Guidelines to reach additional CEESEN members T.5.4
Main goal

Find a reliable stakeholders to provide an lasting impact on CEESEN Platform
FIVE EASY STEPS TO FIND STAKEHOLDERS

TRACE

Approaching
Readiness
Targeting
Confirmation
Encouraging
Targeting

Looking for audience with possible interest in the area

Goals:

1. Find the suitable audience
2. Make a contact list

Comment: Remember that working together can provide better results
TARGETING

Who?

- students and teachers in a field
- local governments
- local authorities
- state energy agencies
- energy service providers
- NGO’s organizations
- energy industries
- enviromental centres
- individuals with some interest in a field
- low-energy building cluster
- commercial energy interest group

Comment: These are just examples, you can use your own contacts.
TARGETING

RESOURCES
Where to find?

- Other international projects:
  - CitiEnGov
  - Dynamic Light
  - SimStadt
  - Energielabelatlas

- Events connected with topic of energy

- Energy clusters

- Energy movements

- Area of cooperation subjects with common goals

Example in Poland: “Więcej Niż Energia” network concentrating companies, cities, communities, local government units, individuals working in a field of sustainable energy and energy efficiency

Like:
- https://docs.google.com/spreadsheets/d/1MUUYxa-CcszwdHRBObwFfnubYbrceYznXZcE32-BU/edit
READINESS

Goals:

1. Broaden knowledge about the subject and project
2. Be ready to answer any question

Comment: Be confident and well prepared.

Readiness

Preparing for any kind of approaches factually and mentally
CEESEN incentives

-> Admission to information, trainings, meetings, printed materials and finding new opportunities
  -> Access to potential project partners
-> Ability to share your ideas to European Energy Policy that can make an actual impact
-> Opportunity to participate in project conferences in Prague and Tartu (for the most active members of the Platform)
-> Support of local organizations to develop idea of low-carbon energy in the region.
-> Creating a Low-Carbon Community with the help of Panel 2050 funds
-> Each registered user can create post, begin a forum discussion and be a part of something bigger.
-> Platform CEESEN is a tool to contact, exchange experiences and knowledge. It is a lasting impact that can provide wisdom to generations.
Approaching

Goals:
1. Build trust with the subject
2. Convince that main goal is to satisfy his/hers needs
3. Arouse a need of cooperation

Comment: Do not give up easily. Not every confrontation might be a success

Make a personal contact
banners and advertisement in energy sector websites and newspapers

leaflets

radio

telephone conversations

personal visits

social media: Facebook, Twitter, Instagram etc.

posters

Comment: Remember about the CP!
Goal: Close the deal with the subject making an account on a platform

Confirmation

Making the subject a stakeholder

Comment: Remember dividing tasks can bring better effects.
Encouraging

Goal:
Make the Platform active and desirable

Keep in touch with the stakeholders and encourage to any activity on a platform

Comment:
Draw conclusions
ENCOURAGING

METHODS

- monthly check in’s; keeping in touch with our stakeholders
- promise of invitations to the conferences in the Prague and Tartu for the most active members
- competitions, surveys, open discussions on a Platform
- making the content of a platform interesting, actual, creating
- permanent periodic happenings on a Platform like: monthly newsletter „what is new?”; weekly competitions
Thank you!