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## Alpine Soil Stakeholder Identification & Analysis

### Short introduction – the Alpine Soil Partnership (AlpSP)

In the framework of the Interreg Alpine Space project Links4Soils, the Alpine Soil Partnership (AlpSP) is established taking into account the sub-regional-level priorities and natural and cultural conditions of the Alpine Region.

The AlpSP activities were officially launched during the Links4Soils project kick-off meeting in Ljubljana, Slovenia in May 2017. The meeting allowed the first review of needs and ideas from Alpine Region stakeholders for the future AlpSP activities.

The Alpine Soil Partnership is aiming towards federating all various stakeholders and institutions in the Alpine Region. Close cooperation with existing network structures such as the CIPRA, the EUSALP AG6, the Alpine Convention, the European Soil Partnership (ESP) and the Global Soil Partnership (GSP) is aspired.

As a multi-stakeholder partnership the AlpSP joins forces of experts and authorities to introduce soil protection in land management practices and promotes Alpine-wide cooperation on soil protection & ESS management. Stakeholders from cross-cutting sectors like forestry, agriculture, spatial planning may benefit from the first Alps-wide experts and practitioners network.

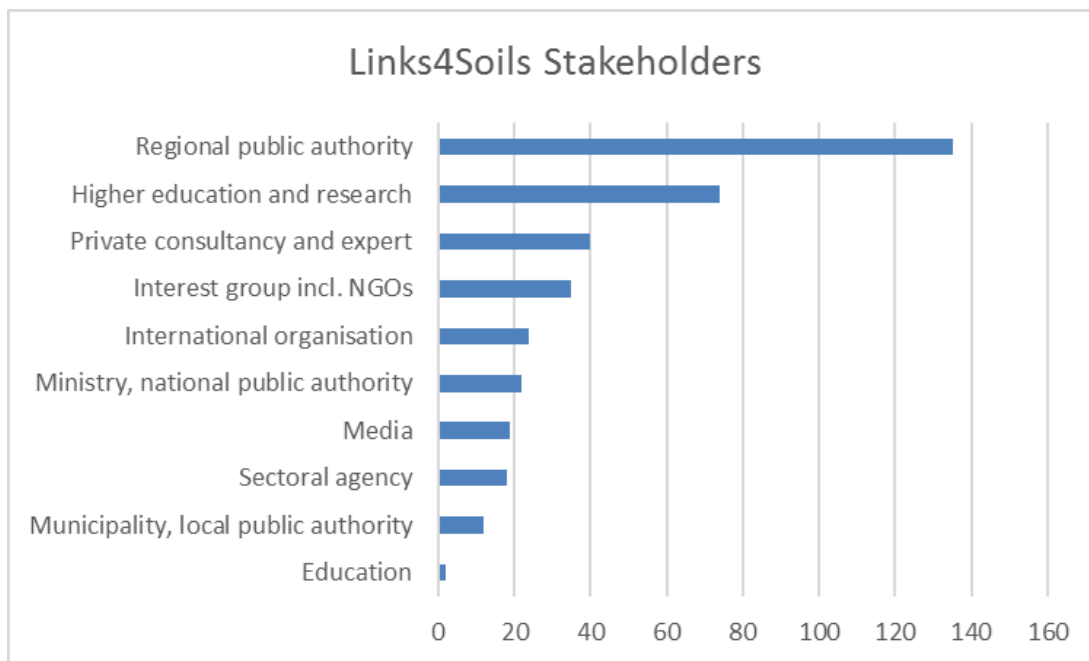
In order to strengthen the structures and establish a long-lasting expert network, an Alpine soil stakeholder identification and analysis is carried out (Deliverable: D.T1.1.3).

