



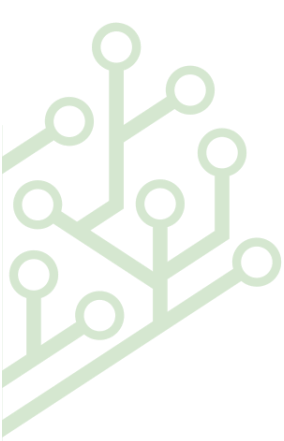
## WORKING WITH USERS AND STAKEHOLDERS IN SCIENTIFIC H2020 RESEARCH PROJECTS

Evaluation of experiences with users and stakeholders' involvement in the LANDSUPPORT project, lessons learnt and practical guidance



Work Package	<b>WP7 – Empowering end-users for supporting the development of the DSS and disseminating project results to a broader audience</b>
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## 1. INTRODUCTION

LANDSUPPORT is a Horizon 2020 project that aimed at developing a web-based, free, open-access GeoSpatial Decision Support System (S-DSS) devoted to:

- supporting sustainable agriculture and forestry;
- evaluating trade-off between land uses;
- contributing to the development and implementation of land use policies in Europe.

Because an overall objective of LANDSUPPORT is to **make a difference**, a special attention was brought to disseminating the platform to future end-users. A series of technical dissemination workshops were consequently organised to ensure the appropriation of the S-DSS by national, regional and local stakeholders.

**In LANDSUPPORT, users' engagement** was ensured through the organization of technical dissemination workshops at the national and regional/local level in Italy, Austria, Hungary and at the EU level.

Engaging users/stakeholders in testing and dissemination activities, throughout the process, was key to the success, added value and legacy of the LANDSUPPORT project. Indeed, **potential end-users are very likely to use a platform that they contributed to and that is developed according to their feedbacks**. In addition, **training, technical dissemination and capacity building will empower potential users so that they can autonomously use the S-DSS tools** after the end of the project.

LANDSUPPORT partners demonstrated a remarkable adaptability when organizing workshops for end-users. When the Covid-19 pandemic emerged in March 2020 in Europe, it led to the implementation of various restrictions related to face-to-face meetings. LANDSUPPORT workshops organisers adapted their plans and practices accordingly, which resulted in **new forms of stakeholder engagement processes and techniques** that were not originally planned.

This guidance report consists in **a synthesis of reflections and feedbacks from these workshop organisers on the stakeholder involvement process in LANDSUPPORT**. From those were extracted **a list of best practices** to be used during future engagement processes.

## 2. WORKING WITH USERS AND STAKEHOLDERS IN LANDSUPPORT: THE LIVING LAB PROCESS

### 2.1. What is a “living lab”?

The LANDSUPPORT project gave particular attention to the engagement of prospective users in project activities from its very beginning and through innovative participatory approaches, such as the **living lab process**.

**A living lab is a physical or virtual space in which various stakeholders gather to solve societal challenges**, especially for urban areas, **by sharing ideas and collaborating**<sup>1</sup>. Applied to LANDSUPPORT, it equated to a process where prospective users and other relevant stakeholders were continuously mobilised (from the start to the end of the project) in the co-development, the testing and the evaluation of the S-DSS tools, in collaboration with the project team.

The **main objectives of the living lab process** were to ensure that:

- (i) **the needs of prospective users would guide the development of the S-DSS tools;**
- (ii) **the alpha and beta version of the S-DSS tools would be modified according to prospective users' feedback.**

## 2.2.A living lab in LANDSUPPORT

The living lab process in LANDSUPPORT took the shape of a series of testing activities, targeting potential end-users and land planning experts: **collective testing workshops, individual testing sessions and semi-directive interviews**. In addition to testing, **a series of technical dissemination workshops** were also organised to communicate about the LANDSUPPORT suite of tools and reach end-users and any potentially interested stakeholder.

**Often, testing and dissemination workshops were merged into one, in order to mobilise stakeholders more efficiently.** In total, 20 dissemination workshop or workshops combining testing and dissemination were organised between April 2021 and April 2022.

