

ORIENTING

D5.1

Stakeholders' Engagement Plan

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Acronyms

CEN	Comité Européen de Normalisation
DG	Directorate General of the European Commission
GDPR	General Data Protection Regulation
ISO	International Organization for Standardization
LCA	Life Cycle Assessment
LCSA	Life Cycle Sustainability Assessment
PEF	Product Environmental Footprint
PSF	Product Sustainable Footprint
SEP	Stakeholders’ Engagement Plan
TBD	To be defined
WP	Work Package

1. Executive summary

This report constitutes the deliverable D5.1 of the ORIENTING project and describes the Stakeholders' Engagement Plan (SEP), namely the approach, methodology and action plan for stakeholders' engagement.

Stakeholders play a relevant role in ORIENTING, in particular they support and drive the methodological developments on LCSA throughout the whole duration of the project. The main goal of ORIENTING (*Operational Life Cycle Sustainability Assessment Methodology Supporting Decisions Towards a Circular Economy*) is to develop a robust and fully operational methodology for the sustainability assessment of products, based on a life cycle approach. In this way, ORIENTING will also pave the way towards a future Product Sustainability Footprint (PSF).

The achievement of this goal requires the methodology and its supporting tools to be responsive to the needs and wishes of different *direct* and *indirect* users, namely those who will apply the methodology (e.g., practitioners, researchers) and those who will use its results in different decision-making contexts (e.g., consumers in their purchasing choices, policy makers, business organisations). For this reason, ORIENTING builds up a participatory approach in which not only the stakeholders' feedbacks will directly steer the development of the LCSA methodology, but they will also ensure that the project's advancements will effectively contribute to other relevant initiatives, such as the ongoing standardisation processes, and feed the policy debate towards a potential Product Sustainability Footprint.

The SEP consists in a framework for defining, setting up, maintaining and monitoring the governance of the stakeholders' engagement process for the whole duration of the project. The SEP is structured along 5 main sections:

- *Methodology for the engagement*, built upon previous experiences in other projects and on the AA1000 Stakeholders Engagement Standard 2015. This in turns consists of the definition of a stakeholders' map, their profiling, and methods for the engagement.
- *Methods and tools* used for the implementation of the engagement activities
- *Procedures for updating and monitoring*
- *Data management policy*
- *Action plan*

A first stakeholders' map has been defined, which will be duly detailed and updated along the project; in addition, criteria for stakeholder profiling have been selected, aimed at defining the level of engagement, i.e., the extent to which stakeholders will be engaged (*how, how much, how long*).

Internal tools for the coordination, implementation and monitoring of the engagement activities in ORIENTING have been defined. These are:

- ORIENTING project GANTT: Gantt chart to coordinate the timing, events and steps of the ORIENTING project linked to the engagement activities.
- Specific events' GANTT to plan and monitor the organisation of a specific engagement event
- On-line platform for the organisation of webinar
- On-line platform for the organisation of meetings with stakeholders (Teams)
- On-line survey system
- On-line platform for consultation

In addition, indicators are defined to monitor and evaluate the engagement process. In particular, these will measure:

- the efficiency of the engagement process, i.e. the way in which the engagement process has been set up and implemented.
- the efficacy (impact) of the engagement process, i.e. the consensus around the developed LCSA methodology at all levels and linked to the expected impact generated by ORIENTING.

The indicators will be evaluated through specific set of questions, addressed to the different stakeholders during the engagement events along the project, and will be monitored by WP5 leader and by the project's coordinator.

This deliverable also details some ORIENTING procedures for data management policy in terms of contacts management and protection of personal data. These aspects become important in a context of stakeholder's engagement activities.

The SEP is conceived as a living and working document, continuously updated along the project with the progress of the activities and enriched with the detailed description of each engagement initiative. The current version of the deliverable also includes a draft of the Action Plan for the event "Workshop on users' needs", following the proposed methodology for stakeholders' engagement described in the previous chapters. The Action Plan will be elaborated along the project for each engagement event organised, either informal (e.g., phone call or one-to-one meeting) or formal (e.g., workshop).

2. Introduction

The project ORIENTING (Operational Life Cycle Sustainability Assessment Methodology Supporting Decisions Towards a Circular Economy) aims at developing a robust and fully operational methodology for the sustainability assessment of products, based on a life cycle approach. The provision of an operational LCSA will constitute a critical milestone towards a future Product Sustainability Footprint (PSF).

The achievement of this goal requires the methodology, and its supporting tools, to be responsive to the needs and wishes of different *direct* and *indirect* users, namely those who will apply the methodology (e.g., practitioners, researchers) and those who will use its results in different decision-making contexts (e.g., consumers in their purchasing choices, policy makers, industrial organisations). For this reason, a key role in the ORIENTING project is played by stakeholders, defined as those who directly and indirectly are affected by and/or affect the development of LCSA methodology.

