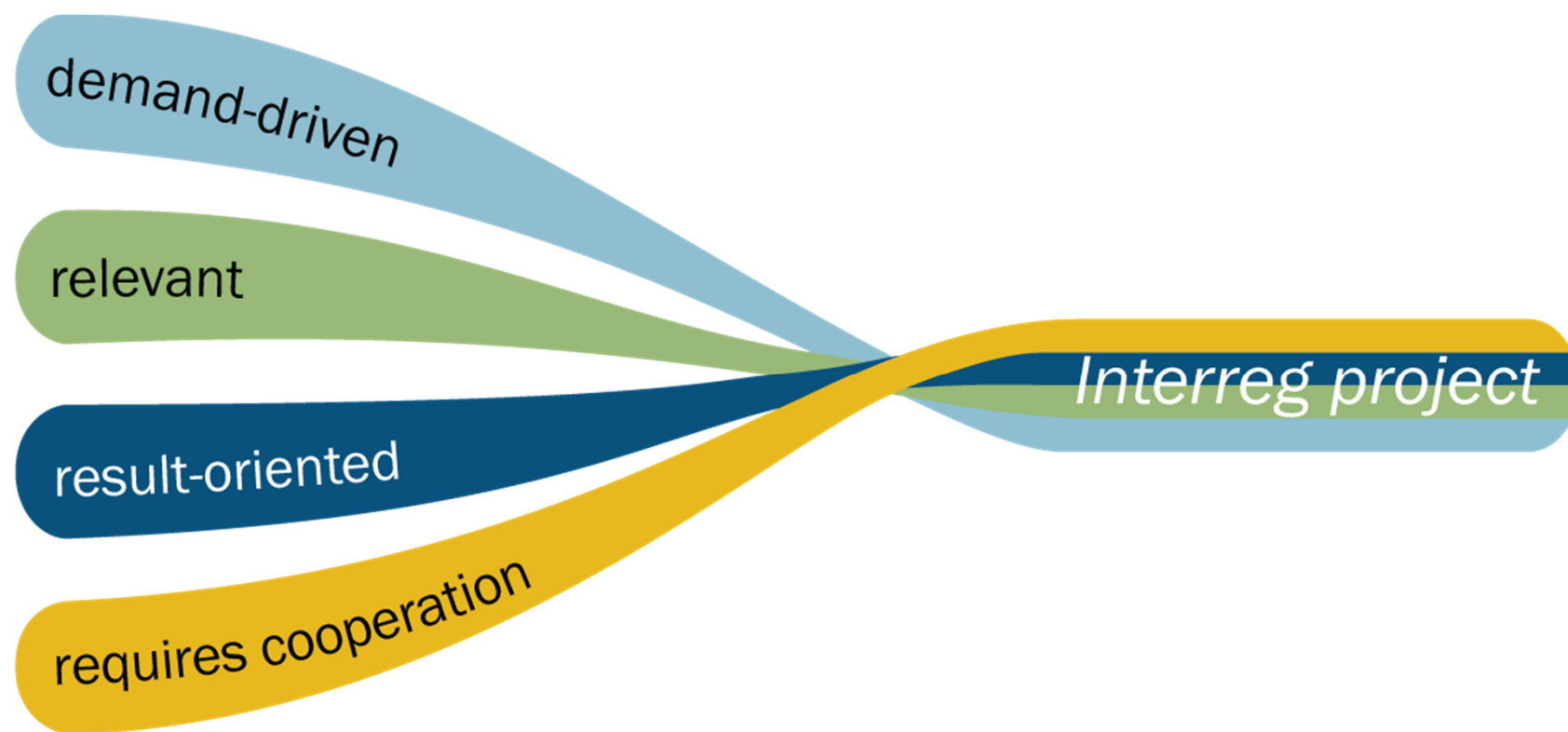
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Interreg Project Communication Camp  
20-21 Nov 2018 | Lyon, France

