

CONNECTED LEARNING

 CONNECTED-YOUTH.EU

 CONNECTEDLEARNINGMAP.COM

 @CONNECTEDLEARNINGYW

Step-by-step guide for involving stakeholders to create synergy

- What is a synergy:
 - Synergies occur when two different stakeholders have a similar goal and can achieve it more effectively together than it would be possible to do alone.
 - By cooperating, they are both made more effective and their common goals are achieved. As an example, a municipality may have a goal of reducing the unemployment rate, whereas an NGO has a goal of integrating new migrants into the local community. A synergy could emerge if the municipality uses its resources to support the NGO to integrate migrants into the local labour market.
 - Synergy must be distinguished from fraud. If your synergy is resulting in double-funding, undermines the integrity or core values of your organisation, or sacrifices the quality of your output for financial benefit, then it may need further consideration.

Identifying opportunities for synergies in digital skills: Mapping Stakeholders

- To find synergies, first map stakeholders and their relationship to your topic, in this case coming from digital, innovation or education field.

Finding Synergies: Begin by choosing a stakeholder and asking:

- How can they support my goal? (i.e. what resources do they have access to?)

CONNECTED LEARNING

 CONNECTED-YOUTH.EU

 CONNECTEDLEARNINGMAP.COM

 @CONNECTEDLEARNINGYW

- Why would they support my goal? (i.e. what goal of theirs is linked to my goals?)
- How will I propose the idea of cooperating / How will I articulate and pitch the added value for the stakeholder of the proposed synergy?
 - Refer to Stakeholder Synergy Map

Stakeholder Synergy Map

This map offers examples of the resources and goals various stakeholder may have, to support you in creating a **Synergy Pitch**:

1/ Government Stakeholders

(such as local municipalities, national and international governmental administrations, and public bodies e.g., regional education boards which distribute education funding)

- **What** can they offer?
 - As public bodies, they can offer funding opportunities and opportunities for engaging in policy-making processes. They can also lend their legitimacy to the project by engaging with it, such as a town mayor speaking at an event.
- **Why** would they offer?
 - As public bodies, their goals are defined by democratic processes and will be articulated within public strategy documents or party manifestos. If you can align your goals with one of theirs through, for example, researching their youth strategy, digital strategy, or even commitments under international law through Council of Europe, European Union, or United Nations treaties or strategies, then you can leverage these prior commitments to access resources for your cause.



 CONNECTED-YOUTH.EU

 CONNECTEDLEARNINGMAP.COM

 @CONNECTEDLEARNINGYW

2/ Educational body stakeholders

(such as public and private schools and universities, research labs, and public/private educational organisations)

- What can they offer?
 - Many educational organisations are oriented around young people and engage with young people from across a wide range of backgrounds and with a wide range of interests. This can be a valuable resource for **accessing young people** outside of an NGOs typical community, and offers a **strong network for dissemination**.
 - As a result of these communities of young people, educational bodies will often have access to an understanding of the state-of-play of young people's competences in that setting.
 - Most educational bodies will have access to educational venues and resources, and sometimes even access to specialist education material.
- Why would they offer?
 - Educational bodies compete for funding, prestige, pedagogical excellence and public image, as well as student interest. As such, if your project connects with one of their goals through, for example, enabling a university to show they are offering courses on cutting-edge technology, then they may see added-value in a synergy.
 - Universities will often have a public strategy, and link into national/international strategies. For example, many universities use the United Nations Sustainable Development Goals framework to inform their work.



3/ Private Sector Stakeholders

(such as social enterprises or businesses at a local, national, and international level)

- What can they offer?
 - Private sector organisations will have unique insights into the needs of the business community, such as what skills are in demand and what skills will be in demand in the near future. They also can provide job shadowing, or internships to young people to provide first-hand experience of a sector, and sometimes even pathways to apprenticeships or employment.
 - Resources, such as funding, venues and professional tools, are also available, as well as sectoral expertise through guest speakers.
- Why would they offer?
 - Local businesses are eager to show they are interested in the well-being of the community they operate within.
 - Many are in need of a workforce with specific competences, such as digital skills.

5/ Civil Society Stakeholders

(Such as NGOs, local and international, social movements and community groups)

- What can they offer?
 - NGOs can offer a large network of like-minded organisations and individuals. Including trainers, policy experts, advocacy experts and operational experts.
 - Both European and Local NGOs can offer many valuable communication channels for both dissemination of project

CONNECTED LEARNING

 CONNECTED-YOUTH.EU

 CONNECTEDLEARNINGMAP.COM

 @CONNECTEDLEARNINGYW

outcomes and for sourcing participants for activities.
(<https://www.youthforum.org/our-members>)

- Local NGOs can offer access to specific groups of young people, and to local expertise, networks and resources.
- Why would they offer?
 - Many civil society organisations have broadly similar goals, so synergy is straightforward to develop. Many are also implementing similar forms of projects (events, courses, network and capacity building, policy development, etc.) and as such, there will be many spaces to cooperate.
 - Organisations are often very open to organisations contributing to their events and offering an alternative angle on their topic.

6/ European Bodies/Institutions:

- What can they offer:
 - Funding through international grants, such as Erasmus+, and the European Youth Foundation.
 - Access to policy-making and decision-making processes within the European Union, the Council of Europe and further international organisations.
 - Access to publications and expertise. (To access expert researchers in the field of youth: <https://pjp-eu.coe.int/en/web/youth-partnership/peyr>)
- Why would they offer:
 - The EU has made clear its understanding of digital tech skills as an essential set of competences for the future of work. The European Union depends on civil society organisations to both implement its priorities, and to help construct its policy goals.