In the framework of the WP5, ORIENTING will engage in an open dialogue with a broad range of stakeholders from various fields, including life cycle-based methods practitioners, consultants, academia, research and technology organisations, large, medium and small companies, industrial associations, policymakers from various governance settings, financial actors and individuals of the civil society (represented by consumer organisations, advocacy groups and charities). The ultimate goals are to:

- Create an LCSA methodology adapted as much as possible to multi-stakeholders needs and accepted by the stakeholders.
- Effectively contribute to relevant initiatives, such as ongoing standardisation processes.
- Feed the policy debates around the Product Environmental Footprint (PEF) and the possible creation of a broader PSF.

This report describes the Stakeholders' Engagement Plan, namely the approach and methodology for engaging stakeholders during the project.

This report constitutes the deliverable D5.1 of the ORIENTING project and is conceived as a living and working document, continuously updated along the project with the progress of the activities and enriched with the detailed description of each engagement initiative. Moreover, corrective measures, if needed according to the monitoring of indicators, will be implemented in revised versions of the document. The current version V01 describes the SEP structure and content, defines the roles of stakeholders and the vehicles to address and engage them. Chapter 4, which currently refers to an exemplary event, represents the working part of the document (Action Plan), which will be elaborated along the project for each engagement event organised, either informal (e.g., phone call or one-to-one meeting) or formal (e.g., workshop).

3. Stakeholders' Engagement Plan: structure and content

The SEP is a process by which ORIENTING communicate and engage with its stakeholders. More in detail, it consists of a framework for defining, setting up, maintaining and monitoring the governance of the stakeholders' engagement process for the whole duration of the project. The engagement is achieved through the definition and implementation of procedures and supporting tools, described in this deliverable, targeted to the different stakeholders.

The SEP is structured along 5 main sections:

- Methodology for the engagement (§ 3.1)
- Methods and tools used for the implementation of the engagement activities (§ 3.2)
- Procedures for updating and monitoring (§ 3.3)
- Data management policy (§ 3.4)

- Action plan (§ 4)

Each of these sections will be described in the following paragraphs.

3.1. Methodology for the engagement

The methodology for involving stakeholder is built upon previous experiences in other projects and on the AA1000 Stakeholders Engagement Standard 2015 [1], which, in turn, is based on the principles of *inclusivity*¹, *materiality*² and *responsiveness*³.

It consists of 3 main steps:

- Stakeholders’ map
- Stakeholders’ profile
- Definition of the engagement level and methods

3.1.1. Stakeholders’ map

Building upon the stakeholders’ definition and identification provided in the project proposal and duly expanded to cover the whole LCSA value chain, stakeholders’ groups affected by and affecting ORIENTING’s outcomes have been identified. In the context of the stakeholders’ mapping, the LCSA is meant not only as integrated assessment method but also in terms of the specific methodologies used for an integrated assessment, namely life cycle-based methods such as – but not limited to – LCA, Life Cycle Costing, Social LCA.

Overall, 8 macro categories (Level 1) have been identified, and each further broken down in sub-categories (Level 2).

Table 1. Stakeholders’ map

NR	LEVEL 1	LEVEL 2
1	Academia&research institutions	Universities/Departments/individual researchers
		EC Joint Research Center
		Research centres and agencies
		Scientific Associations
		Scientific Networks
2	Policy makers&Institutions	DG Env
		DG Grow
		DG Fisma

¹ “People should have a say in the decisions that impact on them”

² “Decision makers should identify and be clear about the issues that matter”

³ “Organisations should act transparently on material issues”

		DG Clima
		Other DGs
		Member State Institutions
		UN Environment – Life Cycle Initiative
		World Business Council for Sustainable Development
3	Business	Large companies/Corporations
		SMEs
		Industrial Associations
		LCSA consultants
		Sector-specific Associations
4	Financial sector	Private investors
		Banks and credit institutions
		Principle for Responsible Investment
5	Standardisation bodies	ISO
		National mirrors of ISO
		CEN
6	Sister research activities	(Ongoing mapping)
7	Consumers & Civil society	Consumers’ organisations
		NGOs (Charities, Non-profit, Advocacy Groups)
8	Press/Media	

The individual stakeholders’ representatives will be identified for the first engagement events and will be then updated along the project.

3.1.2. Stakeholders’ profile

The stakeholders identified in Table 1 will be then profiled, according to the following criteria:

- Knowledge of the sustainability topic, either in terms of methods and tools used, of its outcomes and the general context (i.e., general understanding of the sustainability concept)
- Expectations of the engagement
- Existing relationships with the ORIENTING'S partners
- Willingness to engage
- Category of stakeholders, as per Table 1
- Cultural context
- Capacity to engage
- Geographical context
- Level of influence.

The profiling of the stakeholders is aimed at determining which groups and individuals are those to engage, and how to approach them, i.e., which engagement strategy to adopt. In fact, depending on the stakeholder' profile, different communication instruments might be needed, the frequency of the engagement and the level of disclosure of the project content and details might differ. The following levels of disclosure have been identified for ORIENTING:

- Full disclosure (with or without attribution of who said what)
- Limited disclosure, agreed with the stakeholders

In addition, a data management policy has been set up within ORIENTING, as described in chapter 3.4, which provides instructions on how to manage contacts, and collect, store and protect personal data.

The content of the information to be disclosed to each stakeholders' category and individual will be defined for each engagement event, and will be part of the Action Plan, as described in chapter 3.5.

