



COLLABORATIVE METHODS FOR STAKEHOLDERS ENGAGEMENT

Join the discussion!
Free webinar on March 9, 2016

HOW TO
ENGAGE WITH
STAKEHOLDERS
ON COMPLEX ISSUES?

9
march 2016
3-5 PM (CET)

How do organizations best work with stakeholders on complex issues? The challenge set out in this question is tackled during our free live webinar on **9 March 2016**.

COMPLEXITY ENGAGEMENT: STAKEHOLDERS, COLLABORATION AND CHALLENGING PROBLEMS.

Live from Lugano, Switzerland, keynote speaker Edward Andersson, will present Deliberative Engagement techniques as a way to engage stakeholders. A panel of researchers will present the results of the SME-DE project funded by the European Commission under the LLP Erasmus Program.

They will discuss how organizations can best engage small and medium sized enterprises (SMEs) on shaping policy and generating solutions on climate change, by using collaborative methods such as Deliberative Engagement. English will be the working language of the webinar and both speaker and researchers will answer any questions you may have.

On the same day we will also share the Deliberative Engagement Best Practice Guide, the Executive Education Program outlines, as well as the Final Synthesis Report of the Case Studies done in UK, Italy, Bulgaria, Croatia and Denmark.

For more details about the webinar and about the SME-DE project visit our website.



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PROGRAMME

9 March 2016

3 PM - 5 PM (CET)

Live from the Global Alliance at USI
Lugano, Switzerland

Welcome!



Project Lead Coordinator
Dr Ralph Tench
Professor of Communication



Paul Willis, Director
Centre for Public Relations
Studies

Keynote speaker:

What is deliberative engagement and how can it be used when engaging SMEs?



Expert on DE-engagement:
Edward Andersson
Co-Founder of Involve - London, UK.

What did we find when engaging small and medium sized enterprises?

Presentation and discussion of research results from the European SME-DE project.



Luca Brusati, Ph.D.
Scientific Coordinator
Laboratory for Research in Economics and Management
Department of Economics and Statistics
Udine University, Italy





PROGRAMME

9 March 2016

3 PM - 5 PM (CET)

Live from the Global Alliance at USI
Lugano, Switzerland



Gertrud Latif Knudsen, PhD

Research associate

Centre for Corporate Communication, Business and Social
Sciences

Aarhus University, Denmark



Clive Mitchell

Programme Manager

Involve

London, United Kingdom

The discussion is open for your questions via the GoToMeeting platform and will be moderated.

Where to go from here?

Vanya Atanasova (Bulgaria) and **Paolo Fedele** (Italy) launch the Deliberative Engagement Best Practice Guide.

They also present the outline of the Executive Education Programme produced by the research team, as well as the Final Synthesis Report of the Case Studies carried out in the UK, Italy, Bulgaria, Croatia and Denmark.

[REGISTER FOR THE FREE WEBINAR](#)

