



What has been happening in 2014

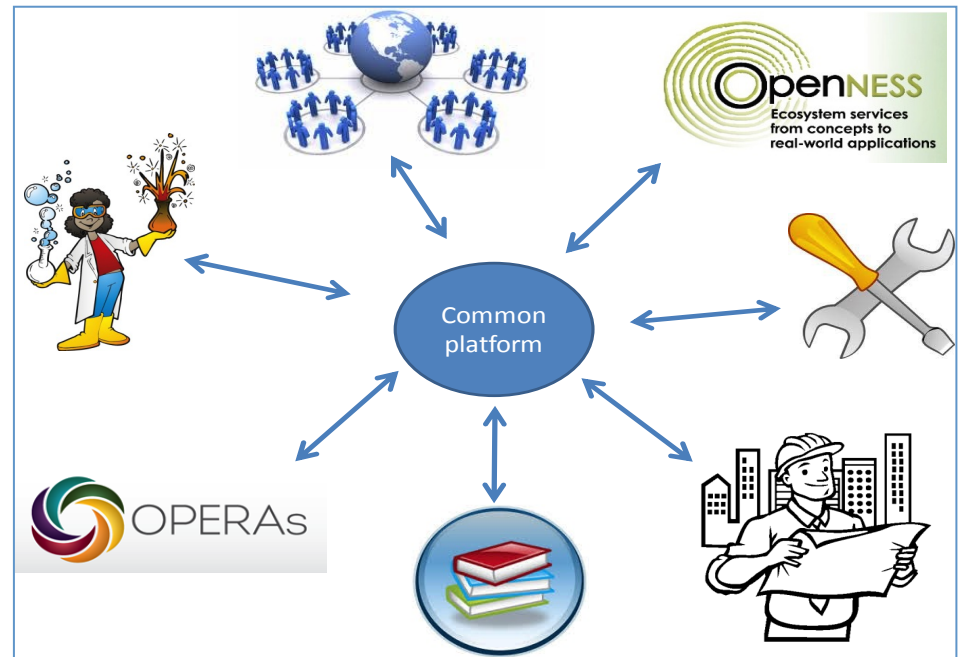
User Board meeting, Lisbon 6-7
November 2014

Claire Brown, Work Package 5



Last years User Board Meeting

- Presented early thinking around the Resource Hub
 - Vision
 - Potential content
 - Potential users





Feedback from this group, 2013

- Building a community is important but links to existing processes is also important
- When will the resource hub be operational?
- We need the information now so don't wait too long?
- What happens to the resource hub when the project finishes?
- Why would we go to the Resource Hub rather than other resources
- How will outputs from other projects and initiatives be included?



The vision

“Empowering European communities to improve natural resource management for human well-being.”

- Enable European communities to better manage our ecosystems for human well-being and livelihoods by linking them to best practice knowledge and experience on ecosystem services and natural capital.
- More than a website also an active community



What have we been doing?

- A team from both OPERAs and OpenNESS
- Further refinement of stakeholder groups
- Branding exercise
- Started business planning
- Thinking through functionality
- Development of wire frames
- Identification of content



The team





Refinement of Stakeholder groups

- Public/policy making and implementation
 - ✓ National and regional governments
 - ✓ EU Officials
 - ✓ Local Government

- Private sector
 - ✓ Technical consultants, major land based businesses
 - ✓ Trade associations
 - X Individual small businesses



Refinement of Stakeholder groups

- NGOs/Civil society
 - ✓ Environmental NGOs
 - ✓ NGOs for landowners and managers
 - ✓ Professional and learned associations
 - X General public

- Academic
 - ✓ Researchers aiming to support practical outcomes
 - ✓ Horizon 2020 projects
 - ✓ Educators and Students
 - X Blue sky researchers