3.1.3. Engagement level and methods

The level of stakeholders' engagement in the project varies according to different aspects:

- Stakeholder's type
- Role in the project
- Progress of the project over time, as relationships deepen and mature.

Building upon the AA1000 methodology, an engagement matrix (Figure 1) has been defined, which relates the level of engagement with the level of influence and the type of communication.

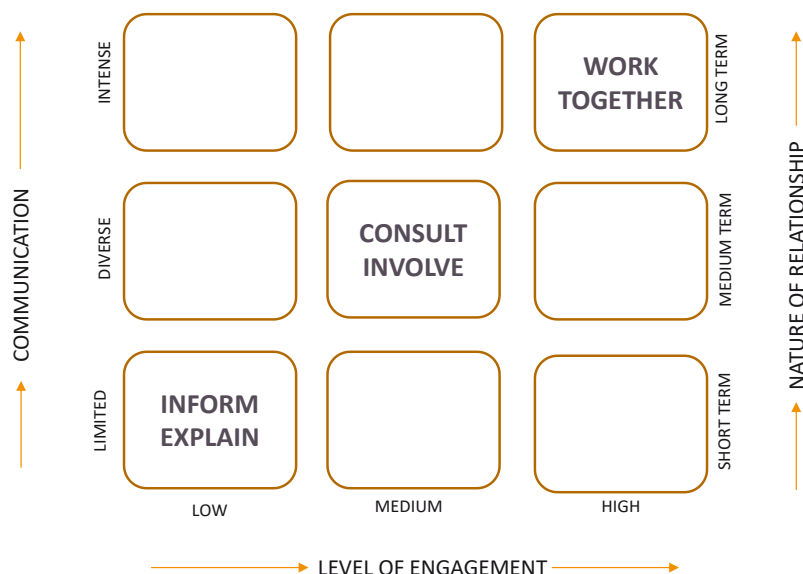


Figure 1. Matrix of engagement level (Source: adapted from AA1000 2015)

Three main levels of engagements have been identified:

- **Inform:** stakeholder’s interest towards the project is low, as is its influence. The communication is one-way (consortium to stakeholder)
- **inform and consult:** stakeholder’s interest towards the project is relatively low, while its influence is high. The strategy provides for disclosing all the information of the relevant documents. The communication is two-way but with limitations, e.g., discuss specific aspects of the LCSA methodology with the objective of reaching a consensus.
- **Inform, consult and collaborate:** both the level of interest of the stakeholder for the project and its influence over the outcome of the project are high. The engagement results in a collaborative effort from both the ORIENTING’S partners and the stakeholders, i.e., *working together in shaping the LCSA methodology*.

As for the methods and tools to be used for engagement, they will be defined according to (i) the stakeholder profiles and their level of engagement and (ii) the nature of activities. It should also be noted that different methods might apply to same stakeholders as their involvement into the project can change from time to time. An overview of the engagement tools identified as suitable and useful for ORIENTING are reported in Figure 2.

INFORM	EXPLAIN	CONSULT	INVOLVE	COLLABORATE	PARTNER
					Contract
					Shared drive
					Document workflow
					Collaboration tools
					Meetings
					Feedback forums
					Discussion forums
					Surveys
					Training
					Road show
					Presentation
					Team meetings
					Conference
					Briefing
					Blogs
					Email
					Video
					Bulletin

Figure 2 Engagement tools in ORIENTING (Source: adapted from [3])

The association of a specific engagement method to a particular stakeholder category will be defined in terms of **who** has to be notified over the project progress, **when** (and how frequently) the updates should be delivered and **how**.

3.2. Methods and tools for the implementation of the engagement activities

The objective of this chapter is to illustrate the tools selected and developed to coordinate, implement and monitor the engagement activities in ORIENTING. The toolbox consists of the following tools:

- **ORIENTING project GANTT:** Gantt chart to coordinate the timing, events and steps of the ORIENTING project linked to the engagement activities. The aim is to have a clear overview of when the key outcomes that require stakeholders’ feedback and inputs will be ready, as a basis for setting up the engagement activity.
- **Specific events’ GANTT:** Gantt chart to plan and monitor the organisation of a specific engagement event
- **On-line platform** for the organisation of **webinar** (TBD the specific platform)
- **On-line platform** for the organisation of meetings with stakeholders (MS-Teams)
- **On-line survey system (TBD)**
- **On-line platform for consultation (TBD)**

Some of the tools are to be defined (TBD) at this stage of the project. These tools are managed by WP5 leader and shared with the project’s partners for the planning and monitoring of the activities.

3.3. Procedures for updates and monitoring

The need for update, monitoring and, if required, define corrective actions of the engagement activities is addressed through the development of *ad-hoc* indicators. The definition of indicators is important to evaluate the progress and the output of the engagement activities, to identify areas of improvement along the project and to demonstrate the value through engaging with stakeholders [2].

