**onsiderations and ideas to engage with Oppla and create Communities of Practice**

**Group 1:**

-Oppla is also for passive users / loose users who are looking for synthesis of news, events… entry points… news letters, … don’t expect everyone to actively enagere...like EUFRO… ‘club of old farts’, not everyone engages, but they feel part

-important to make clear Oppla does not**actively support commodification, but democracy / open sharing etc.,**balance in including diferent views...

-**smaller users / NGOs / land managers should have access to information**

-allow for **sub-communities by topics so folk don’t loose interest**

-feed into existing organsiations communities

-find active ways to **link into other sectors, construction, health, ...**

-social movements… give them access to information… cf EJOLT project linking activists and researchers

-language… not just focused on commercial / business … now too commercial...

-**sign up… get them to give issues of concern / interst / key words… to help custamise and see if tailored activities, communication is (some of this can be automated, ask Anja)**

-V**NN… had modest amount of research funding to diseminate… good way to get members**

-also have physical meetings such as annual conference and user workshops

**Group 2:**

-engaging scientific community will be OK… engage SMEs, non-researchers a bigger challenge

-Fabien… his SME generally pays fee to broker services… no community… exception Devex to bring business and sustainability related organisation together… doesn’t work for him, but seems successful

-Ability to share common experiences is important. Bigger community is strength…

-Sharing among scientists… great for PhD students… discussion fora…

-branding… promote brand so people will invest time...

-tracebility that time spent on Oppla brings value… e.g. feed back on how many people have viewed or liked a post / contribution

-feedback… was this answers / service useful… but beware… also a risk for SMEs for low ratings which could prevent participation

**-language… barrier to wide expansion**

-allow input form community (webinars, cases, interviews)…but QA / how do you know it’s best practice… an important role for secretariats to find interesting things… though folk can send email to secretariat with suggetsions…needs to be clear we’re open for it… 'share you experience’ button?

-strong shared narrative / vision / mission statement… Oppla is not about idealistic / political views or discussion. Concerns are legitimate, but Oppla not a political discussion forum.

-Mission should not just be about what we do, but why we do it

-how do we communictae that we are not a community alligned with a specific politcal ES ‘camp’?

-build community slowly and in targeted way to ensure balance

-community should be a safe place

**Group 3:**

-success: Natural Capital Project (Unis and NGOs) around InVest… how did they get this to work? Or does it… does not give you knowledge.. you need to input your knowledge and get some resuts… not a knowledge community. Has one clear product, InVest.

Interesting to study further

-FAO climate smart agriculture community CSA and MICCA a successful community (Jenifer)… has very active moderator. Emails and webinars.

-Reddit honest debates online (not yet on ES)… 3rd most popular site in US… Quick Ask me Anything discussion

-Good data from projects, needs to be up to date with good meta data...

-sharing teaching-training material / slides / images / excercises

-information / news

-understand people’s experiences of tools / information

**Group 4:**

-community a place to **advertise yourself** and network for H2020 consortia… need networking / match-making / endorsement

-joining similar groups in **sub-communities**, eg local authorities / experience sharing groups (local authorites, NGOs / protected areas).

-possibly start some of these from our exemplar / case-studies ?

-are there existing small communities that we can link together…bring into Oppla

-discussion groups… different topics but need moderation to link discussions

-**professional status / accreditation of communitities**… possibly with external accreditation organisation for folk in the environmental management field

-training will help build community

-physical events …  proposal writing workshops / match-making, networking, exchange events, conferences brainstorming with problem owners and solvers… revenue raising

-quality check for individual members… links to accreditation… differentiate individuals based on set criteria

**Group 5:**

-see other projects and connect with them to learn what they did / are doing

-credible platform for reaching out beyond academia..

-connecting / bridging **facilities for dialogue… under all element of Oppla**… tags, keywords, ...

-all under own name (QA), or at least known with secretariat… vetting of members?

-needs moderation.

-feedback + rating, build reputations

-still needs physical events… conferneces, side-events, socials (wine!)

-(research) agenda setting through events and consultation

-need identifiable things for users