Several partners were involved in the organization of testing and dissemination workshops throughout the LANDSUPPORT project, mainly:

- In Italy: ISPRA, INU, UNA, REGCAM
- In Austria: BOKU, EAA
- In Hungary: IASK, Zala County

To organise such workshops, the organisers had to face a series of challenges, the two main ones being:

- Harmonising the workshops targeting stakeholders working in 3 different countries (AT, HU, IT), at different geographical scales (European, national, regional, local). The first phase of the LANDSUPPORT project consequently consisted in finding a way to ensure good communication between organisers, and a common understanding of the goals of the workshops. As reported by one interviewed partner, *"we improved internally (with an internal "training the trainers" workshop and the development of supporting material) and now it works well"*. There was a turning point midterm of the project, as explained by the LANDSUPPORT project coordinator MODIS. As often in EU H2020 projects, people needed time to get to know each other, build trust and learn how to update each other regularly and efficiently. Once this was set, during the 2<sup>nd</sup> part of the project, the coordinator and partners noticed that things went quicker.
- Adapting to unexpected events. Partners had to deal with the pandemic of Covid-19, which prevented them from organising face-to-face meetings for almost two

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<sup>1</sup> Hossain M., S. Leminen and M. Westerlund (2019) A systematic review of living lab literature. Journal of Cleaner Production, Volume 213, pp 976-988. <https://doi.org/10.1016/j.jclepro.2018.12.257>

years (2020-2021), during the very period where testing and dissemination workshops should have been flourishing. Additionally, even though targeted stakeholders had been identified before the beginning of the LANDSUPPORT project and were all listed in the Grant Agreement, one partner had to deal with a stakeholder unexpectedly dropping out of the project.

### 3. EVALUATING THE ENGAGEMENT OF STAKEHOLDERS AND USERS IN LANDSUPPORT

In order to benefit from the experience in stakeholder engagement acquired by LANDSUPPORT partners, we conducted a series of interviews with 7 workshop organisers, as well as the LANDSUPPORT coordinators. They were asked about how to implement in practice a living lab on the field: the organisation process, the facilitation of the workshops, but also about how they dealt with the Covid-19 crisis and the sudden transition from on-site to online workshops. The list of workshops organisers interviewed is available in [Annexe I](#), and the interview guidance in [Annexe II](#) of this report.

#### 3.1. How to reach people? Building on existing networks VS creating new networks

##### The selection of participants

In the LANDSUPPORT Grant Agreement, a series of stakeholders were pre-identified as privileged targeted audiences for the testing and technical dissemination workshops.

**Several workshop organisers did manage to reach new stakeholders who were not pre-identified, mainly through their existing networks** (Box 1). For example, Regione Campania could rely on a wide network involving public and private entities in the agricultural and environmental fields, or the field of territorial management. They estimated that 95% of the people who attended dissemination workshops belonged to these existing networks.



*Box 1 : Anita KELEMEN from Zala County (Hungary), on reaching new stakeholders to attend LANDSUPPORT technical dissemination workshops.*

*"To reach new stakeholders at the local level, we asked the project manager of a climate platform our county is engaged in to spread the word when they had meetings. People attending these events were offered to stay at the end of the meetings to hear about LANDSUPPORT, then Zala County offered to organise a LANDSUPPORT workshop at convenient date for everyone interested."*

**Organisers often targeted representatives of relevant bodies to attend the workshops** (Box 2). For example, ISPRA invited one representative per ARPA (the regional environmental agencies in Italy) specialised on the network of the National Environmental Protection System. These representatives were specialised on various themes (e.g., land take, nitrates, climate change adaptation, contaminated sites, pesticides...).