More in detail, indicators are defined to monitor and evaluate:

- the **efficiency of the engagement process**, i.e. the way in which the engagement process has been set up and implemented. This will be analysed in relation to the following aspects:
 - o how stakeholders have been involved
 - o capability of stakeholders to contribute to the LCSA development, according to the level of engagement
- the **efficacy (impact) of the engagement process**, i.e. the consensus around the developed LCSA methodology at all levels and linked to the expected impact generated by ORIENTING. This will be analysed in relation to the following aspects:
 - o the degree of acceptability and recognition of the developed LCSA methodology by all the stakeholders
 - o increased knowledge about LCSA

The proposed indicators for measuring the engagement process are reported in Table 2, together with the type of measure (qualitative, semi-quantitative, quantitative).

Table 2 Indicators for measuring the engagement process in ORIENTING

OBJECTIVES	INDICATORS	MEASURE
Efficiency of the engagement process	Quality engagement and interaction along the project	Qualitative and semi-quantitative
	Level of participation	Quantitative

	Contribution to the LCSA development	Qualitative and semi-quantitative
Efficacy of the engagement process	Acceptability of LCSA methodology	Quantitative
	Increased knowledge about LCSA	Qualitative and semi-quantitative

The indicators will be evaluated through specific set of questions, developed for each indicator listed in Table 2. The questions will be addressed to the different stakeholders, including the projects' partners, during the engagement events along the project, and will be monitored by WP5 leader and by the project's coordinator. The questions will be part of the Action Plan of the single engagement events.

Whenever corrective actions are necessary for strengthening the engagement process, they will be discussed with all the WPs leaders and included in later versions of the SEP.

3.4. Data management policy

To have a comprehensive and up-to-date understanding of the needs for an operationalized LCSA methodology from different stakeholder points of view, WP5 will create a network of stakeholders with different profiles. In this context, data protection and management policy become crucial. Moreover, many project partners are actively participating in European initiatives in the related sector (e.g. they make part of technical committees, technical advisory boards, etc.) and they most likely have similar contacts, so another important issue is to establish a procedure to avoid duplicate communications to contacts.

Therefore, this chapter details the ORIENTING procedures for:

- contacts management
- protection of personal data
- informed consent for the collection, storage, and protection of personal data.

The Data Management procedures presented here will be further detailed and updated on WP7 deliverables "D7.3. Data Management Plan (M6)" and "D7.4. Data Management Plan (M18)".

3.4.1. Procedure for contacts' management

The practical procedure to deal with contacts can be summarized as follows:

- 1- Ecoinnovazione (as WP5 leader) creates a list with limited public⁴ fields (institution and name of the contact, but without email or phone number) that is filled in by all partners to identify their contacts.
- 2- This initial list will be shared within all consortium partners, but the complete information (see section 3.4.2.1. *SCOPE OF PERSONAL DATA TO BE COLLECTED*) would only be known by Ecoinnovazione (as WP5 leader), Lavola (as task leader for the communication activities) and Tecnalia (as ORIENTING Coordinator).
- 3- To comply with the GDPR (see chapter 3.4.3. *PROCEDURE FOR INFORMED CONSENT*) the signed consent of each concerned individual (contacts) will be required before collecting and treating any personal data.
- 4- To transfer and protect personal data from third parties (contacts), an agreement between each partner and Ecoinnovazione and each partner and Tecnalia and Lavola will be established.
- 5- Each consortium partner can decide whether they prefer to contact directly their own contacts or whether they prefer WP Leader or Coordinator to do it. A formal text for message / invitation will be proposed by the communication team.

⁴ Public information can be that accessible for example by LinkedIn.

- 6- In the case that a contact is shared by more than one partner, each case will be analyzed and agreed between those involved partners and WP5 leader (acting as moderator).

3.4.2. Procedure for protection of personal data

3.4.2.1. Scope of personal data to be collected

No sensitive personal data will be collected at all. Personal data will be collected and stored only in so far as this is necessary to identify an expert or stakeholder in his or her official or professional role:

- Name
- Country of residence
- Represented institution
- Role in this institution (e.g., General Manager, project manager or similar)
- Phone number
- Email-address

This is the information usually provided on the experts or stakeholders business cards and which is usually accessible in the public space or on their institutions' websites. Only Ecoinnovazione, Lavola and Tecnalìa will have access to these files.

3.4.2.2. Compliance with national and EU legislation

ORIENTING will comply with ethical principles and with applicable international, EU and national law. The General Data Protection Regulation (GDPR) [Regulation (EU) 2016/679], effective from 25 May 2018, sets out a key element of the ethical considerations for the ORIENTING on the protection of individuals with regard to the processing of personal data and on the free movement of such data.

The consortium will not ask for any kind of personal sensitive data (health, sexual lifestyle, ethnicity, political opinion, religious or philosophical conviction). As there is no sensitive personal data to be collected and stored at all by any of the partners in the ORIENTING project, there are no additional permissions from competent local/national ethic/legal bodies required. All partners are committed to thoroughly implement the data protection policy.

ANNEX A includes a model declaration of compliance with applicable EU Regulation and national law to protect personal data.

3.4.2.3. Data management procedures

Questions included in stakeholders' consultations will only cover real needs towards the development of the ORIENTING project.

