

The Anglian Case Study "MAP"

Multi-Actor Platform - New Network Engagement

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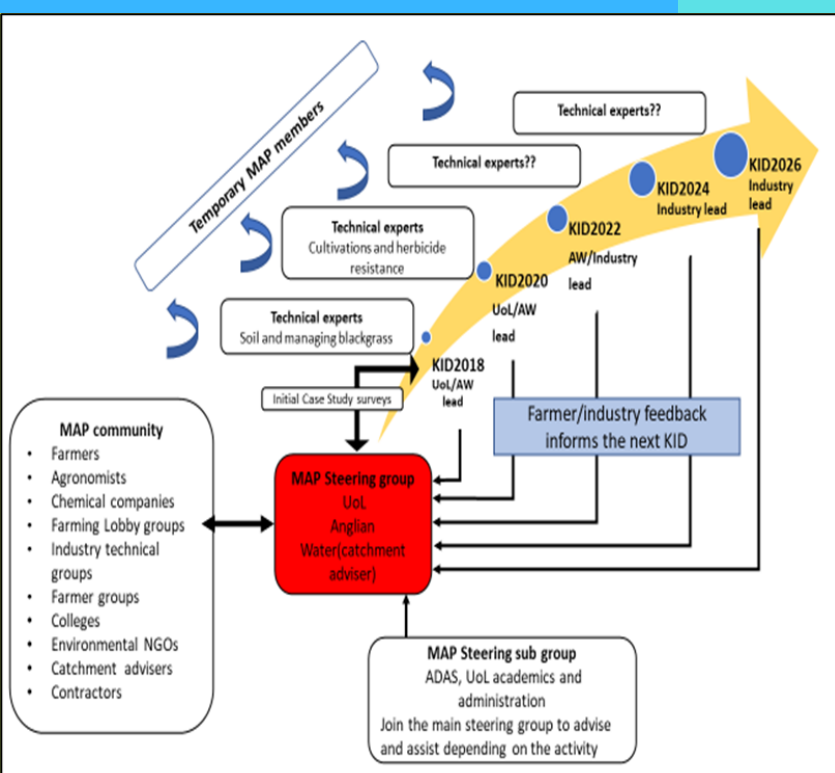
Multi-Actor Platforms (MAPs) ~ offer a platform where stakeholders can learn together in an active way, where people can speak and be heard, and where everybody's ideas can be harnessed to drive innovation and find ways forward that are more likely to be in the interest of all.

MAP Model

- Stakeholder Engagement
- Shared & Defined Problem/Opportunity
- Dynamic Process
- Scalable
- Flexible
- Establish Expectations
- Bottom-up approach
- Manage conflicts
- Foster Learning
- Make Change Possible

Actor Goals

- Water Company
 - Reduce Pesticides generally
 - Reduce Metaldehyde in water
 - Early drilling reduces slug damage
- Farmers
 - Early drilling increases black grass
 - Priority Blackgrass over slugs
- MAP Design
 - Encourage change through aiding Farmers to solve weed problem

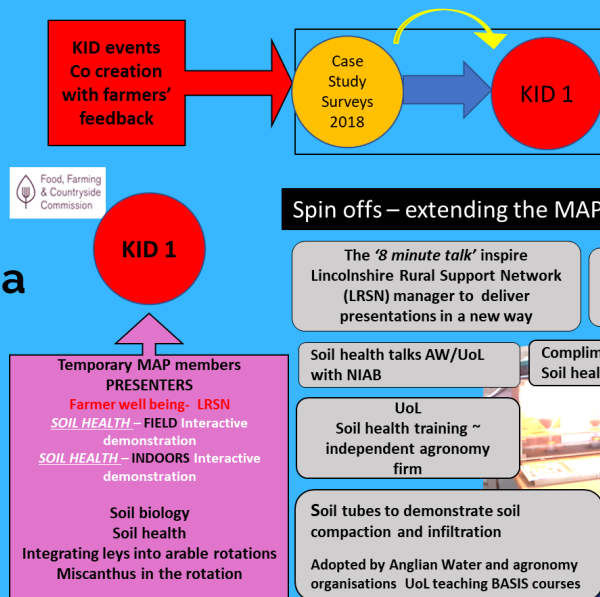


Knowledge Innovation Days (KIDs)

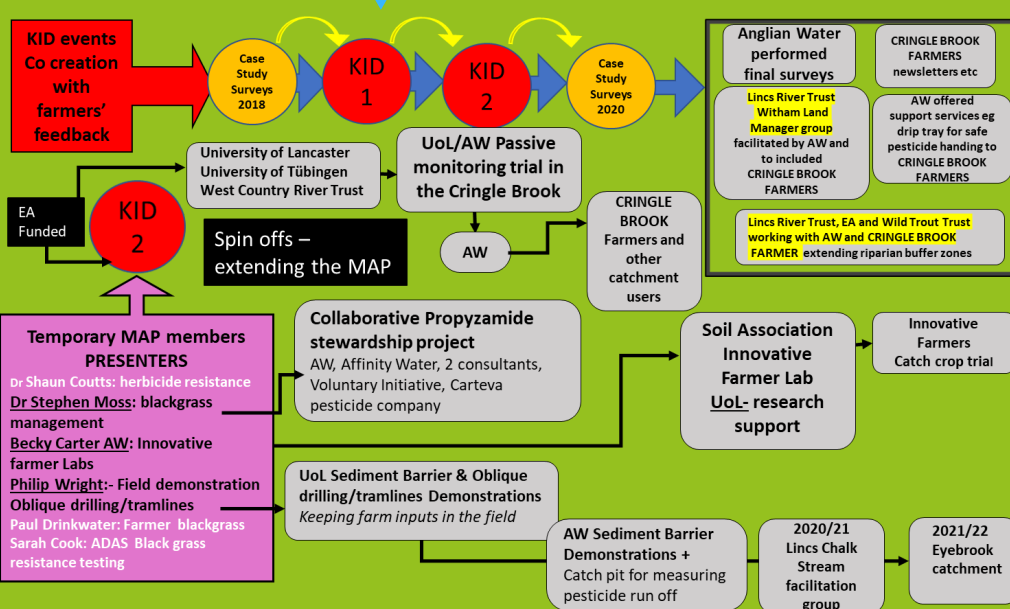
- Co-designed with farmers and experts
- Practical
- Varied topics
- Short & Punchy
- Lunch Networking
 - "Where people can speak and be heard"

KID Lessons

- Securing farmer trust takes time & effort
- Marketing new events a challenge
- Structure and content suited farmers
- Spin-off activities created



KID 2



MAP Lessons

- Compatible Farmer perspectives?
- Build on existing networks
- Fluid yet secure
- Innovative
- MAP core personnel should evolve
- Upskill "trusted advisers"



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