## 1 Overview: Sectors & stakeholder categories

The multi-stakeholder partnership follows the categorization of decision-makers, end-users, soil institutions/data providers, practitioners according to the following sectors which are again subdivided into categories:

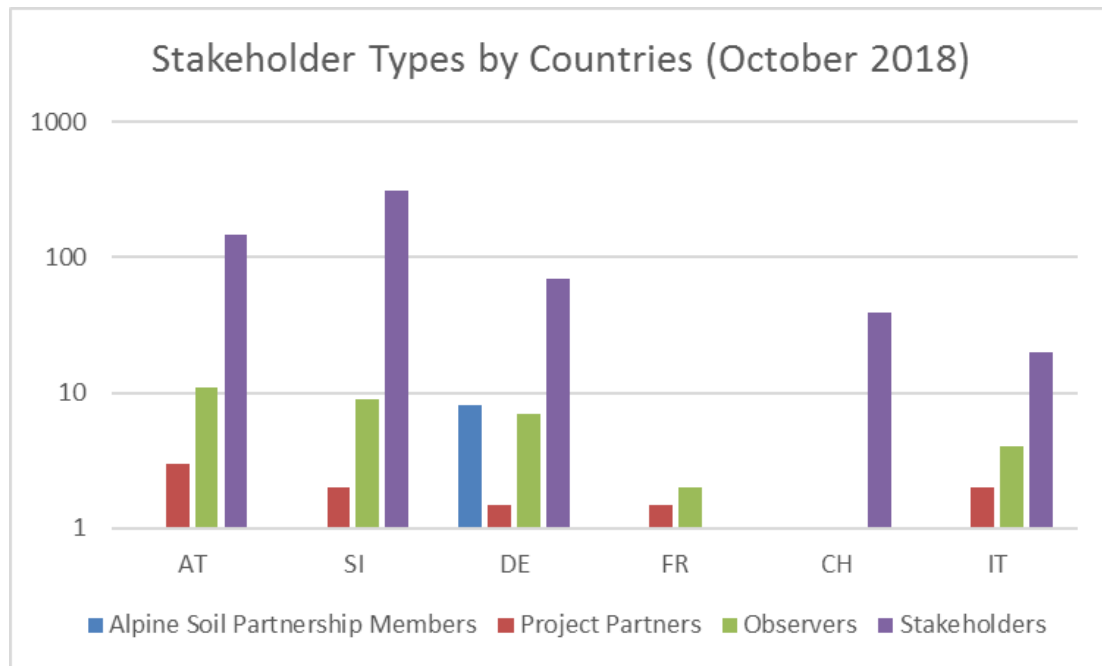
### Sectors

- Education & research
- Interest groups including NGOs, international organisations
- Local, regional and national public authorities; sectoral agencies
- Private consultancies and experts, land owners
- Media



### Categories

- Project Partners
- Observers
- Alpine Soil Partners
- Strategically important partners
- Stakeholders



A total amount of 585 stakeholders were identified (October 2018) across all participating EU countries except FR (AT, DE, IT, and SLO). The stakeholder list of France still is missing. Most of the stakeholders were contacted by phone call (project observer) or newsletter. The Links4Soils project meetings comprise 52 (Ljubljana), 32 (Innsbruck) and 28 (Grenoble) participants. Amongst 22 persons joined the AlpSP (October 2018).

In order to increase the amount of members, various communication approaches were used. A promotional folder was published in May 2018.

#### Communication channels

- Newsletter contributions
- L4S newsletter
- Regional newsletters
- Personal contact with strategically important stakeholders
- Participation at and organisation of meetings