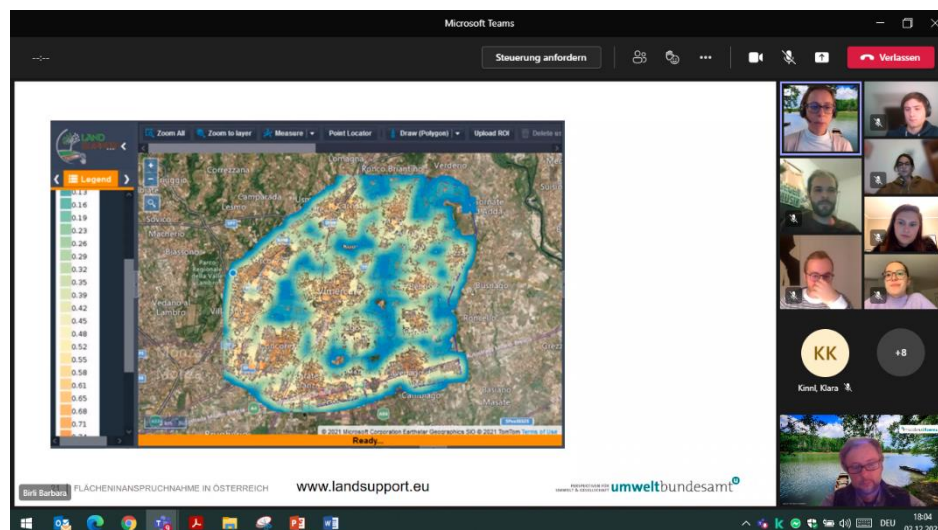
*Box 2 : Barbara BIRLI from EAA (Austria), on communicating on the LANDSUPPORT platform*

*“One good way to communicate about LANDSUPPORT was to share with Austrian stakeholders a “governing sheet”, in German, about all the ranges of tools available. This document particularly focused on the Land take tool and the Green Infrastructure tool, while other tools were more synthetically presented. This sheet was sent to two stakeholder groups: municipalities of lower Austria and members of ELSA (the European Land and Soil Alliance). Later on, we organised technical dissemination workshops with these two types of stakeholders.”*

**New stakeholders outside of traditional networks were also invited to participate to LANDSUPPORT workshops.** For instance, Zala county invited farmers to attend a workshop through a training programme for farmers.

To identify the most relevant stakeholders who should be invited to participate to dissemination workshops, IASK particularly targeted decision-makers and experts from all the national policies tackled by the LANDSUPPORT tools. These persons were for example nature protection stakeholders, employees and/or members of green NGOs such as WWF, advisors, farmers and/or teachers from agro-environmental farmers network... IASK met several of these stakeholders during a yearly event in Hungary called the “green parliament”. This event gathers Hungarian environmental NGOs, and there IASK presented a LANDSUPPORT poster, which served as a way to create first contacts with interested people in order to later invite them to dissemination workshops.

**Several stakeholders, who were initially not targeted by the LANDSUPPORT workshop organisers, spontaneously contacted them to attend a meeting and know more about the S-DSS platform.** In Austria, the EEA was contacted by economists from the University of Vienna to organise a presentation of LANDSUPPORT (Photo 1).



*Photo 1 : Screenshot from an online dissemination workshop with researchers and students from the University of Vienna (EAA, Austria).*

Before this request, researchers in economy were usually not involved by the EEA in land take issues. Similarly, the city of Plattling (Germany) contacted the EEA to participate in a workshop. The EEA eventually organised a dedicated meeting with 5 of its administrative officers.

### The format of the workshops

Initially, workshops and interviews were planned to go hand-in-hand to disseminate information on LANDSUPPORT. **Interviews were then considered better suited for stakeholders working in policymaking, while a post-workshop survey was rather designed for technicians.** In the end, because many testing and/or dissemination workshops gathered a mix of stakeholders, and because organisers had to adapt to technical constraints related to the Covid-19 pandemic, these different formats and tools were used with a wide range of stakeholders.

**Some organisers** (Regione Campania, Zala County) **used a similar workshop format for every type of stakeholders, to facilitate organisation.** As the content of the workshop (and the tool(s) presented) was adapted to the stakeholders, it was considered fitting.

