



Best practices on communication, stakeholder involvement & networking

Feedback from a previous LIFE platform

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Platform Meeting on Plastic waste prevention and reuse systems, 12/02/2025

Overview

- Background: LIFE platform in 2019
- Conclusions from workshops:
 - Communication & networking
 - Stakeholder engagement
- Useful links/reference materials

Background: platform here, in Oct 2019

- Platform meeting on Natura 2000 governance, hosted by LIFE BNIP
- All IPs working on Natura 2000 participated
- Last day, several workshops to exchange, among others, on
 - Communication (& Networking)
 - Stakeholder engagement

Communication & networking

- Clear and well-designed communication strategy
 - From start, involving key stakeholders, and keeping it as “live” doc
- Identify key target groups and find right “story” for each
- Use also topical issues like climate change
 - To reach more people or to have more impact on decision-makers
- Identify ambassadors and key figures
 - Target right people with right approach / story → efficient impact on target groups

Communication & networking

- Other comms tips:
 - Involving local authorities in local communication activities
 - Having a journalist in the project team
 - Using project partners to facilitate a more capillary communication
 - Working with the media:
 - keep an up-to-date list of media contacts
 - pay attention to the time period you want to get media's attention;

Communication & networking

- Network! : use LIFE funding to develop networking activities at EU level, sharing experiences on management, reporting, communication, funding opportunities etc.
 - Advise: consult LIFE Monitoring Helpdesk if not included in scope of grant agreement

Stakeholder engagement

- Develop participatory processes with stakeholders (takes time & resources)
 - to define together the issues at stake
 - to make their interests known and listen to their interests
 - to discuss possible solutions together
- Key questions to identify interests of different groups:
 - Why is that important for you?
 - What elements should the solution hold to be a good solution for you?
 - Are there other things of importance to you?

Useful materials & links

- LIFE Meadow Birds [communication manual](#)
- LIFE website [communication section](#)
- List of ongoing LIFE projects in your country: see country fiche in https://cinea.ec.europa.eu/programmes/life/life-european-countries_en

The LIFE Programme on social media & newsletters



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[@CleanEnergy_EU](https://twitter.com/CleanEnergy_EU)

[@cinea_EU](https://twitter.com/cinea_EU)



[LIFE Programme](https://www.linkedin.com/company/life-programme)

[CINEA – European Climate, Infrastructure and Environment Agency](https://www.linkedin.com/company/cinea)



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Thanks!