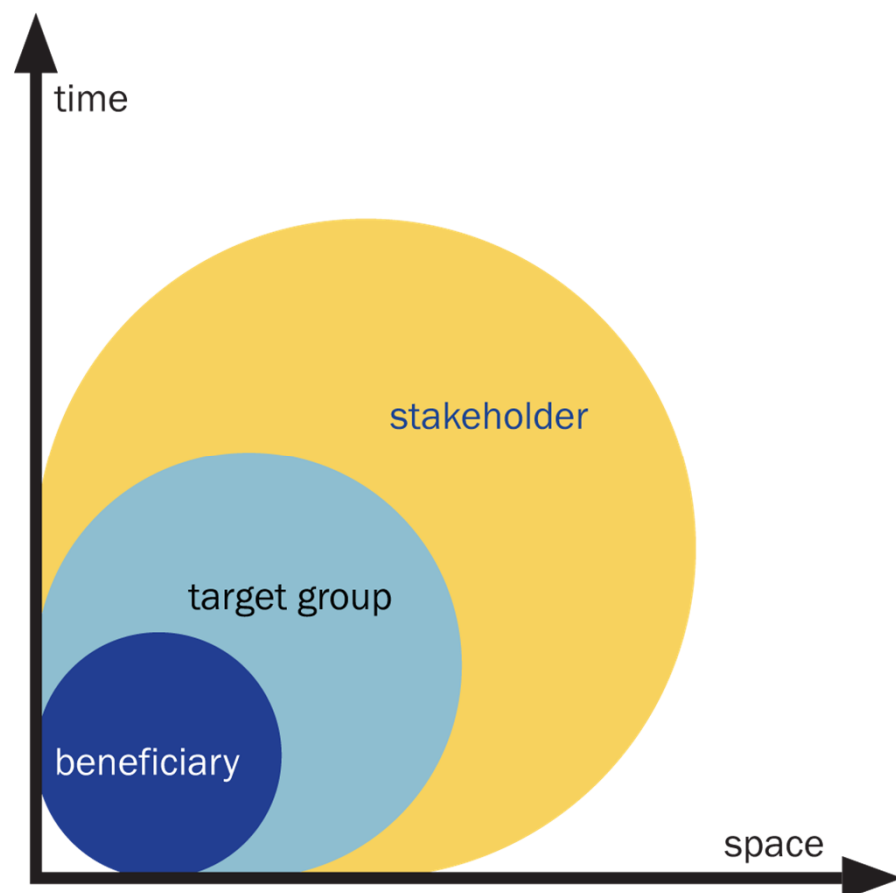


**Polona Frumen, Interact Programme**

# Project characteristics



# Project communicates with...



**Beneficiary:** the project partners

**Target group:** who will receive the benefit from the project (end users)

**Stakeholder:** has a vested interest; is affected by or can affect the project (includes target groups and beneficiaries)



