

Bente von Schindel General Secretary

The National Association of Voluntary Cultural Councils

How to involve stakeholders

The National Association of Voluntary Cultural Councils

Steps in the project:

- Define target group (marginalised groups)
- Find project team
- Find volunteers
- Find stakeholders
- Define activities
- Pilot course
- Activities
- Evaluation (- remember the stakeholders!)
- Dissemination (- remember the stakeholders!)



Who are the stakeholders?



On a local level: Stakeholders who may support the project and even be a part of it:

- Cultural institutuions
- SchoolsNursing homes
- Youth Clubs
- Social housing projects
- Multiethnical organizations



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On a local level: Stakeholders who may sponsor the activities:

- Local government
- Cultural institutuions
- Commerce associations
- Private businesses
- Local media



On a local level: Stakeholders important for the continued support to new and expanded culture guide services after the funding period

- Appropriate culture authorities
- Decision makers
- Policy makers
- Opinion formers
- and other multipliers on a local and regional level, who may provide sustainable support the expanded activities political, ideological and financial.



On a national level: Stakeholders who may sponsor the activities:

- Appropriate culture authorities
- Decision makers
- Policy makers
- Opinion formers
- Funders
- and other multipliers on a national level who may provide sustainable, ideological and financial support.



On a European level: Stakeholders who may sponsor future activities:

- Appropriate culture authorities
- Decision makers
- Policy makers
- Opinion formers
- Funders
- and other multipliers on a European level who may provide sustainable, ideological and financial support.



Other stakeholders

- Researchers
- External partners who has activities with resemblance of culture guides in their sector
- Other sectors of volunteering and voluntary associations (social, humanitarian, sport, etc.).

Examples of stakeholders in the Danish project

- Schools
- Local Culture Department
- Local School Department
- Local Politicians
- Other Cultural Councils
- Other associations within adult learning and culture
- The National Council of Volunteering National Politicians
- Minister of Culture
- Minister of Education

What has come out of it?

- Schools -good future contact with the teachers and leaders
- Local Culture Department Support for the next years
- Local School Department Support for the next years
- Local Politicians Support and funding for the next years
- Other Cultural Councils interested in doing the same
- The National Council of Volunteering Culture guide projects in social organisations
 National Politicians -
- Minister of Culture Funding for the next year: 536,142
 EUR
- Minister of Education -