# External Stakeholders Management

## 1. Purpose

## This document formalizes the procedure to be followed for managing external relations in the CHARM-EU alliance after the conclusion of WP13 in December 2024, within the scope of the CHARM-EIGHT project. It outlines the responsibilities of WP14 and WP15, the establishment of a dedicated email address, the review of deliverables, and the engagement with external stakeholders. If the CHARM-EU alliance wishes to create a Joint Virtual External Relations Office in the future, the elements of this procedure will serve as foundational components for the activities of this office. This policy is valid until the end of 2026 (end of the CHARM-EIGHT project), solutions fot the continuity of activities will need to be found by then.

## 2. Definitions

* **External Stakeholder:**

CHARM-EU’s partnerships include various types of stakeholders, both academic and non-academic. These stakeholders contribute valuable insights and resources that enhance CHARM-EU’s relevance:

* Academic stakeholders: involvement at the European and international levels. Managed by WP14
* Non-academic stakeholders: partnerships with the private sector, public authorities, and civil society, managed by WP15.

These stakeholders should focus on achieving shared goals such as policy impact, evidence-based interventions, and the dissemination of actionable knowledge that benefits all partners involved.

* **WP14 (Worldwide Academic Partnership Network)**: CHARM-EIGHT Work Package responsible for managing academic partnerships globally.
* **WP15 (Worldwide Non-Academic Stakeholder Consolidation and Expansion)**: CHARM-EIGHT Work Package responsible for consolidating and expanding non-academic stakeholder relationships globally.
* **External Relations Committee**: CHARM-EU's advisory body for external relations, composed of different external stakeholders.

## 3. Scope

## This procedure applies to the management of external relations following the completion of WP13, incorporating the activities of WP14 and WP15.

## 4. Benefits

## Establish clear responsibilities of who oversees coordinating the relations with CHARM-EU's external stakeholder to ensure we can reach the objective of CHARM-EU's strategic planning (28/06/2024 1.4. Version approved by Rectors) to engage with 100 to 300 stakeholders by 2030.

## 5. Responsibilities and procedures

* 1. **Management of the External Relation Committee**

Leaders of WP14 and WP15 will jointly manage the External Relations Committee. This committee will serve as an advisory body, providing guidance and feedback on the deliverables and actions related to external stakeholder. Regular updates on the activities of WP14 and WP15 will be provided to the committee to ensure transparency and informed decision-making. The committee will be utilized to gather insights and recommendations that can enhance the effectiveness of the external relations strategy. If needed, WP14 and WP15 leaders will liaise between the External Relations Committe and the Executive and Strategic Boards.

* 1. **Establishment of an email address for external relations**

A dedicated email address, such as [engage@charm-eu.eu](mailto:engage@charm-eu.eu), will be established to facilitate communication with external stakeholders.

The response procedure will be as follows:

* **Academic stakeholders:** The **WP14** leader will be responsible for managing inquiries from academic stakeholders. Upon receiving an inquiry, the WP14 leader will assess its nature and redirect it to the appropriate person or body (e.g., WP team, Executive Board, Secretary General) for a timely and informed response.
* **Non-academic stakeholders:** Similarly, the **WP15** leader will manage inquiries from non-academic stakeholders. These inquiries will also be redirected to the relevant person or body based on the type and level of the request.

The WP14 and WP15 leaders will not decide or finalize collaborations directly but will act as points of contact to ensure that inquiries are handled appropriately and by the relevant decision-makers.

* 1. **Review and update of WP13 deliverables**

WP14 and WP15 will be responsible for the annual review and update of deliverable D13.1 External Stakeholders Needs Analysis. The objective of this deliverable is to gain a deeper understanding of their needs and expectations. This process will involve collecting feedback from stakeholders, analysing their needs, and updating the deliverable to reflect the latest insights.

Additionally, deliverable D13.2 External Relation Strategy will be reviewed at the end of the CHARM-EIGHT project. If necessary, an addendum can be added to this document following the needs analysis review. This review process will ensure that the external relations strategy remains relevant and effective in achieving the project's goals.

After updates, both documents will need be approved by the Executive Board. If the Executive Board finds it relevant, it will also be approved by the Strategic Board.

* 1. **Communication for stakeholders’ engagement**

Active involvement of the Communications WP/office is essential for effective engagement with external stakeholders. This will include the creation of various informational materials such as podcasts, newsletters, explanatory short videos about CHARM-EU values, bilingual flyers, a repository of best practices and success stories, and simple onboarding kits. These materials will help communicating the CHARM-EU's values and achievements, fostering stronger relationships with stakeholders.