**Other organisers adapted the format of their LANDSUPPORT workshops depending on the identity of the stakeholders.** For example, ISPRA organised during one workshop a *tour de table* that also included external participants (members of the local administration and researchers), with the objective to foster exchanges between people, rather than only listening to presentations from speakers. ISPRA also organised another workshop, this time with a bigger group of participants that was rather a presentation, with less interactive questions/answers sessions. A third workshop was organised by ISPRA and this time, half of the workshop time was dedicated to presentations and half of the time to discussions based on specific questions from participants.

Similarly, EAA adapted the format of its workshops to the type of public and group size, with longer presentations for scientists and a focus on discussions for other stakeholders, but it always contained a similar introduction and the presentation of short videos on the LANDSUPPORT tools. **When possible, EAA organisers invited Austrian keynote-speakers to intervene during the workshops.**

In Hungary, IASK decided to **present simultaneously various tools during its workshops**, as a series of semi-structured interviews organised beforehand had showed that some tools could be used to tackle several themes (e.g., tools on viticulture, land take or forest are all relevant to talk about climate change).

### Challenges and solutions to mobilise stakeholders

When asked whether they faced challenges in mobilising stakeholders and potential end-users to take part in the living lab process, answers varied. Some workshop organisers did not consider having faced big challenges, while others did.

The 4 main challenges identified were:

- **Computer and S-DSS literacy.** It was noticed that for some stakeholders, it could be difficult to use the LANDSUPPORT platform, because of its technical complexity. As reported by one organiser: *"it is not a simple [platform] to use. For those who are already familiar with online mapping tools and approaches, it is interesting to test the LANDSUPPORT platform. Others may not be so willing to get involved. During the [online] workshops, we showed the functionalities of the platform, but when the moment came to actually use it, the number of participants grew smaller and only those already familiar with online mapping eventually remained"*.
- **Online facilitation and technical dissemination.** Organising online workshops did have several advantages. Often, it made it easier for organisers to find common

meeting dates, or to make participants fill in evaluation surveys at the end of a workshop. However, feedbacks from organisers on the benefits of online workshops were mixed. Some organisers explained that for them, it had been more difficult to mobilise stakeholders online and that many meetings originally planned face-to-face ended up being smaller than initially planned. Additionally, online workshops present a challenge for the facilitation. It is not always easy for organisers to make the workshops interactive and ensure participants are following the discussions, or to foster exchanges between people rather than only collect their questions for the presenters.

- **Evaluating several tools at once.** The evaluation of the LANDSUPPORT tools relied on an evaluative questionnaire that participants had to fill in online at the end of a workshop. Introducing several tools at once to participants was considered by some organisers an excellent way to present the platform, because of their interconnectedness. However, it made it also difficult and confusing for participants to evaluate them separately.
- **Technical issues of the platform.** The LANDSUPPORT online platform met various technical issues during the project, which sometimes made it impossible to use the tools. The same issues could arise when the internet connexion was unreliable. This could create difficulties during the testing and dissemination workshops when came the moment of using the tools. **One solution found by organisers was to prepare in advance dissemination material** (e.g., screenshots of the platform, pre-recorded demonstration videos) to anticipate technical issues during the live testing of the tools, and ensure participants still had a chance to discover the functionalities of the platform. However, using such "offline" alternatives often meant losing spontaneity and the ability to answer participants' questions by navigating together the LANDSUPPORT platform. One organiser noted that after using such dissemination material to present and discuss LANDSUPPORT tools, the evaluative feedbacks from participants on the tools could not be entirely reliable.

## 3.2. Online and in-person facilitation techniques

### Facilitation techniques

Regardless of their online or offline set-up, workshop organisers had to perform a challenging task: presenting an online, complex platform with a vast suite of tools available to various types of stakeholders (researchers, administrative officers and members of local or regional governments, local professionals such as farmers or tourism professionals, students, thematic experts...).