# Project partnership





# Stakeholder analysis

**Identify who your stakeholders are**

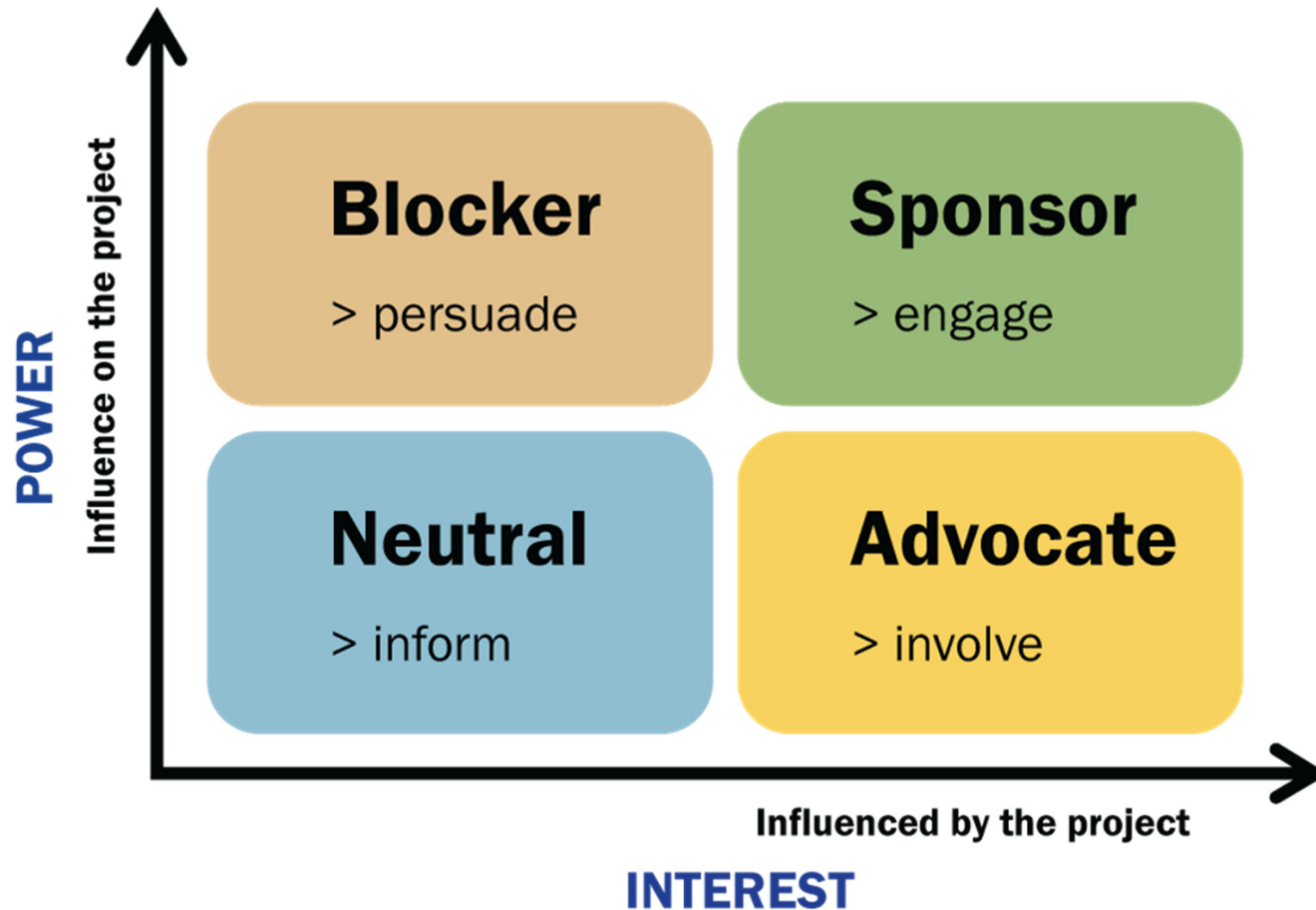


**Prioritise: who to focus on?**



**Understand your key stakeholders**

# Stakeholder groups



# Restoring Salmon habitats along the Rhine catchment area (Salmon Back)



Photo credit: Moonrhino on VisualHunt.com / CC BY-NC-SA



# Salmon Back: stakeholder map







## Secure success

- **Which** categories and/or organisations need to be involved? (division into priorities)
- **Who** are the most relevant people within the organisations? (field of expertise, position)
- **What** is our aim in involving them? (political backing, end-users, etc.)
- **What** are their needs? **What's** in it for them?
- **How** do we want to involve them? (conferences, Steering Group, piloting)
- **When** should they be involved?
- Do they have any other **conflicting interests** that might cause risks to the project?



## **Group work:**

# **From my idea to our project**

**How would you convince the selected organisations to take part in your project?**

- Why they are considered important for the project idea from the initiator's side?
- What could be their interest in participating?
- What could make them hesitant about their participation?
- Considering the points 1-3, how and when should they be approached to get them onboard?



# **Salmon Back: project partnership**

- Scientific Regional Council for Natural Heritage, Grand-Est Region (France)
- Association Saumon Rhine (Grand Est, France)
- Bliesbruck Municipality (Moselle Department, Grand Est Region, France)
- Ministry of Environment in the state of North Rhine- Westphalia (Germany)
- The Association for German Nature Conservation (Germany)
- Ministry of Environment (Luxembourg)
- Club Saumon Luxembourg Asbl (Luxembourg)

# Cooperation works

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All materials will be available on:

**[www.interact-eu.net](http://www.interact-eu.net)**