

ACADEMY DEVELOPMENT INITIATIVE (ADI)



Enhancing Effective Stakeholder Engagement

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PRESENTATION ROADMAP

- ☐ Understanding Stakeholder Engagement
- ☐ Why is Effective Engagement Crucial?

- ☐ Strategies for Enhancing Engagement
- ☐ Key Principles of Successful Engagement
- ☐ Tools and Technologies for Engagement
- ☐ The Ghana Academy of Arts and Sciences (GAAS) Experience

- ☐ Measuring Impact
- ☐ Overcoming Common Challenges
- ☐ Enhancing Engagement for SDG Impact



UNDERSTANDING STAKEHOLDER ENGAGEMENT

Who is a Stakeholder?

- ✓ Any individual, group, or organization that can **affect or be affected** by a project, initiative, or the activities of an organization.
- ✓ Internal: Fellows/Members, Secretariat Staff, Committees.
- ✓ External (Key):
Government (Ministries of Education, Science, Environment),
Policy Makers, Researchers, Universities, Industry, Funding
Bodies, Civil Society Organizations (CSOs), Media,
International Organizations, Local Communities, Youth.

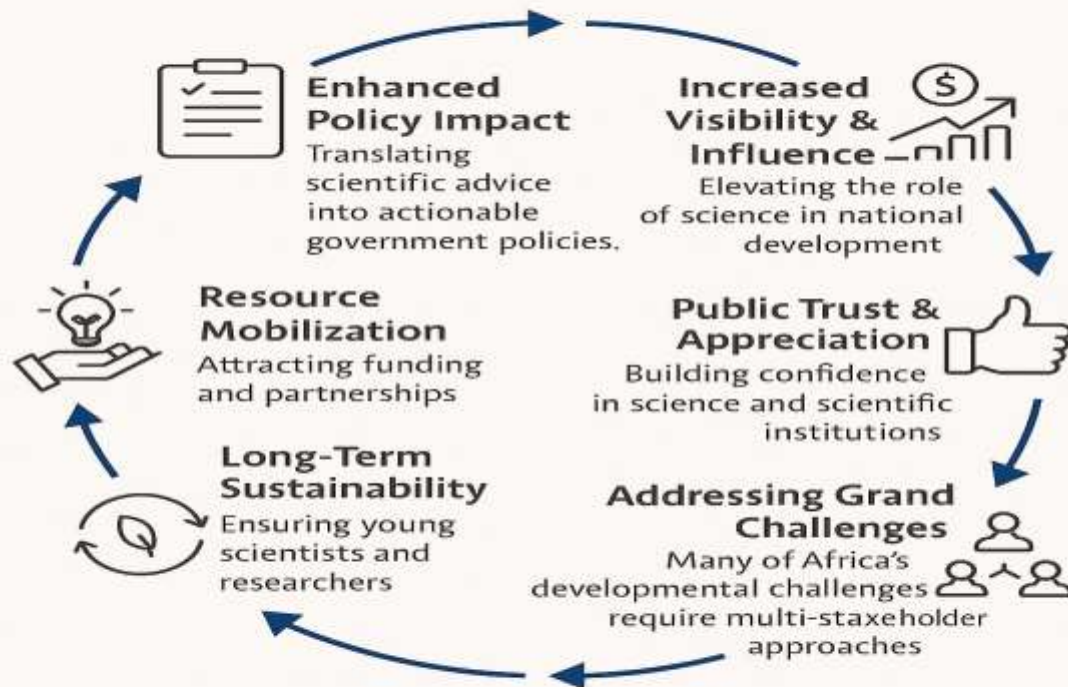


STAKEHOLDER ENGAGEMENT

- ✓ A systematic, ongoing process of identifying, analyzing, planning, implementing, and monitoring interactions with stakeholders.
- ✓ Goal: To build and maintain trust, foster collaboration, gather diverse perspectives, and ensure mutual understanding and benefit in pursuit of shared objectives (e.g., promoting scientific excellence, advising policy, fostering innovation).
- ✓ It's about active participation and influence, not just one-way communication.