According to organisers, a key aspect of a successful facilitation was to **hold the national or local workshops in participants' mother tongue (i.e. Hungarian, German or Italian)**. This means translating as much as possible the material used to present the LANDSUPPORT platform (e.g., leaflets, flyers, evaluation questionnaire...) from English to people's native language (Photo 2).



*Photo 2 : Screenshot from the presentation support used in a LANDSUPPORT dissemination workshop, held in Hungarian (Zala county, Hungary).*

The **evaluative part of the workshops**, which is crucial to obtain systematic feedbacks from stakeholders on the LANDSUPPORT platform, was often reported as the most difficult to implement, because participants could be tired and not willing to fill in a questionnaire after a 1 or 2-hour-long workshop. To collect this feedback, an organiser from ISPRA (Italy) decided to announce half an hour before the end of the workshop that an evaluative questionnaire would be shared to participants, in order to ensure people would be aware that this was a part of the workshop and their participation was required. Another organiser from IASK (Hungary) designed for the same purpose a quick 3-question survey to ensure collecting evaluative data from all types of workshop participants, even those who would attend a general presentation instead of testing the LANDSUPPORT tools on the platform.

### Online vs. in-person workshops: adapting the Covid-19 pandemic

The Covid-19 pandemic, which started in the first months of 2020, strongly modified the organisation of testing and technical dissemination meetings for every partner involved in the LANDSUPPORT project.

The LANDSUPPORT general assembly meeting, planned in Vienna in July 2020, was for instance cancelled, and all interactions within the projects switched online<sup>2</sup>. This had a big effect, as LANDSUPPORT is a project where partners were supposed to meet live and on numerous occasions, particularly for national working meetings. In Austria for instance, all the meetings planned with the Austrian agency for health and food safety (AGES) were cancelled. Several online meetings were organised instead, but in this specific case this format made it more difficult to mobilise the same amount of people (e.g., 50-100 attendants). Until the last weeks of the project (April 2022), it remained difficult to plan face-to-face workshops.

<sup>2</sup> An amendment for a 6-month extension was granted to the LANDSUPPORT project.

**A high level of adaptation from partners to this situation was nevertheless observed, and chances to connect with new stakeholders on the field were seized.**

To face this situation, **LANDSUPPORT coordinators organised regular online alignment meetings to gather organisers.** Their objective was to allow workshops organisers to share their experiences and fine tune. Partners also helped each other, through one-to-one meetings to share advice about the organisation of workshops in these new conditions. An organiser from Zala County explained that, as they were unable for a time to organise workshops because of the pandemic, they made a video to introduce the Land Take tool and sent it to their target groups. They explained that in the end, it was in any case considered as a good way to communicate about the tool<sup>3</sup>.

All workshop organisers interviewed reported similar observations:

- **Online workshops tend to hinder interactions between participants**, compared to presential workshops. Participants are more likely to speak only if they are directly asked to, or to engage in a discussion with speakers only and not with each other. To avoid this issue and in order to stimulate interactions, organisers from Regione Campania (Italy) organised online interactive moments through **post-its and polls**.
- **Facilitating an online meeting means not having complete control** on how participants are following the presentations and using the tools. It may mean that some people are not fully attentive, but it can also have beneficial effects. For instance, the workshop organiser from Zala County (Hungary) reported: *"during online workshops, we followed our planned scenario, but some people started to use the platform in real time. They wanted to try live what our expert was showing them during his presentation. We told people they should watch the presentation and then try to use the platform, but some curious members tried it live during the presentation. This was not planned but it was actually a good mix for participants: following the presentation and experimenting in real time"*. This approach was also experimented by ISPRA (Italy) during one workshop and the organisers confirmed it had a positive impact: *"one demonstration was made on a participant's computer, as he was testing the tool under organisers' guidance: this approach worked well, it was a positive experience for users and it raised their attention"*.