Answers will be gathered and treated as confidential in the deliverable "D5.4 Document on comments and replies from the online consultation". Anonymised records, reviewed to highlight common stakeholder needs, will be integrated in the following public deliverables:

- D5.2 Report on users' needs and wishes
- D5.3 Report on the outcomes of Stakeholders' engagement

Data collection

Data will be collected for specified, explicit and legitimate purposes. The data collection process will allow the data subjects to give their consent. The purpose of data collection will be explicitly determined at the time of the collection. In case of statistical purposes, the result of processing is aggregate data and not personal.

If a consortium partner is the creator of data (e.g., by performing interviews, or performing surveys), then the partner is responsible for proper storage, processing and sharing of that data, and ensuring that personal data is purged before further dissemination to the consortium.

If a consortium partner wishes to use relevant information for ORIENTING activities but is not the creator (e.g., by acquiring relevant datasets or relevant documentation), then the partner is responsible for determining the source of the data and assessing if the dataset contains personal or otherwise privacy-compromising data. If that is the case, it is the responsibility of the consortium partner to purge personal data from that dataset and prepare it for further dissemination in a proper admissible form.

Data storage

The storage period will be reasonable with respect to the processing purposes. The data will not be stored more than necessary and solely for the purposes for which they were collected. In case of any detected data loss, the data subject will be informed without delay.

Information collected by ORIENTING that is not already in the public domain will be fully anonymised. This involves partners removing all identifiers and using ID numbers to remove the link between the data and identifiable individuals.

All consortium-shared, processed data will be stored in secure environments at the locations of consortium partners with access privileges restricted to the relevant project partners.

Data protection

The key principles that apply to personal data protection are detailed here:

- Data processing will be authorised (see **ANNEX B**) and executed fairly and lawfully. In case of any detected alteration or unauthorised disclosure, the data subject will be informed without delay.
- Although the ORIENTING project will not be collecting such data, it is forbidden to process personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade-union membership, and the processing of data concerning health or sex life.
- The data subject will have the right to remove consent, on legitimate grounds, to the processing of data relating to him/her. He/she will also have the right to remove consent, on request and free of charge.

Data retention

Data will be retained until six months after the completion of the project. The data controller will facilitate the data subject to access, rectify their data and practice his/her 'right to be forgotten' [GDPR, Article 17]. In addition, the controller will not hinder any attempt of the data subject to transfer the collected data to another controller [GDPR, Article 20].

Data transfer

If processed data is to be transferred from one partner to another, care has to be taken to do so in a secure manner, for example via a secure data channel, in an encrypted mode, or via secure physical transfer. If processed data is transferred from one partner to another, the Coordinator will be informed.

Data destruction

The data controller will evaluate the risks of accidental or unlawful data destruction. In case of any detected destruction the data subject will be informed without delay.

3.4.3. Procedure for informed consent

3.4.3.1. User consultation

Informed consent is a key principle of ethical research, ensuring that research participants are adequately informed of the risks of taking part in experimental studies, that their participation is voluntary, and that the information about them gathered remains under their control. The two key principles of informed consent, taken here from the ESRC Framework for Research Ethics (<http://www.ethicsguidebook.ac.uk/consent-72>), can be defined as:

- Principle 1: Research subjects must be informed fully about the purpose, methods and intended possible uses of the research, what their participation in the research entails and what risks, if any, are involved.
- Principle 2: Research participants must participate in a voluntary way, free from any coercion.

This data management policy will be presented to the public on the project website for free download. Each of the contacted stakeholders will be provided with an electronic copy (email) or a printout of this data management policy upon his or her request.

Each potential research participant will be contacted and asked if they would be interested in participating in the project. Participation will be entirely voluntary. Participants can refuse, interrupt, deny responding to any questions and withdrawing from the consultation at any time with no consequences.

Where research involves face-to-face interviews, participants will be given an Information Sheet and asked to sign a Consent Form. The Consent Form will provide evidence that the participant has given informed consent to take part in the study. An email response will be sufficient for consultations conducted via telephone. Where participants are asked to complete and return a questionnaire, the questionnaire will be accompanied by a participant Information Sheet, and a clear consent section. The Information Sheet will be written in simple, non-technical terms and be easily understood by a lay person.

Without any prior written consent, these data will not be stored. Stored data will be only used for the purpose of this project and exchanged only between the partners as far as this is necessary for the implementation of this project. Data exchange will be aggregated and anonymous, removing all personal identification data .

The Consent Form will outline the research aims, methods and implications of the project and any benefits and risks that might be involved. Additionally, they will include information regarding what topics the questions will cover, how the data will be stored during and after the project, privacy protection, the absence of personalised information, the intended use of the collected information and the procedures implemented in case of incident, to name a few. In general, individual names and organisations will not be identified in the research. If individuals agree to be quoted, we will first verify the accuracy of quotes that are being used with the interviewee.

Each consortium partner conducting user consultation is responsible for securing the signed Informed Consent Form, and storing it in a secure location for possible future verification and use. An example Information Sheet and Consent Form is listed in ANNEX B.

3.4.3.2. Use of pre-existing data

During the course of the research, it is possible that the ORIENTING team will gain access to data that was collected before the start of the project, by an organisation who is not a member of the Consortium. In this event, the ORIENTING partner who receives this data must ensure that there is no information contained in the data that could be used to identify individual citizens. Furthermore, the ORIENTING partner must be mindful of the risks of linking this data, or conclusions resulting from this data with data or conclusions from other data sources.

