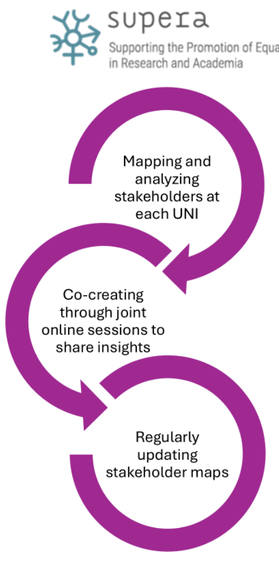
WP 2
T2.2 Stakeholder Mapping (led by CZU)

In the development and implementation of **Gender Equality Plans (GEPs)**, mobilizing all relevant stakeholders, both directly and indirectly, is essential to foster a sense of ownership and address potential challenges (EIGE, n.d.).
This inclusive approach ensures that the GEP reflects the **diverse needs** of various organizational sectors (e.g. faculties, departments, disciplines) and supports bottom-up processes. .

METHODOLOGY

In the AGRIGEP project, we stemmed from Freeman's (1980) definition of "stakeholder" to include any individual or group that can influence or be influenced by a university's GEP.

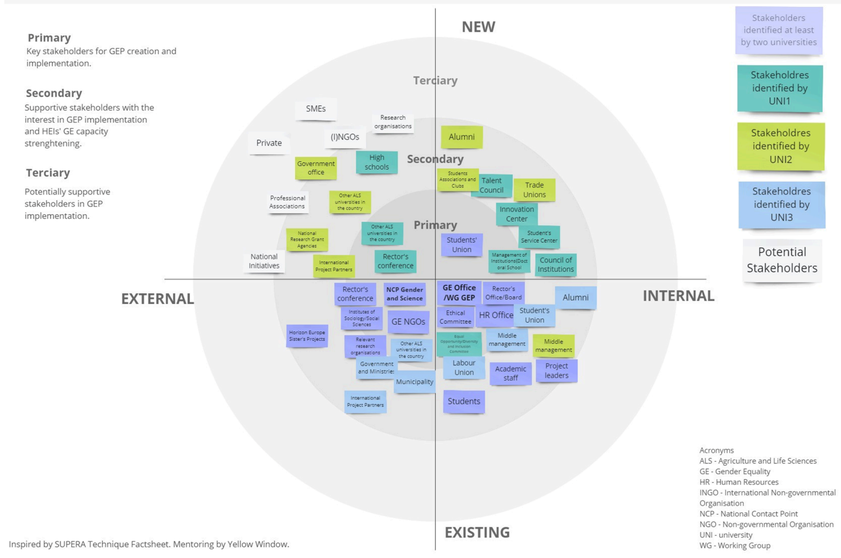
Co-creative methods such as focus groups, workshops, and the Miro platform ensured active participation at both individual and consortium levels.



We adapted the Stakeholder Mapping exercise from the H2020 SUPERA project (No. 787829).

RESULTS

GEP Stakeholder Mapping Results



Inspired by SUPERA Technique Factsheet. Mentoring by Yellow Window.

Concluding Messages for Further Steps

- Identifying **stakeholders' interests**
- Developing **comprehensive strategy** for stakeholders' engagement
- Approaching **actively to stakeholders' engagement**
- **Communicating GE(P) externally** incl. visual outcomes
- **Monitoring, evaluation** and regular updating of stakeholder maps

SWOT STAKEHOLDER MAPPING

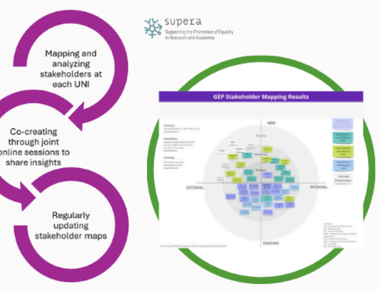
STRENGTHS:
AGRIGEP Team
GE body in operation in all RPOs
Instituonal settings at EU and National Level
Advisory Services for students and staff

WEAKNESSES:
Weak coordination of GE activities at RPOs
Lack of contacts and experience sharing with stakeholders
Missing closer cooperation among RPOs and stakeholders
Lack of international connections
Lack of private for-profit staleholders

OPPORTUNITIES:
Networking with other ALS universities and research organisations
Mobilising more internal stakeholders
Cooperation with international partners
Alumni mobilisation
International students mobilisation

THREATS:
Financial constraints - dependency on external funding only
Low or no external visibility of the GE importance for RPOs

Evolution of Stakeholder Engagement at RPOs



Identifying **stakeholders' interests**

Developing a **comprehensive strategy** for stakeholders' engagement

Approaching **actively** for stakeholders' engagement

Communicating GE(P) externally, incl. visual outcomes

Monitoring, evaluation and regular updating of stakeholder maps

GEP 2.0

GEP 1.0 → AGRIGEP → WP2 → Concluding Remarks → GEP 2.0 Drafting → **Shift from compliance-driven activities to participatory/ co-creative processes**

Eligibility Criterion for HE funds

Stakeholder Mapping (M12, M24)

broader and more systematic engagement of staff, HR, equality committees, student services & unions

Stakeholder Engagement (M 12 - M36)

References:
1.EIGE. Gender Equality in Academia and Research - GEAR tool.
2.Freeman, R. E. (2010). Strategic management: A stakeholder approach. Cambridge university press.

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