PRACTICE ABSTRACT

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Fostering joint action: bridging stakeholder engagement and media outreach

Podsticanje zajedničkih akcija: povezujući angažovanje stejkholdera i medijsku promociju

Lana Kukobat and Dr Žaklina Marjanović

Title of the good practice /activity
Fostering joint action: bridging stakeholder engagement and media outreach
Title of the good practice /activity (native language)
Podsticanje zajedničkih akcija: povezujući angažovanje stejkholdera i medijsku promociju
Main photo

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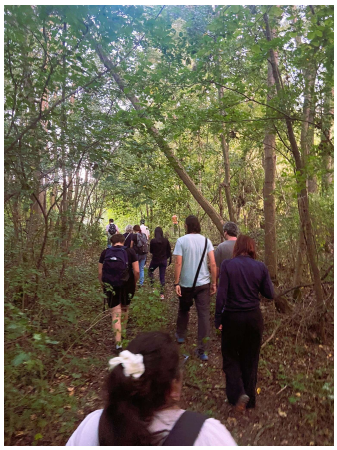
Legend for photo

The Truffle Research Union of Europe Conference participants have visited Living Lab in Serbia, during which team members from Living Lab Serbia presented the approach of the Eco2Adapt project in the protection of natural forest ecosystems. By emphasizing common interests on this important issue, the attention of stakeholders and the national media was drawn.

"why"	"zašto"
In response to the challenges of attracting stakeholders, we have devised a strategy that stimulates interest by presenting the activities and objectives of the Eco2Adapt initiative while emphasizing our common interests. Our approach entails incorporating information about our project's activities and goals into the materials used for presentations at every appearance in workshops, conferences, and scientific and social gatherings. This fosters stronger connections and understanding among all participants.	U susret izazovima privlačenja različitih stejkholdera, razvili smo strategiju koja podstiče interesovanje putem prezentovanja aktivnosti i ciljeva inicijative Eco2Adapt, istovremeno naglašavajući zajednički interes. Naša koncepcija podrazumeva da prilikom svakog pojavljivanja na treninzima, konferencijama i na naučnim i društvenim skupovima, inkorporiramo informacije o aktivnostima i ciljevima našeg projekta u materijale koje koristimo za prezentacije, stvarajući tako veću povezanost i razumevanje među svim učesnicima.
"how"	"kako"
Through data-driven presentations and engaging narrative, we highlighted pivotal role of interdisciplinarity in climate change adaptation and sustainable nature resource management. This engagement facilitated knowledge dissemination, networking, and support from national and international stakeholders. One such event even garnered the attention of the national media, enabling the presentation of Eco2Adapt project activities to a broader audience. Our contributions strengthened the project's impact within scientific and policy circles, enhancing its influence in addressing pressing climate change challenges.	Kroz prezentacije bazirane na podacima i angažujuću naraciju, naglasili smo ključnu ulogu interdisciplinarnosti u prilagođavanju klimatskim promenama i održivom upravljanju prirodnim resursima. Ovaj angažman olakšao je širenje znanja, uspostavljanje kontakata i podršku od strane nacionalnih i međunarodnih aktera. Jedan od ovakvih događaja privukao je pažnju nacionalnih medija, omogućavajući prezentaciju aktivnosti projekta Eco2Adapt široj publici. Naši doprinosi su ojačali uticaj projekta u naučnim i političkim krugovima, poboljšavajući njegovu sposobnost da se suoči s hitnim izazovima klimatskih promena.
Advantages of the practice/activity	Prednosti prakse/aktivnosti
This practice has had a significant impact on a more effective approach to engaging stakeholders which greatly contributes to raising awareness among the wider public. Through increased participation and the engagement of various interest groups, it has enabled a more inclusive and impactful	Ova praksa je imala značajan uticaj na efikasniji pristup zainteresovanim stranama, koji značajno doprinosi podizanju svesti šire javnosti. Kroz povećano učešće i privlačenje različitih interesnih grupa, omogućena je inkluzivna i efikasna inicijativa u kojoj se prepoznaje važnost međusobne saradnje u suočavanju s izazovima klimatskih promena.

initiative where interconnectedness is acknowledged.

Additional photo/figure, if any



Additional photo/figure legend, if any

Field visit during Truffle Research Union of Europe Conference 2023

NUTS3 location

Central Serbia

Main partners in good practise

Truffle Research Union of Europe Conference 2023 and INTACT RISE-MSCA Project "Innovation in Truffle cultivation, preservAtion, proCessing and wild truffle resources managemenT" Grant Agreement n.: 101007623

Further information: link to the www pages

https://www.intactproject.eu/

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eco2adapt - Ecosystem-based Adaptation and Changemaking to Shape, Protect and Maintain the Resilience of Tomorrow's Forests, is running from September 2022 to August 2027.

The overall goal of eco2adapt (a multi-actor, participatory project) is to create smart and practical solutions that will help forests thrive for generations to come. With the support of local communities, we're working on new ideas for managing forests to keep them healthy and resilient in the face of challenges such as climate change.

Project website: www.eco2adapt.eu