In a similar way as when interacting with human participants, informed consent must be obtained when acquiring pre-existing data from external sources. Data exchange will be aggregated and anonymous, removing all personal identification data will be removed in the exchange.

This procedure is not necessary when data has been explicitly released to the public domain or released under clearly stated conditions that include the intended usage within the ORIENTING project.

4. Action Plans

The Action Plans (AP) describe in detail each engagement event, following the methodology described in the previous chapters. The starting point of the planning is represented by the main events already identified in the project proposal, as reported in Figure 3.

WBS	Task Name	WPs involved
▶ 1	T5.1 - Stakeholders Engagement Plan	5
▶ 2	T5.2 - General engagement activities	5
▶ 2.1	Workshop 1 (M6)	5
▶ 2.2	Workshop 2 (M20)	5
▶ 2.3	Project Final Conference (M35)	5
▶ 3	T5.3 - Stakeholders specific engagement activities	5
▶ 4	T5.4 - Engagement of institutional stakeholders	5
▶ 4.1	Workshop 1 (M4)	5
▶ 4.2	Workshop 2 (M32)	5
▶ 5	T5.5 - Communication of project activity	5

Figure 3 Key engagement events in ORIENTING

For illustrative purposes, the following section 4.1 will provide the draft of the Action Plan for the event “Workshop 1 (M6) on users’ needs, which is the event in which all the stakeholders identified in Table 1 will be invited and addressed. Further sections will be added as needed according with the scheduled activities.

4.1. AP1: Workshop on user needs

The first workshop (M6) is aimed at collecting stakeholders’ needs and wishes on LCSA. The feedback collected not only will be employed for the finalization of Deliverable 5.2, but also will represent critical input to WP2, WP3 and WP6 for the LCSA methodology development, its operationalization and for the development of market potential for LCSA services, respectively.

The planning of the activity, carried out with the tool described in 3.2, is structured as described below and in Figure 4.

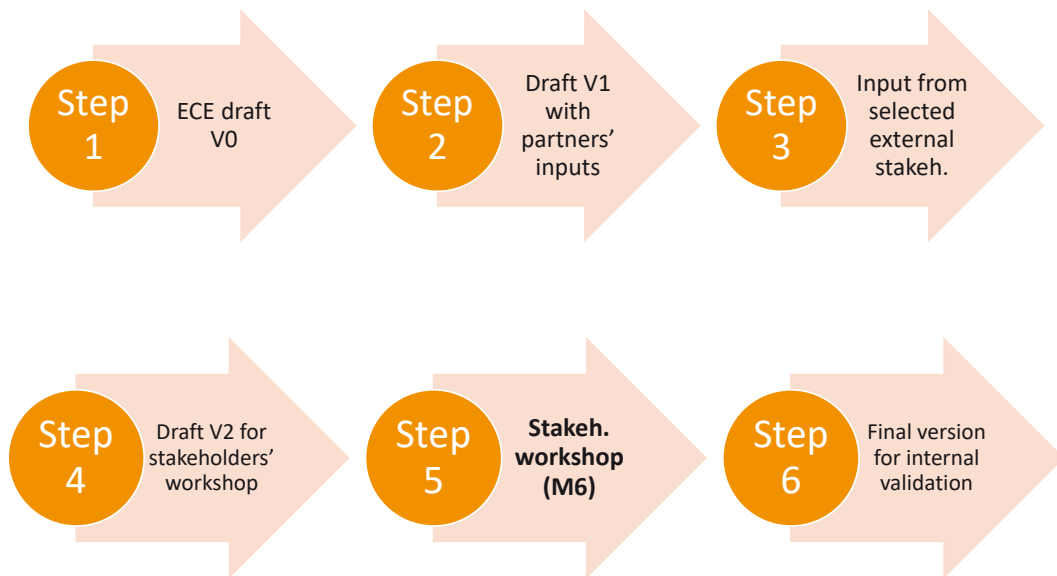


Figure 4 Steps for the organization of the Workshop on users' needs (M6)

- *Step 1:* a first draft (V0) of the document on the stakeholders' needs and wishes will be developed by ECE and sent to the WPs leaders.
- *Step 2:* The feedback received by the partners will be integrated into a revised version of the document V1, which will be used as reference for addressing external stakeholders not represented within the ORIENTING consortium.
- *Step 3:* it consists of collecting, through semi-structured interviews, additional feedbacks from selected external stakeholders.
- *Step 4:* Their feedback will be included into a revised version V2, which represents the draft D5.2 sent (2 weeks before the event) to the stakeholders invited to the workshop (M6).
- *Step 5:* the stakeholders' workshop will take place, during which the V2 will be open to discussion for collecting additional needs and wishes on LCSA, and/or for revising the ones previously collected.
- *Step 6:* the stakeholders will be given 2 additional weeks for sending their feedbacks, which will be included in the final version V3 of the document, ready to be sent to the Project Coordinator for her approval.

A detailed Gantt chart has been drafted for the implementation and monitoring of the multi-step approach.