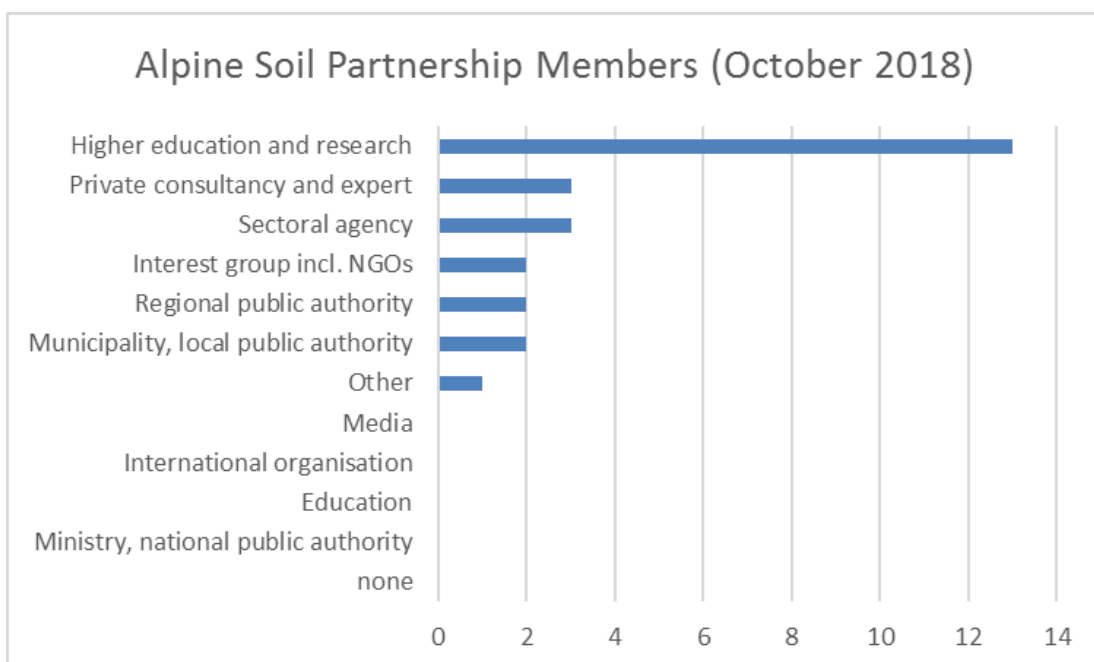
The effectiveness of the e-mail communication is shown below: the analysis of the sent campaigns via mailchimp reveals that between 25 and 50 stakeholders open the attached files or the inserted links (6 – 14 %).

<a href="#">Reminder Munich Meeting</a> <b>Regular</b> • Links4Soils_Newsletter Sent on Thu, 04 Oct 2018 20:44	417 Subscribers	28.9% Opens	6.6% Clicks
<a href="#">Invitation Munich Meeting</a> <b>Regular</b> • Links4Soils_Newsletter Sent on Fri, 20 Jul 2018 16:18	415 Subscribers	36.0% Opens	12.8% Clicks
<a href="#">Newsletter 1/2018</a> <b>Regular</b> • Links4Soils_Newsletter Sent on Fri, 08 Jun 2018 13:55	417 Subscribers	30.5% Opens	5.9% Clicks
<a href="#">Invitation Grenoble Meeting</a> <b>Regular</b> • Links4Soils_Newsletter Sent on Thu, 01 Mar 2018 20:00	411 Subscribers	40.0% Opens	10.9% Clicks
<a href="#">Reminder November meeting 2017</a> <b>Regular</b> • Links4Soils_Newsletter Sent on Mon, 23 Oct 2017 9:47	411 Subscribers	38.3% Opens	14.3% Clicks
<a href="#">Newsletter 1/2017</a> <b>Regular</b> • Links4Soils_Newsletter Sent on Mon, 09 Oct 2017 9:30	415 Subscribers	33.6% Opens	10.9% Clicks

## 2 Target group identification

### 2.1 Current members of the Alpine Soil Partnership

Who is in the Alpine Soil Partnership until now? The diagram shows that currently there is a large proportion of scientists joining the Alpine Soil Partnership, which is not in line with the overall categorisation of the stakeholders (see above).



## 2.2 Personas for the Alpine Soil Partnership

To identify needs of the categories we developed personas of potential members of the Alpine Soil Partnership.

