

Identifying stakeholders for green transformation goals

WHAT ▪ On 28 and 29 March 2019, IDEPA (now SE-KUENS) brought together experts in Covadonga to address the industrial transition through the circular economy under the slogan “a natural paradise in modern times”. In Asturias, a strongly industrialised economic model coexists with a natural environment of great value, which raises the need to reach a consensus with society on measures aimed at creating a circular hub in Asturias. The Asturias region is highly specialised in the processing industry, which accounts for 40 % of regional industrial employment. At the same time, one third of the territory is protected.

WITH WHAT ▪ The event was funded by the JRC as part of the Science Meets Regions project, subject of a public tender in July 2018. The challenge was addressed in a workshop of one day and a half, and the 38 participants were carefully selected, taking into account their skills and a balanced participation, considering the following profiles and roles:

- Authorities - institutional representation
- Administration - responsible for the challenge
- Scientific and Technological Researchers - technological opportunities
- Socio-economic Researchers - non-technological feasibility
- Industry - establish the objectives and needs
- International/national experts - framing the challenge in the international/national context
- Societal groups - advocate for social responsibility

- Rapporteur - Group leader, drafts conclusions

The methodology used was the “Innovation Camp Methodology Handbook” edited by the JRC. The event was held in a spectacular setting: the Picos de Europa Natural Park (the oldest in Spain), celebrating its 100th anniversary. The venue was organised to encourage open dialogue and explore ideas, with the preparation of a plenary, two spaces for group work, and a meeting place or Agora. A central screen showed real time events to allow social networks to follow and interact. Preparatory work was intense, with the following tasks standing out: carefully preparation of support documentation; selected participants were contacted with detailed instructions for group work; design of outreach tools; adaptation of methodology to challenge; elaboration of manual as a result.

EXPECTED RESULTS ▪ Some recommendations for a participatory process:

- Engage with technical work (avoid outsourcing all tasks);
- Build key partnerships (e.g., with industry leading this process);
- Identify and engage with appropriate firm individuals/entity (e.g., R&D and environmental departments);
- Strong legal barriers (avoid involving only research and innovation or economy ministries, go broader, e.g. environment);
- Monitor continuously, to identify unexpected results.

TERRITORY
Asturias, Spain

ACTIONBOOK ACTIVITIES
[Identifying stakeholders for given societal goals](#)
[Experimenting and demonstrating](#)
[Mobilising competences](#)

INTENSITY OF TRANSFORMATION



PARTNERS

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