The workshop organisers did not receive **a specific training through the LANDSUPPORT project to organise and facilitate online workshops**, but rather "learnt by doing". None of the organisers interviewed reported it as a lack from LANDSUPPORT, stating that they did follow the *"train the trainer"* workshop at the very beginning of the project, tackling presential workshops as originally planned, and then they adapted on their own to the new Covid-19 working context. Several of them were already familiar with video conference tools (e.g., Zoom or Teams). As reported by one organiser, tips through the LANDSUPPORT projects for organising online workshops would however have helped to have consistent formats and contents.

Members of the Italian team (ISPRA, JRC, University of Naples Federico II) helped each other. Similarly, organisers from IASK, Zala County (Hungary) and EAA (Austria) also shared best practices. For example, online pop-up questionnaires were developed by IASK and shared

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<sup>3</sup> The video is available on the LANDSUPPORT Youtube channel: <https://www.youtube.com/watch?v=65HrrFL1o5c>

with Zala county; and IASK and EAA exchanged on communication material to distribute in events (e.g., flyers or posters).

Various interviews showed that the skills of workshop organisers to prepare and implement such meeting improved since 2020. As explained by two organisers from ISPRA (Italy): *"we all gained expertise and technical skills in the organisation of online workshops. Two years ago, if the same workshop had been organised online, it would not have gone so well as the latest one we recently organised"*. As summed up by a Zala County organiser: *"we faced the challenges and we learnt from them"*.

**Overall, online workshops were considered relevant for dissemination and communication** purposes about the LANDSUPPORT project and the suite of tools. However, when testing was involved (often tied with dissemination), it was considered more relevant to do it on-site, in order to collect participants' questions and favour discussions.

#### Positive experiences from the testing and dissemination workshops

Globally, according to the organisers interviewed, the workshops worked out well. For ISPRA and IASK organisers, **a positive aspect was the ability to refine and modify the target groups** and the identity of the invited stakeholders. This was made possible once organisers understood better how the LANDSUPPORT tools worked and who they could be useful for. This allowed to target relevant organisations as potential end-users.

Another positive aspect was the ability to communicate between partners working on WP6 (testing) and WP7 (dissemination), through the alignment meetings organised by LANDSUPPORT. As one organiser from Zala County explained: *"when we had the date and the target group, we asked WP6 people what we should show participants. We then chose to work with the most advanced tools because we knew they were working well"*.

#### Challenges and solutions to favour technical dissemination

- **Theoretical vs. practical workshops:** theoretical workshops were considered adequate to academic stakeholders, but to promote the platform and its use as part of daily activities e.g., to regional technicians, some organisers think the theoretical part should have been reduced – e.g., an entire morning devoted to theory is too long for people who are supposed to use the LANDSUPPORT platform without working in research.
- **Keeping it short:** it was recommended to avoid one-day workshops with technical stakeholders and shorten it to half a day at the most.

### 3.3. Feedbacks on the living lab process from participants and workshop organisers

The evaluation of technical & dissemination workshops realised during the LANDSUPPORT project showed that overall, participants were often happy and interested to be asked for their opinions on the platform and part of a living lab process.

On the other side of the organisation process, feedbacks from the organisers showed that while setting up a living lab had many benefits for developing an online platform such as LANDSUPPORT, it was a challenged process to implement.

Indeed, a living lab requires a careful coordination between workshop organisers and developers in charge of updating the platform. This coordination allows developers to effectively take into account participants' suggestions of improvements, but also to let workshop organisers know if some functionalities are temporarily or not yet available on the platform. On this subject, two workshop organisers reported that, for them, **the testing and dissemination calendar should be planned carefully and well in advance, but also that the development phase should be running as smoothly as possible when the platform is put in discussion with stakeholders.**

## 4. A PRACTICAL GUIDANCE TO PARTICIPATORY PROCESSES IN H2020 RESEARCH PROJECTS

### Before the workshop

Knowing the policy, research and technical background behind the LANDSUPPORT project

