

9. Relationships with the Hive

For the success of GreenHive it is important to encourage and nurture meaningful communication practices within the local Green Combs/Hubs and with the wider GreenHive Ecosystem.

We will take a look at the main steps involved in establishing communication activities.

The key steps for Communication and Collaboration within the Comb are:

1. Identifying and Mapping existing stakeholders
2. Identifying Channels of Communication
3. Communicating the Vision of the Hive
4. Finding the best methods of Communication
5. Nurturing Continuous Communication Channels
6. Sharing Resources
7. Measuring the Impact of Hub Communication

1. Identifying and Mapping existing stakeholders

It is important to identify all relevant stakeholders that you want to represent in the Hub.

Identify existing organisations/networks/stakeholders that you already have connections with.

2. Identifying Channels of Communication

What channels of communication already exist within your Hub?

It is good to have regular communication channels to improve coordination, have timely issue resolution and improve productivity and efficiency.

3. Communicating the Vision of the Hive

The key message or values of the hive are important to communicate, so they need to be defined.

A positive brand image is important to develop and strengthen to celebrate achievements and enhance the reputation of GreenHive.

Celebrating project milestones and sharing successes acknowledges the hard work and dedication of the team, motivates team members and encourages them to remain committed to achieving future goals.

4. Finding the best methods of Communication

Methods of Communication

Identify the methods most effective when communicating achievements, best practices and events.

Regular Project Meetings provide a platform for discussing progress whether virtual (using video conferencing platforms such as Zoom or Microsoft Teams) or in person.

Email Communication can be used to share detailed information with stakeholders.

Collaboration Platforms such as Microsoft Teams, Google Suite, and Google Workspace offer instant messaging, file sharing and collaboration features, making it easier to communicate and coordinate.

Newsletters and Social Media Platforms can be used to update stakeholders and the wider community about achievements and upcoming initiatives, and increase project visibility and engagement.

Feedback Mechanisms such as digital surveys, suggestion boxes or feedback forms gather input, facilitating continuous improvement and addressing potential issues.

5. Nurturing Continuous Communication Channels

Implement a communication plan to regularly notify stakeholders. If the hub has large numbers of participants, then a decision is needed on how and by whom the communication of a hub will be managed.

Marketing and Promotion can attract more members into the Hubs and generate interest in the activities around sustainable practices.

Selecting relevant topics to communicate will increase engagement and satisfaction. Using expert and credible sources provides valuable knowledge and perspectives, making communication more impactful.

Workshops and seminars provide valuable learning opportunities for the Green Hubs and can lead to future collaborations and continued engagement.

6. Sharing Resources

Create a centralised information hub with access to all stakeholders, where relevant information and educational materials can be easily accessed and shared.

It is important to encourage stakeholder contribution by fostering a culture of collaboration and resource sharing, providing training and support on how to effectively use the shared resources, hosting workshops/seminars and providing opportunities to co-create solutions to sustainability challenges, such as hackathons and collaborative projects.

7. Measuring the Impact of Hub Communication

The quality and quantity of communication are important to measure in terms of impact.

Consistency of Communication is important.

We will now look at Communication and Collaboration with Other Hubs.

1. Undertaking an Ecosystem Analysis
2. Looking at the methods of Communication that work best
3. Encouraging Community Engagement Events
4. Nurturing Communication Channels through regular, meaningful contact
5. Having achievable outcomes

1. Undertaking an Ecosystem Analysis

Identify what institutions or organisations are already around you such as Government, NGOs, civil societies or other GreenHive hubs etc to cooperate with. Having a structure to the ecosystem is essential for the management of the process, ensuring the correct content is being provided, progress is monitored effectively, and new ideas are nurtured and built upon. You may need to have a facilitator to help with this part of the process.

2. Methods of Communication

It is important for the Hubs to have regular meetings with the Ecosystem; these can be in-person, online, or hybrid.

Knowledge and Resource Sharing leverages each hub's strengths and expertise and creates a diverse learning environment.

A communication pack should be jointly created with an ecosystem branding. The logo can then be customised for local hubs so that the ecosystem will feel more connected. Being part of the Ecosystem can lead to enhanced visibility and the potential to jointly apply for funding.

3. Encouraging Community Engagement Events

Organising Workshops/ Seminars/ Awareness Campaigns, Competitions and Partnerships with Educational Institutions will showcase ecosystem activities. Through the participation of community members, integration of sustainability education into the curriculum will become more defined.

Having Collaborative Networking and Discussion Forums will bring together local community stakeholders to discuss sustainability initiatives, share best practices and explore collaborative opportunities.

Online Campaigns and Social Media Engagement will help to spread awareness, share content and encourage active engagement throughout the ecosystem.

4. Nurturing Communication Channels

Decide what communication method is appropriate for each country/audience for example, information newsletters, newspaper articles and social media.

5. Outcomes

Measure the impact of communication to see if it is achieving its Key Performance Indicators (KPI's) as outlined in the communication plan.

You now have all the necessary steps for Communication and Collaboration with the Hub and with the Ecosystem.

Canvases, specific to Combs' coordinators, to facilitate the communication and collaboration within the Hive and Ecosystem can be found on the project website. Toolkit for the setup and management of Green Combs including MOOCs, Canvases and How to Guide can also be found on the project website www.greenhiveproject.eu.