

Global Stakeholder Engagement

Thursday 11 April 2013, 11:00 – 12:30

Room Grand Hall A

Report by Tijani BEN JEMAA

Sally Costerton presented the engagement strategy with different options using information, raising awareness, engaging participants, followers, advocates and detractors and support participation in policy making.

A brain storming was then started in 4 separate groups:

- production of collateral (products that everyone can use: websites, ppts, printed and digital material)
- conferences, event and speaker panels, workshops
- digital engagement (online platforms, access tools)
- Populate the waffle iron model

The questions for the four groups were:

- What is the most important priority for us to focus on :
 - 3-6 months
 - 12 months
- What is the most important 'nice to have'?
- What are the challenges going forward: what most concerns you?

The session ended by a synthesis of the 4 groups outcome.