On the method of developing personas:

[https://en.wikipedia.org/wiki/Persona\\_\(user\\_experience\)](https://en.wikipedia.org/wiki/Persona_(user_experience))

1. The interested and highly-informed **representative of the public regional authority**
2. The **soil scientist**
3. The networking **multiplier** from international/interdisciplinary/transdisciplinary organisation
4. The **innovative soil start-up/SME**
5. The **dedicated local politician**

## 2.3 Critical FAQs

1. Yet another network? Please do not overlap with existing structures!  
A network for multipliers, embedded in Alpine Convention
  - a. National Scientific Communities are well established, on international level IUSS.
  - b. Sectoral actors work on and spread sustainable soil management practices (esp. in forestry, agriculture, spatial planning) by sectoral agencies and specialised research organisations
2. Alpine space is not an identification and practically difficult!  
Languages and legal systems divide the stakeholders.
3. Regional administrations are linked amongst each others within the countries.

# 3 Strategies

## 3.1 Goodpractice concept: Austrian Soil Forum

- Austrian meetings twice a year
- Focus topic of each meeting: broadening the audience by keynote speeches
- Experience and knowledge exchange by sharing current happenings of all participants in a plenary presentation circle
- Knowledge exchange: research and practice and legal aspects > find new approaches, ideas for projects, build on lessons learnt of others
- Knowledge and networking platform: [www.bodeninfo.net](http://www.bodeninfo.net)

### 3.2 How to meet the challenges posed by the personas?

Persona	Role in relation to soil management	Status quo	Challenges for the Alpine Soil Partnership	Possible strategies
The dedicated local politician	implement sustainable soil management activities in municipalities	how to build up energy to start activities for sustainable soil management, very locally embedded	find approaches that are transferable to municipalities, develop formats to share very applied knowledge on sustainable soil management	The AlpSP shows and shares applied good practice examples to inspire.
The innovative soil start-up/SME	develop product to fill gap in supplies of applied sustainable soil management	get (scientific) acknowledgement for their idea and (marketing) support	AlpSP needs to be open to productively discuss quality standards of sustainable soil management and potential critique on approaches	The AlpSP offers a clear vision and positioning towards climate change etc. and shows transparently how to meet soil threats and challenges in order to evaluate and discuss approaches of SMEs.
The networking multiplier	develop communication approaches, guidelines for decision-making	already dealing with many networking activities	present new findings, approaches, new topics, results, challenges	Members of the Steering Committee of the AlpSP present current developments and networking approaches at multipliers' meetings of other organisations.
The soil scientist	researching innovative/fashionable approaches and topics on soils	looking for implementation of research results to provide social benefit	guarantee an added value to existing soil science societies	The AlpSP works towards applicable scientific results and target-group oriented language of presentations that meets the interest of society.
The interested and highly-informed representative of the public regional authority	implementation of soil management with sectoral and regional focus	alone with the topic soil in the administration	reflect on the transferability of sustainable soil management practices/approaches for regional needs	The AlpSP initiates regional transdisciplinary networks that are easily reachable.

### 3.3 Regional approach

Languages and legal systems divide the stakeholders of course.

Therefore: Regional sub-networks combined with stakeholders who work transnationally (e.g. current Links4Soils project partners).

The regional networks take over the role to

- ➔ identify strategically important stakeholder and institutions of the sectors
  - Direct contact
  - Invitation to meetings
  - National language contributions
- ➔ Organise events/meetings on applied topics of sustainable soil management (cross-sectoral or sectoral)
  - Present regional good practice examples or findings
  - Offer a transdisciplinary exchange with stakeholders from different target groups by sharing their ideas to sustainable soil management in a participatory way
  - Highlight the importance of cooperation in the topic soil

### 3.4 [www.alpinesoils.eu](http://www.alpinesoils.eu)

What do we offer our Alpine Soil Partners?

- ➔ Knowledge/Overview of SbES, soil glossary, good practices
- ➔ Soilcheck: how to implement sustainable soil management in municipalities
- ➔ Visibility on [www.alpinesoils.eu](http://www.alpinesoils.eu) as soil expert
- ➔ Member area?
- ➔ Newsletter (ask for contributions)

## 4 Conclusion

Digital communication: use easy to follow updates – newsletter, facebook news

(Regional) Meetings: Applied focus topics of regional interest.