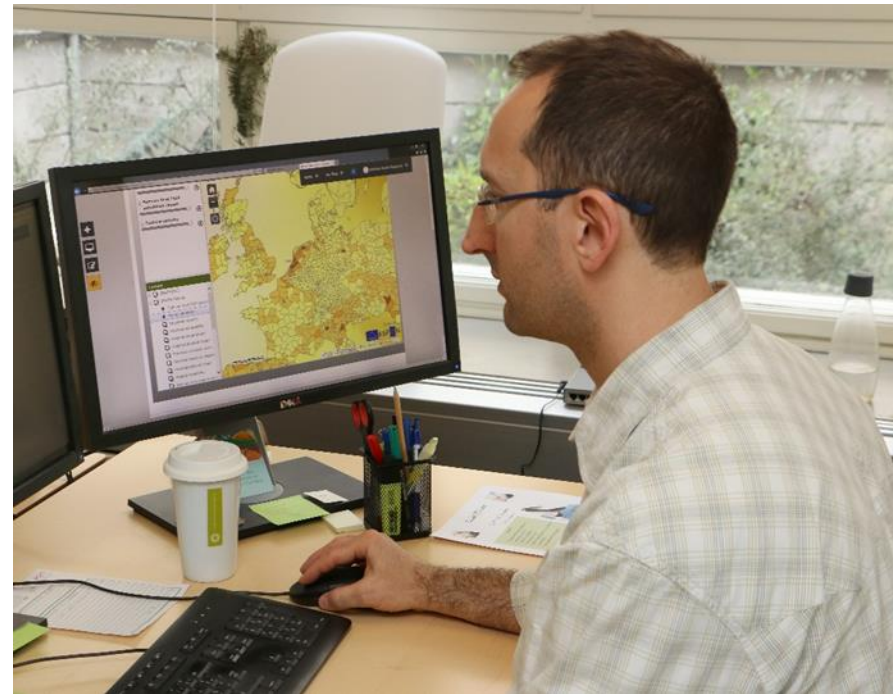


EEA Expert workshop on climate change adaptation platforms

Breakout Group 1:
**Understanding,
communicating and
engaging with users**
Copenhagen, 16 June 2016



Understanding, communicating and engaging with users

Understanding and communicating with users:

- Various successful ways (newsletters, surveys, workshops etc.)

Engaging users:

- Also various helpful strategies (workshops, webinars for discussing the platform development and use)



Keep user engaged from the beginning – The Climate Ireland example

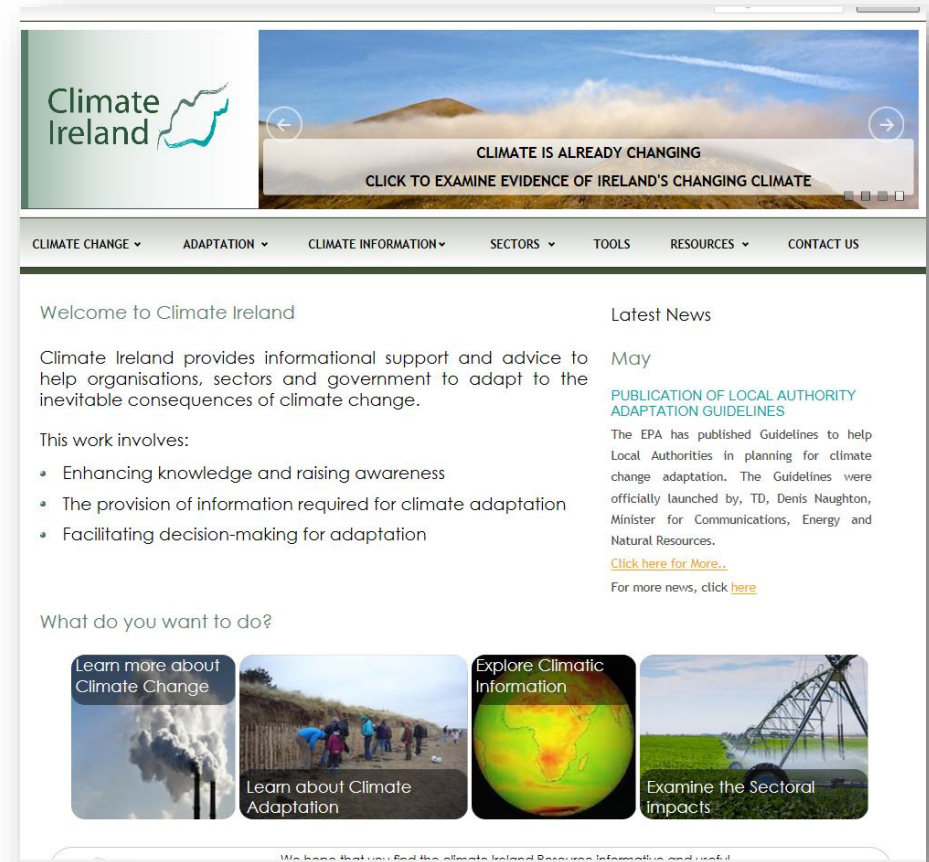
Involve selected user groups in the development of the platform

A phased approach to development:

- Phase 1 – Discovery Prototype (2011-2013)
 - Wide stakeholder scoping strategy
- Phase 2 – Pre-operational ICIP (2013-2015) (Local Authority)
 - Consult 3 selected authorities
- Phase 3 – Operational ICIP (2015-2016) (Sectors)
 - Consult a number of selected sectors

Continuously keep them involved

- by providing possibility to check new content and functionality on a platform test server in the background



Guiding questions: Selecting and Presenting knowledge

1. Which communication and engagement mechanisms and strategies do you value as successful and why? (Please consider both your perspective and that of the platform's users)
2. Which aspects of your approach would you suggest changing and why?
3. What are your plans for communicating and engaging with users in the future? (for what purpose, when etc.)