- **Knowing the Grant Agreement and the suit of tools very well in order to design the content of the workshops.** Terms and expressions from the project's Grant agreement (e.g., "usability", "reliability" ...) should be understood in the same way by every partner. A discussion on this subject should take place at the very beginning of the project.
- **"Think in policies, not just in tools": knowing the policies tackled by the LANDSUPPORT project and relevant to the various tools.** It can help to better identify the various functionalities and the usefulness of the tools, and later during the workshops to better answer people's remarks and questions.
- **Communicating with developers.** Knowing well the tools is very important for workshop organisers. This will ensure that they are able to have the tool operating during a workshop, and answer questions from participants. This will also make sure that they know exactly which information the developers need to improve the tool.

### Communication

- **Communication between project partners and between workshop organisers is paramount** to ensure they are aligned on the tasks to do. This takes a lot of effort and time, but once partners/organisers have gotten to know each other and found their communication structure, they can exchange information efficiently, help each other for workshop organisation and to adapt challenges, e.g., project challenges such as stakeholder mobilisation, or more global challenges such as the Covid-19 pandemic.

### Designing the testing and technical dissemination workshops

- **Selecting the relevant stakeholders to invite to the workshops.** It is important to select participants who are comfortable with online mapping and platform such as LANDSUPPORT. Additionally, several workshop organisers also reported that it was often more relevant to target qualified participants, instead of reaching the largest possible number of people. This should ensure the collection of relevant feedbacks and make sure potential future users of the platform are reached.
- **Finding the one person that will connect you to a network... or the one event where relevant stakeholders will gather.** This technique was particularly used by IASK (Hungary), where it was considered instrumental in reaching stakeholders such as green NGOs or people from the field of agroecology (Box 3).

*Box 3 : Judit PUMP from IASK (Hungary), on reaching stakeholders through relevant events and professional networks*



*"A careful examination of the relationship between the relevant strategies and the tools helps in identifying events or conferences where various stakeholders can be met. Poster presentations, organisation of testing workshops or having an exhibition stand with computers for testing the tools are all different ways in getting part of official programmes. To learn the opinion of the stakeholders, it is important to give enough time for discussion during the testing and to lead it as a semi-structured interview. We went to the Green Parliament (a yearly event gathering environmental NGOs from Hungary) and as a positive outcome of our activity there, we could organise further testing workshops with the Hungarian WWF and with agroecological farmers. Also, participation at the yearly conference of stakeholders protecting groundwater (the attendants were rather engineers) proved beneficial. This approach helped us to identify more stakeholder groups for testing the LANDSUPPORT tools, to learn their opinions and needs and to promote dissemination".*

- **Inviting a keynote speaker to intervene at the workshop.** For EAA and Zala County organisers, it was important to find a speaker renowned for his/her expertise on the subject of the workshop and ask them to explain participants how LANDSUPPORT can be useful for them. Keynotes speakers also help publicise the workshop and attract participants, which strengthen the scope of communication about LANDSUPPORT.
- **Being creative!** Organisers should feel free to combine tools when tackling global themes such as climate change, and design the most appropriate workshop format in order to ensure the interest and engagement of stakeholders.

**During the workshop**

- **Adopting a practical approach to present the online platform,** rather than a theoretical one, to favour stakeholder interest and participation. Participants should be given more possibility to enter the platform and test it live on their personal computer while the presenter is presenting the set of tools.
- **Keeping it short:** webinars shouldn't be longer than 2 or 2 and a half hours. The duration can be longer for in-person events or depending on the type of stakeholders and the level of expertise.
- **Always having a plan B.** In case of technical issues during the workshops (bad internet connexion, bug of the platform), then alternative material should be available right away to keep the workshop going e.g., screenshots of the platform, mini-videos corresponding to various features/processing steps of the platform.
- **Translating the dissemination and evaluation material from English to participants' native language.** This ensures that participants understand everything and strengthen their attention and interest in the workshop.
- **Contextualising the tools by giving as many examples as possible.** There is a lot of tools and platforms already existing for soil decision, but LANDSUPPORT is unique because it combines all the different data available into one single platform. To help people understand its potential, organisers recommend using multiples examples taken from participants' area of work/life during the workshops.