WHY IS EFFECTIVE ENGAGEMENT CRUCIAL?

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SESSION 1: DISCUSSION



STRATEGIES FOR ENHANCING ENGAGEMENT

A Four-Phase Framework

Phase 1: Identification & Analysis (The "Who & Why")

Stakeholder Mapping:

Identification: Who are all the potential stakeholders relevant to your Academy's mandate?

Categorization: Group them (e.g., government, industry, civil society, academia).

Analyzing Power/Interest: Power/Interest Grid to prioritize:

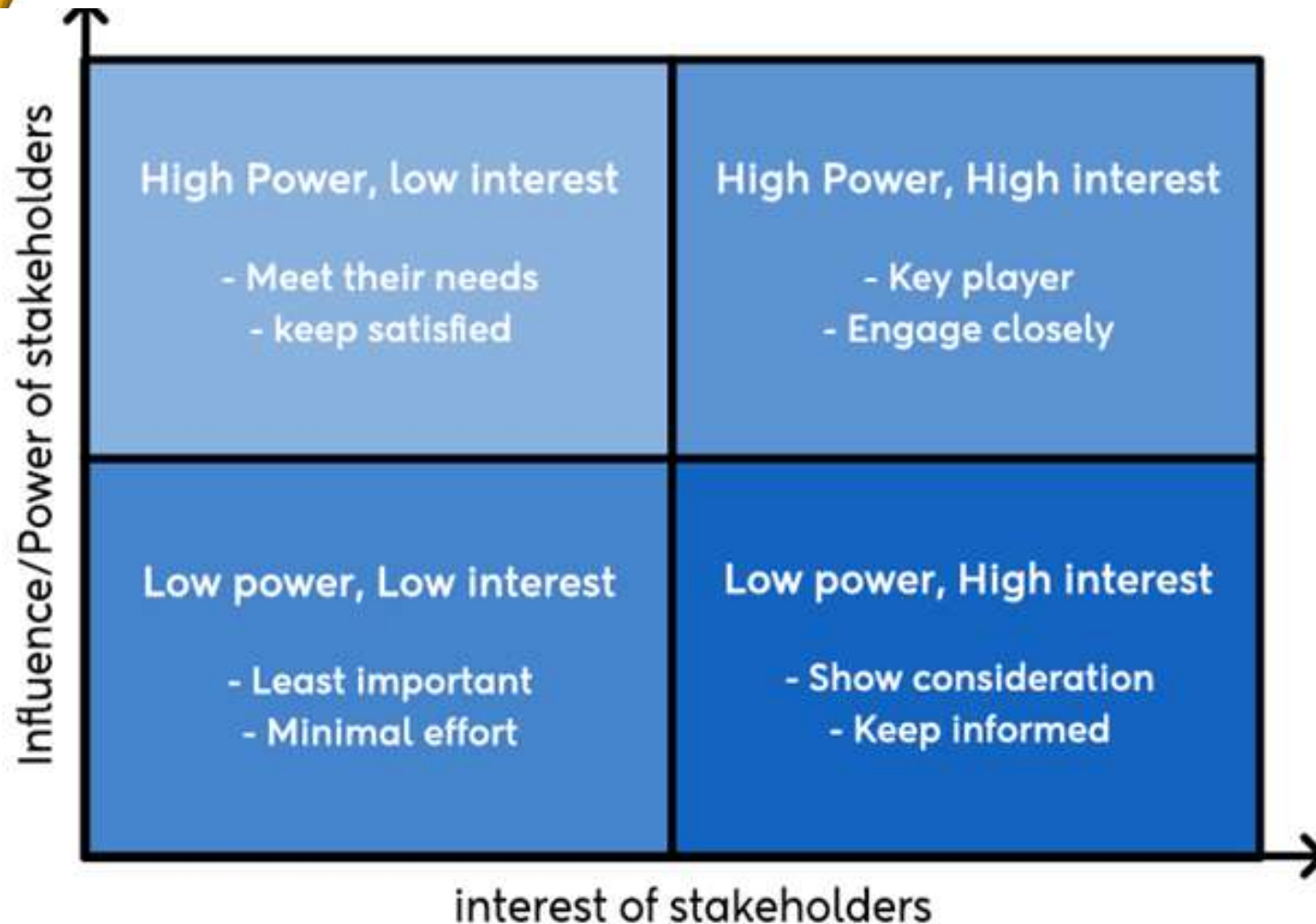
High Power, High Interest: Manage Closely (e.g., key government ministries, major funders).