4.1.1. Stakeholders' map

The stakeholders to be addressed for the definition of users' needs and wishes have been identified at three levels:

- **ORIENTING project's partners**, representing either method's developers and users, the latter with different level of expertise and experience.
- **Selected external stakeholders**, not included in the ORIENTING consortium: the inclusion at this stage is aimed at obtaining a broad coverage of the potential needs and wishes on LCSA.
- **External stakeholders**, representing all the potential users and developers of LCSA: their inclusion is aimed at achieving completeness in the mapping of needs and wishes, and in starting the co-development process on LCSA.

The two categories of external stakeholders need to be profiled, taking into account the level of influence and engagement, as defined in Figure 2.

As far as the selected external stakeholders are concerned, the following stakeholders' categories and subcategories have been selected, starting from those who provided the letter of support to the ORIENTING project (Table 3).

Table 3 Selected external stakeholders

LEVEL 1	LEVEL 2
Policy makers and institutions	UN Life Cycle Initiative
	Contacts available in the partnerships, to be managed according to the data management described in 3.4
Financial sector	Principle for Responsible Investments
Industry	Industry associations
Consumers and civil society	Movimento Consumatori
	European Consumer Union (ECU)

The list of external stakeholders to be invited to the workshop is currently under preparation, together with their profiling.

4.1.2. Engagement tools

For this event, three types of engagement tools have been defined:

- **Workshop** (through an online platform), which represents the core event during which the stakeholders will have the opportunity to share and discuss about the needs on LCSA
- **Report** on users' needs and wishes, sent 15 days before the workshop. It represents the core document on which stakeholders will be invited to comment and provide feedbacks
- **Communication materials** about ORIENTING and the engagement process: presentation of the project, the engagement approach, the stakeholders' workshop and the value for stakeholders and ORIENTING project (why attend and contribute)
- **Semi-structured interviews** with selected external stakeholders, through Teams and/or by phone

The detailed workflow of this engagement event is described in the Gantt chart, and summarised in Table 4.

Table 4 Simplified workflow of the Stakeholders' workshop event

STEP OF THE ENGAGEMENT PROCESS	WHEN
Draft V0 of D5.2 Report on users' needs and wishes	15/01/2021
Feedback on Draft V0 from the project's partners	< 31/01/2021
Communication on ORIENTING project	January 2021
Interviews with selected external stakeholders	< 20/02/2021
Draft V1 of D5.2	< 26/02/2021
Feedback on draft V1 from project's partners	< 15/03/2021
D5.2 draft v2 ready to be sent to workshop's participants	15-19/03/2021
Stakeholders' workshop	29/03/2021 – 02/04/2021
Deadline for stakeholders' feedback	2 weeks after the workshop
Final D5.2	< April 2021

5. Conclusions

Stakeholder engagement is crucial for the success of Orienting, in order to develop methodologies and tools that are aligned with direct and indirect users' needs and expectations. The Stakeholder Engagement Plan is a living document used during all the project duration to:

- Map the relevant Stakeholders
- Describes the Stakeholders' profiles
- Define the engagement level and methods
- Describes the *Methods and tools* used for the implementation of the engagement activities
- Define the procedures for *updating and monitoring* the progress
- Define the *Data management policy* to be fully compliant with the privacy legislation
- Define the *Action* plan for each engagement activity.

The SEP is conceived as a living and working document, continuously updated along the project with the progress of the activities and enriched with the detailed description of each engagement initiative. The current version of the deliverable also includes a draft of the Action Plan for the event "Workshop on users' needs", following the methodology described in the previous chapters. The Action Plan will be elaborated along the project for each engagement event organised, either informal (e.g., phone call or one-to-one meeting) or formal (e.g., workshop).

6. References

- [1] AccountAbility, "AA1000 Stakeholder engagement standard 2015". www.accountability.org
- [2] A. Porcari, A. Zamagni, "External Evaluation Report I", Deliverable D8.3 of the GoNano project
- [3] M. Clayton (2014), "The influence agenda. A systematic approach to aligning stakeholders in times of change", DOI 10.1057/9781137355850. Palgrave Macmillan UK

7. Annexes

7.1. Annex A: Model of partner declaration on data protection

Mr. NAME AND SURNAME Director of NAME OF THE DEPARTMENT on behalf of NAME OF THE ORGANIZATION (hereinafter, SHORT NAME regarding to the project ORIENTING “Operational Life Cycle Sustainability Assessment Methodology Supporting Decisions Towards a Circular Economy” (Grant agreement No 958231) hereinafter, the Project.

DECLARES

1. It is in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data.
2. That, in compliance with the aforementioned regulation, the controller or processor has taken the following actions:
 - Maintain records of processing activities under its responsibility.
 - Evaluate the risks inherent in the processing and implement measures to mitigate those risks, such as encryption.
 - Developed basic training activities on protection of personal data for the staff working on the Project.

And for the record and takes appropriate effects I sign this in PLACE, DAY, MONTH, 2021

7.2. Annex B: Model information sheet and consent form

NOTES ON USE

The Informed Consent Form presented here should be regarded as a base document. Consortium partners are expected to refine this form to suit their particular needs while interacting with stakeholders. The latest version of this base document will be available at the ORIENTING consortium restricted document site.

