



1st Multi-Stakeholder Forum: open discussion on Policy Dialogue

i3 project organised its 1st Multi Stakeholder Forum, held on 16th February 2017.

The workshop was focused on three main objectives: First, open discussion on policy issues. Second, presentation of different Media policy issues emerging from European projects & other relevant stakeholders. Third, networking among different stakeholders. In line with this, the event was organised in two different sessions: speakers' presentations and a Participatory Forum.

This first session of i3 Multi-Stakeholder Forum was focused on the presentation and discussion of different Media policy issues, based on the work and activities being performed by ICT-19 European Commission funded projects and other relevant activities engaged in the field.

During the first half of the event some of the attendees presented an overview of the convergence and social media sector and their framing within the sector. The following were presented:

- Adam Watson Brown from the European Commission provided an overview on the most relevant topics faced by European Commission in the sector.
- Simona De Rosa from T6 Ecosystems presented the policy dialogue approach defined within the i3 project, aiming to support the development of policy recommendations on Convergence and Social Media to be addressed to the European Commission.
- Heritiana Ranaivoson from iMec presented ImmersiaTV project, that aims to create a novel form of broadcast omnidirectional video, content production and delivery, and the WEAR project, which aims to foster artists to use technology.
- Nina Klein from Frankfurt Book Fair presented ART+, a networking hub, and New European Media (NEM) a leading initiative in the Convergence and Social Media domain.
- Enrico Turrin from the Federation of European Publishers (FEP) discussed the strong relation existing between policy and publishing. Presentation clarified the need for the FEP to engage stakeholders in order to build innovation and network enhancing policy processes. He also introduced another ICT-19 project - VitalMedia, that is also establishing a Policy Dialogue framework to create tangible outputs to support the sector

The second part of the event was focused on an open discussion regarding policy issues. It was performed using the "Open Space Technology" for facilitation, that sets the stage for the meeting's participants to create the agenda for themselves. Initially, some potential topics for discussion were identified by the participants, among the others "Innovation changed traditional

business models, how to face with this issue” or “Need for innovation support”. Then the group selected a topic to be deeper analysed in a participatory discussion: “Engagement as a central topic to foster policy dialogue”.

The main conclusion from the participants group was that in order to have proper policy dialogues, it is crucial to foster and improve the stakeholder engagement. The engagement processes need to be correctly and clearly designed and the contents need to be carefully prepared. In addition to the comprehensive design of the process, who run the engagement also need to be ready to adapt the process to the events and to be innovative. Also, the need to follow a lifecycle circle approach based on the following phases has been identified: involving people with passion and common interests at the beginning of the process; having human touch to go through the conversations and discussions; taking time to reformulate the discussion in some objectives; preliminary discussions among the participants before the event as it would be easier to work together when everybody knows each other. Face-to-face meetings seem to be the best solution to foster engagement. Already existing social platforms could facilitate the first contacts leading to following face-to-face meeting.

I3 is planning the organisation of further multi-stakeholders forum to support the development of policy recommendations on Convergence and Social Media to be addressed to the European Commission. The next Multi-Stakeholder Forum will take place in June 2018.

I3 project is funded by the European Commission, and its main main goal is to coordinate efforts in the social media convergence domain, address how research efforts can increase outreach, improve connection within the ecosystem and raise the excellence of Convergence and Social media research outcomes.