High Power, Low Interest: Keep Satisfied (e.g., some regulatory bodies, high-level dignitaries).

Low Power, High Interest: Keep Informed (e.g., some community groups).

Low Power, Low Interest: Monitor (e.g., general public).

POWER/INTEREST GRID





STRATEGIES FOR ENHANCING ENGAGEMENT

Phase 1: Identification & Analysis (The "Who & Why") cont.

Needs Assessment:

- ❖ Understand their expectations of the Academy.
- ❖ What are their priorities, concerns, and communication preferences?
- ❖ What role do we expect them to play?



STRATEGIES FOR ENHANCING ENGAGEMENT CONT

Phase 2: Planning & Design (The "How")

Define Clear Objectives: What do you specifically want to achieve with each stakeholder group? (e.g., secure funding, influence policy, build public awareness).

Develop Tailored Engagement Plans:

✓ **Channels:** Workshops, policy briefs, public lectures, social media, one-on-one meetings, joint committees, peer-review processes.

✓ **Levels of Engagement:**

Inform: Provide information (e.g., newsletters).

Consult: Seek feedback (e.g., surveys, public hearings).

Involve: Work directly with stakeholders (e.g., advisory committees).

Collaborate: Partner with stakeholders (e.g., joint research projects).

✓ **Resource Allocation:** Budget, personnel, time



STRATEGIES FOR ENHANCING ENGAGEMENT CONT

Phase 3: Implementation & Action (The "Doing")

Execute Your Plan:

Conduct meetings, distribute communications, facilitate workshops.

Note#

Foster Two-Way Communication

Build Relationships

Adapt Your Message



STRATEGIES FOR ENHANCING ENGAGEMENT CONT

Phase 4: Monitoring, Evaluation & Reporting (The "Learning")

- ✓ Track Engagement Activities: Document interactions, feedback, and decisions.
- ✓ Evaluate Effectiveness: Are you meeting your engagement objectives? Are stakeholders feeling heard and valued? What impact is your engagement having?
- ✓ Report Back: Close the loop by showing stakeholders how their input was used, or why it couldn't be.
- ✓ Learn & Adapt: Use lessons learned to continuously refine and improve future engagement strategies.



KEY PRINCIPLES OF SUCCESSFUL ENGAGEMENT

- ✓ Clarity & Transparency
 - ✓ Inclusivity
 - ✓ Active Listening & Empathy
 - ✓ Mutual Respect
 - ✓ Proactive & Timely Communication
 - ✓ Responsiveness & Accountability
 - ✓ Adaptability & Flexibility
 - ✓ Strategic Alignment
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- ✓ **Ensure that stakeholder engagement is not ad-hoc but embedded into your Academy's operations.**



LEVERAGING MODERN TOOLS AND TECHNOLOGIES FOR ENGAGEMENT



Communication Platforms:

- Email Marketing, Newsletters
- Website/Portal

Virtual Conferencing:

- Zoom
- Google Meet
- Microsoft Teams



Social Media:

- LinkedIn: For professional networking with researchers, policy makers, funders.
- Twitter/X, Facebook; For broader public engagement, sharing news, promoting events.
- YouTube: For hosting recorded lectures, public talks, short explanatory videos, documentaries



Survey & Feedback Tools:

- SurveyMonkey
- Google Forms



THE GHANA ACADEMY OF ARTS AND SCIENCES (GAAS) EXPERIENCE

- GAAS was founded in 1959
- Arts & Sciences Sections
- 135 Fellows
- 22 Staff
- GAAS Vision: To be Ghana's foremost merit-based learned society, committed to national development and the advancement of the world.



