

Stakeholder involvement practice / example

Practice/example title : EPAM (www.epam.pt)

The EPAM Project aims to: foster the development of a national network related to the production and sale of **aromatic and medicinal plants (PAM)**; support entrepreneurship within the sector and develop the capacity of its agents; increase and disseminate knowledge within the sector; and build on experience and prepare policy proposals.

Stakeholders concerned

- Medicinal and Aromatic Plants (MAP) producers
- Potential investors
- Other operators in the sector (industry, buyers...)
- Researchers
- Technicians (from private and public organizations)

Main lessons for others

Some reasons why MAP stakeholders participate actively in EPAM project:

- subjects matter and are familiar to them (are tangible, understandable)
- The impacts of the activities are directly felt – their participation in the activities is useful for their businesses or projects
- The project addresses their needs (of information, of promotion, of partnerships, etc.) – *plans for action result from listening to them*
- Collaborative tools are used both on virtual (the website) and on ground (professional meetings, workshops, seminars, technical tours, workgroups...) components of the project
- EPAM (very small) team is people they personally know (the activities are decentralized) and trust

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