



FOT-Net seminar 'How to develop a FOT'
 October 16th October 2009, Paris, France

All materials are to be found on: <http://www.fot-net.eu/>

Agenda

MORNING SESSION	10:00 - 10:15	Welcome & Introduction	<i>Kerry Malone</i>
	10:15 - 10:40	Stakeholder analysis: theory	<i>Kerry Malone, TNO</i>
	10:40 - 11:00	How do interest groups influence environment, discussion and project?	<i>Wil Botman, FIA</i>
	11:00 - 12:30	Stakeholder analysis: case	
	12:30 - 13:00	Policy maker's view	<i>Jean-François Janin, French Ministry of Transport</i>
13:00 - 14:00 Lunch			
AFTERNOON SESSION	14:00 - 14:30	How does a project leader deal with all stakeholders?	<i>Isabelle Dussutour, ITS Brittany</i>
	14:30 - 16:00	Cooperation: role playing game	
	16:00 - 16:45	How to generate impact via de media	<i>Maarten Lörtzer, TNO</i>
	16:45 - 17:00	Conclusions	<i>Kerry Malone</i>

Report

On October 16th 2009 a FOT-Net seminar was organized in Paris by TNO in cooperation with ITS Brittany. The subject of this seminar was 'How to develop a FOT'. Central issues were how to identify and organize the stakeholders around your FOT and how to involve them. Twenty-two persons -from different countries and stakeholder groups - attended the seminar.

After a welcome by chairperson Kerry Malone (TNO), the day started with a session on stakeholder analysis. After theory and practical tips on stakeholder analysis (also by Kerry Malone), the participants applied their knowledge in exercises. These exercises were coupled to a case on a helicopter emergency medical service, presented by Wil Botman from the FIA. With the theory in mind, the participants tackled difficulties they encountered while performing a stakeholder analysis, including the categorization of stakeholders and identification of their interests and level of influence. After the exercises, Wil Botman revealed how he dealt with the stakeholders before the start of the project and in the project itself.

Before and after lunch, two speakers from France gave their view on how a FOT is organized and how to deal with all stakeholders based on their experiences with FOTs; first Jean-François Janin (Ministry of Ecology, Energy, Sustainable Development and Sea) from a policy point of view, followed by Isabelle Dussutour (director of ITS Brittany) from a project leader's point of view.

In the afternoon the most interactive part of the seminar took place: a role playing game. Five stakeholders around the table (government, road operator, car manufacturer, service provider and user organization) tried to make a joint proposal for a FOT in a fictional country. After a lot of discussions, negotiations and laughter, they succeeded in the end. They learned that the focus on a common goal is not an easy task and that stakeholder analysis helps to steer negotiations.

The last presentation of the day was by Maarten Lörtzer, press officer of TNO. He addressed the use of communication in a project - internal as well as external - and how to generate impact via the media: what factors make news NEWS? And how do you reach the right audience?

The sessions at the seminar were rated as (very) good by the participants. All participants contributed actively and discussions and interactions were lively and useful. We look back at a very enjoyable day.

Conclusions

From the seminar, the following conclusions were drawn:

- The 'stakes' or level of a stakeholder depend on the context or phase of implementation
- The context in which a FOT takes place is important to define in order to understand a stakeholder's interest or role
 - FOTs are a means, not an end
 - Strategic objectives need to be made explicit
- FOTs can give an impulse to policy
 - Remember that policy makers / government are not a homogeneous group
 - A FOT can change the way in which the goal is viewed
- Post-FOT implementation issues
 - Foresee consequences for stakeholders
 - Address exploitation of FOT results in the FOT
- News does not come out unexpectedly; it is planned for
- Use the media to reach stakeholders
 - Tailor the message, content and format to the intended audience

These conclusions are posted on the FOT-Net forum (<http://www.fot-net.eu/en/forum/>); please let us know how you think about them by posting a reply.