#### Evaluation

- **Sending the evaluative questionnaire to participants before the workshop.** This could help participants know better what to expect. During the workshop, they could then watch tutorials knowing already what aspects of the tool(s) they should particularly focus on to give helpful feedbacks to organisers and developers.

#### After the workshop

##### Communication

- **Communicating about the results of the workshops with other partners/organisers.** Sharing the analyses of the workshops' results can be very helpful to improve their organisation and get an overview of the ongoing living lab process, but also avoid facing similar challenges when it can be avoided.

##### Following-up on the workshops

- **Coming back to participants several weeks/months after a dissemination workshop, to monitor their use of the platform and understand how useful it is for them.** This was not organised in the context of LANDSUPPORT, but it was brought to attention by one partner that it would be very useful to collect long-term feedbacks on the platform, once participants have had time to use it extensively and know it better. If they have faced technical issues or need more guidance to use the tools for decision-making, this would also be the occasion to guide them.

## ANNEXE I: LIST OF PERSONS INTERVIEWED

Persons interviewed	Institutions	Date of the interviews	Number of workshops organised (at the time of the interview)
Amedeo D'ANTONIO and Vivien BUONOCORE	Regione Campania	March 2022	2 workshops at the beginning of the project (preparatory workshops) 1 workshop targeting Regione Campania staff on land take 1 workshop on the nitrate tool 2 webinars on ecotourism and viticulture
Michele MUNAFÒ and Marco DI LEGINIO	ISPRA		1 preparatory workshop in-person, 1 on land take online, 1 with INU (National urban planners institute) online, 1 with regional agencies online
Anita KELEMEN	Zala County government		5 workshops
Barbara BIRLI	EAA		5 workshops
Judit PUMP	IASK		5 workshops
Kathrin PREBECK and Anca FLOREA	MODIS		∅



## ANNEXE II : INTERVIEW GUIDANCE

### Context

The H2020 project LANDSUPPORT was launched in May 2018 and will run until April 2022.

To develop the most relevant and useful S-DSS, efforts were put into mobilizing users and stakeholders in order to collect their feedbacks on the various LANDSUPPORT tools and disseminate the final results.

As the project draws to an end, we would like now to collect your opinion and your feedbacks on the series of workshops organized between 2018 and now. This information will feed a **global evaluation and practical guidance report entitled "Working with users and stake-holders in scientific h2020 re-search projects - Evaluation of experiences with stakeholders' involvement in the LANDSUPPORT project, lessons learnt and practical guidance"**

To illustrate the report, we would like to integrate several **focuses on workshop organizers**: would you agree to be the subject of one of these focuses (could we use your name, a photo of you and highlight your answers in the report)?

### Questions

1. Can you present yourself and explain your role and your main activities in the LANDSUPPORT project?

#### Before the workshops

2. How many workshops or meetings with users/stakeholders did you organize?
3. How did you proceed to organize these meetings?
  - How did you select participants?
  - Did you manage to reach people outside of their already established networks? How?
  - Did you adapt the format of the workshops to the type of stakeholder participating (e.g., planners, farmers, elected representative, researchers...)? If so, how?
4. Did you face challenges in mobilizing stakeholders/users to take part in the living lab process? If so, how did you overcome these challenges?

#### During the workshops

5. What kind of facilitation techniques were used?
6. What was the difference between online and in-person workshops in terms of facilitation?
  - Did you receive a training (formal, informal) to organize online workshops? Could you rely on the support of LANDSUPPORT partners to share experiences and good practices?
  - Did you face specific challenges to mobilize participants online? If so, how did you overcome them?

7. In the end, what worked well and what didn't?

After the workshops

8. Which lessons did you learn from these workshops, in terms of stakeholder engagement?
- Will you change your practices the next time you must organize workshops? How?
  - Do you have 'tips' for other workshop organisers?