This Informed Consent Form is in English. Each partner is responsible for translating this Informed Consent Form into their local language, if necessary.

When using the Informed Consent Form, it must be accompanied by a project information sheet containing details about the project and contact information. Consent must specifically cover the controller's name, the purposes of the processing and the types of processing activity.

The project information sheet presented here should be regarded as a base document. Consortium partners are encouraged to refine this sheet to suit their needs when interacting with stakeholders – including translation, refinement or customisation for specific stakeholders. The latest version of this base document is available at the ORIENTING consortium restricted document site.

INFORMED CONSENT FORM

You have been asked for an interview in support of the ORIENTING project of the Horizon 2020 program of the European Commission. This letter of informed consent describes the project and the terms of your cooperation.

About the project

The general objective of ORIENTING is to develop a robust and operational methodology for the life cycle sustainability assessment (LCSA) of products and services. ORIENTING will contribute to the development of a future Product Sustainability Footprint at European level, evolving existing PEF and designing new indicators for the evaluation of material criticality and product circularity. New tools will be developed to support and simplify the methodology application in business and policy development. Tools include guidance and training materials, data and software specifications and a hands-on LCSA IT tool. The LCSA methodology and its enabling tools will be demonstrated in five industrial case studies. The consortium aims to work in close cooperation with various stakeholders (industry associations and clusters, SMEs, consumer organisations, as well as governmental and standardisation bodies). The project outcomes will enable informed business decisions and contribute to the development of a levelled playing field – a single market – for products based on robust (i.e. transparent and verifiable) sustainability information.

The ORIENTING project is funded by the European Commission under Horizon 2020, running from 01 November 2020 to 31 October 2023, with an overall budget of approximately € 6 million. The project gathers partners from 8 European countries.

Detailed information about data protection

- **Data Controller:** The ORIENTING Consortium (Full details of project partners can be found on the website).
- **Purpose of data collection:** The aim of collecting information is to get feedback from different stakeholders on specific methodological and practical aspects, for ensuring that the LCSA methodology fulfils the requirements of robustness, reliability and usability. The feedback can be gathered by means of a workshop or, personal interviews or questionnaires. No sensitive personal data will be collected. Personal data will be collected and

stored only in so far as this is necessary to identify an expert or stakeholder in his or her official or professional role (e.g. Name, Country of residence, Represented institution, Role in this institution, Phone number, Email address). This is the information which is usually provided on the experts or stakeholders business cards and which is usually accessible in the public space or on their institutions' websites.

- **Legitimate interests:** the ORIENTING consortium is acting according legitimate interests, as long as the fundamental rights and freedoms of the individual whose data are processed are not seriously impacted.
- **Data storage:** Your answers will be separated from any public information from which your identity may be determined. You will be given the opportunity to review the results of your interview/participation and have the option to amend your input. After completion of the study, the data will be securely removed.
- **Refusal or cessation of participation:** Participation in this project is voluntary. You do not have to participate if you do not want to. If you choose to participate, you can nonetheless choose to withdraw or leave the study/workshop at any time without consequences for you, and without being required to provide any explanations. This refusal will not invalidate any lawful action previously done when we had your express authorisation.
- **Permission to process your data:** Your consent means that you authorize us to process this personal data. However, you may exercise at any time your right to access, correct, or erase personal data, and others described below.
- **Data transfer to third parties:** Your data will not be transferred to third party companies unless legally obliged to do so. ORIENTING can use services from companies outside Europe to process the data (e.g. contact information management, sending messages, etc.) such as such as Microsoft Corporation, with whom we work in accordance with the express authorisation from the National Data Protection Agency. Please note that if you share your information with us through social networks such LinkedIn we cannot accept any responsibility on their privacy policy. You are encouraged to review their policy at <https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy> before sharing any information.

Rights

You have the right to know whether we are processing your personal data or not.

You have the right to access your personal data, which implies knowing which elements of your data are being used, the purpose and the period of use, among other information. This also includes the right to request the rectification of data that are inaccurate or incomplete and even to request that the data be deleted when they are no longer necessary for the purpose for which they were collected.

If your personal data were made public and the data controller is obliged to delete them, you can request that the data controller adopt measures to notify all persons authorised to process the data of your intention to delete the said data (the right to be forgotten).

In some cases, the interested person may request that processing is restricted. In this case, the data may be stored to exercise their defense or to make claims. If the limitation of processing is withdrawn, the interested person should be informed of this.

In some situations, you may oppose the processing of your data. In these cases, we shall stop processing your data, provided that there are no other compelling legitimate grounds or if these data will be used to exercise or defend possible claims.

You have the right to receive the data provided to the data controller to whom they correspond or to have these data transferred to another data controller.

The interested persons have the right to file a claim before the control authority.

If you have any questions or comments regarding this project – now or at a later date – please do not hesitate to get in touch with the coordinator of the project, or representatives of the ORIENTING consortium conducting this interview/workshop/action.

We hereby ask that you give us your express consent by accepting the processing of your data in accordance with the Regulation (EU) 2016/679.

Name: _____

Organization: _____

Date: _____

Signature: _____