GAAS KEY STAKEHOLDERS

- ✓ Government: Office of the President, Ministries (Education, Environment, Health, Finance, Energy MESTI), Parliament. Other government agencies (GTEC, GETFUND)
- ✓ Academia: Universities, research institutions, individual scientists.
- ✓ International Bodies: NASAC, the African Academy of Science, the InterAcademy Partnership, UNESCO,
- ✓ Civil Society: NGOs, community groups.
- ✓ Media: GNA, GTV, Multimedia, Radio Univers
- ✓ Public:



GAAS ENGAGEMENT STRATEGIES

- ☐ Public Lectures, Policy dialogues , Conferences
- ☐ Joint Committees/Advisory Roles
- ☐ Collaborations with Ministries& Agencies
- ☐ Media Engagement
- ☐ Youth Outreach
- ☐ Inter-Academy Collaboration



SESSION 2 : DISCUSSION



MEASURING IMPACT

- ✓ Track Engagement Activities: Document interactions, feedback, and decisions.
- ✓ Evaluate Effectiveness: Are you meeting your engagement objectives? Are stakeholders feeling heard and valued? What impact is your engagement having?
 - ✓ Quantitative: Number of engagements, participation
 - ✓ Qualitative: Policy influence, feedback, perception shifts
 - ✓ Tools: Surveys, policy tracking, outcome mapping
- ✓ Report Back: Close the loop by showing stakeholders how their input was used, or why it couldn't be. This builds credibility.
- ✓ Learn & Adapt: Use lessons learned to continuously refine and improve future engagement strategies.



MEASURING IMPACT

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OVERCOMING COMMON CHALLENGES

Apathy or Lack of Interest:

Solution: Clearly articulate the value proposition for them. Show how engagement benefits their objectives. Actively engage with communities. Showcase the practical applications of science. Highlight diverse voices within the Academy.

Resistance to Change or Skepticism:

Solution: Build trust over time. Provide evidence-based arguments. Engage early in policy cycles.



OVERCOMING COMMON CHALLENGES

Conflicting Interests:

Solution: Facilitate neutral dialogue. Seek common ground. Focus on shared problems and collaborative solutions.

Communication Gaps:

Solution: Use multiple communication channels. Avoid jargon. Verify understanding. Invest in communication training for Fellows/Academicians.

Time & Resource Constraints:

Solution: Prioritize engagement efforts based on strategic impact. Leverage technology. Seek partnerships to share resources.



ENHANCING ENGAGEMENT FOR SDG IMPACT

Science Academies are uniquely positioned to contribute to the UN Sustainable Development Goals (SDGs) across Africa.

SDG 4 (Quality Education)

SDG 3 (Good Health & Well-being)

SDG 13 (Climate Action)

SDG 2 (Zero Hunger)

SDG 9 (Industry, Innovation, Infrastructure)



ENHANCING ENGAGEMENT FOR SDG IMPACT CONT

- ✓ Targeting SDG-relevant Ministries
- ✓ Partnering with CSOs
- ✓ Engaging the Private Sector
- ✓ Regional Collaboration (NASAC)
- ✓ Youth Engagement



CONCLUDING THOUGHTS

- ✓ Engagement is Foundational, it's not an add-on; it's essential for the relevance and impact of Science Academies.
- ✓ Strategic & Intentional, not just communication, but to engage with purpose and a well-thought-out plan.
- ✓ Amplify Africa's Scientific Voice: Through enhanced engagement, we strengthen our collective ability to influence policy and advance sustainable development across the continent.



Thank you for attending!

**For more information, please
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