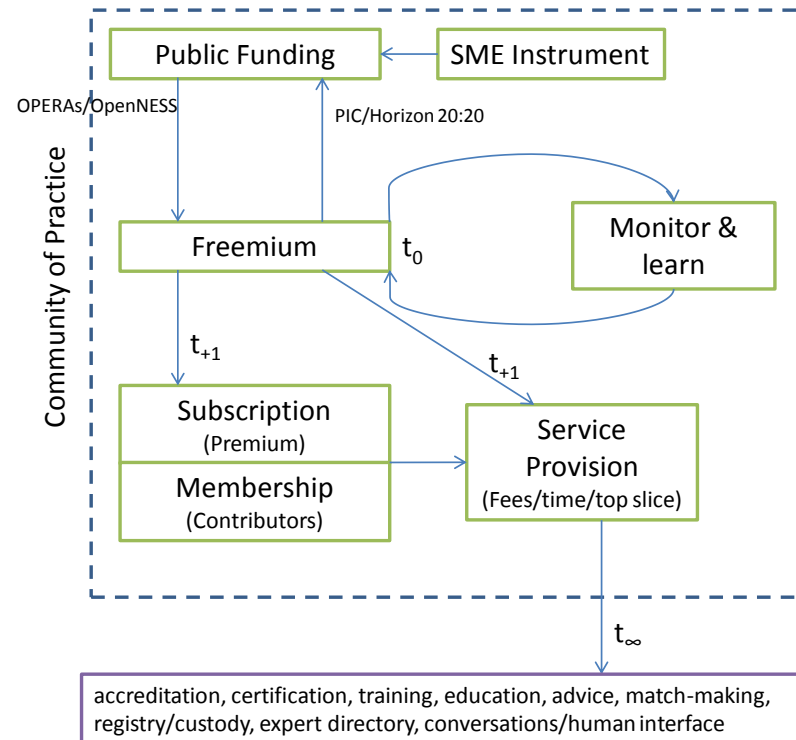
Branding





Business planning

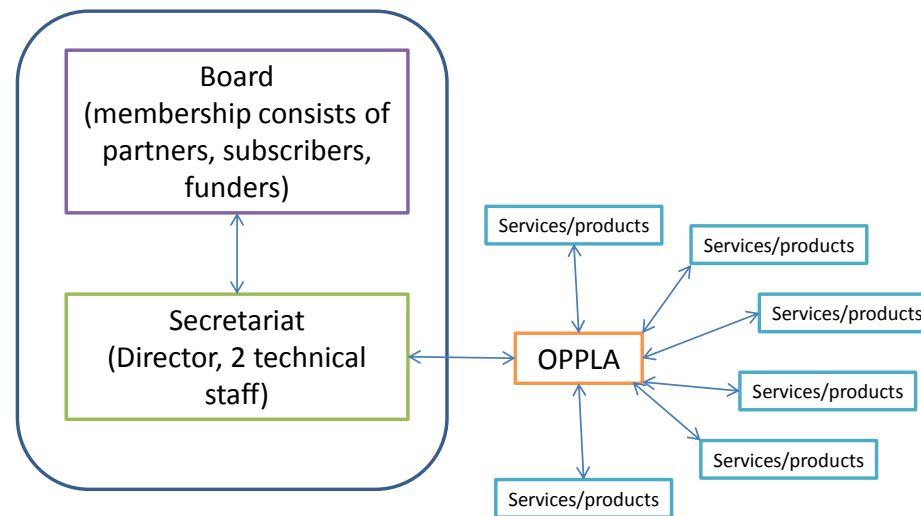
Business Model





Governance structure

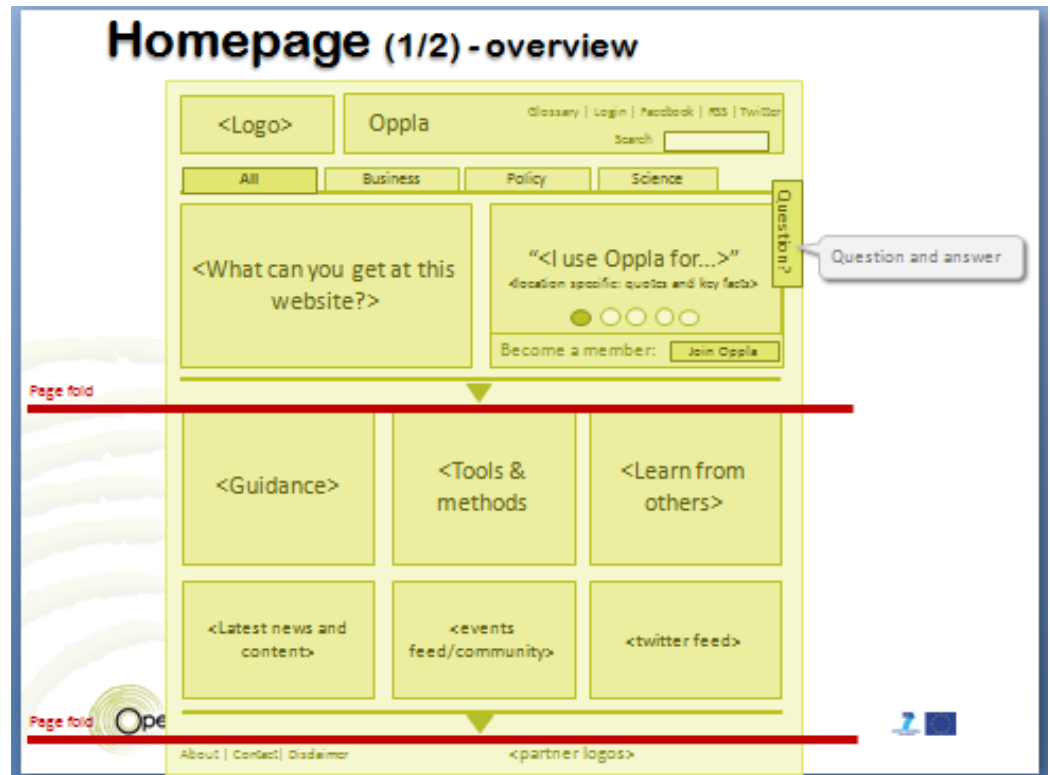
Governance Structure





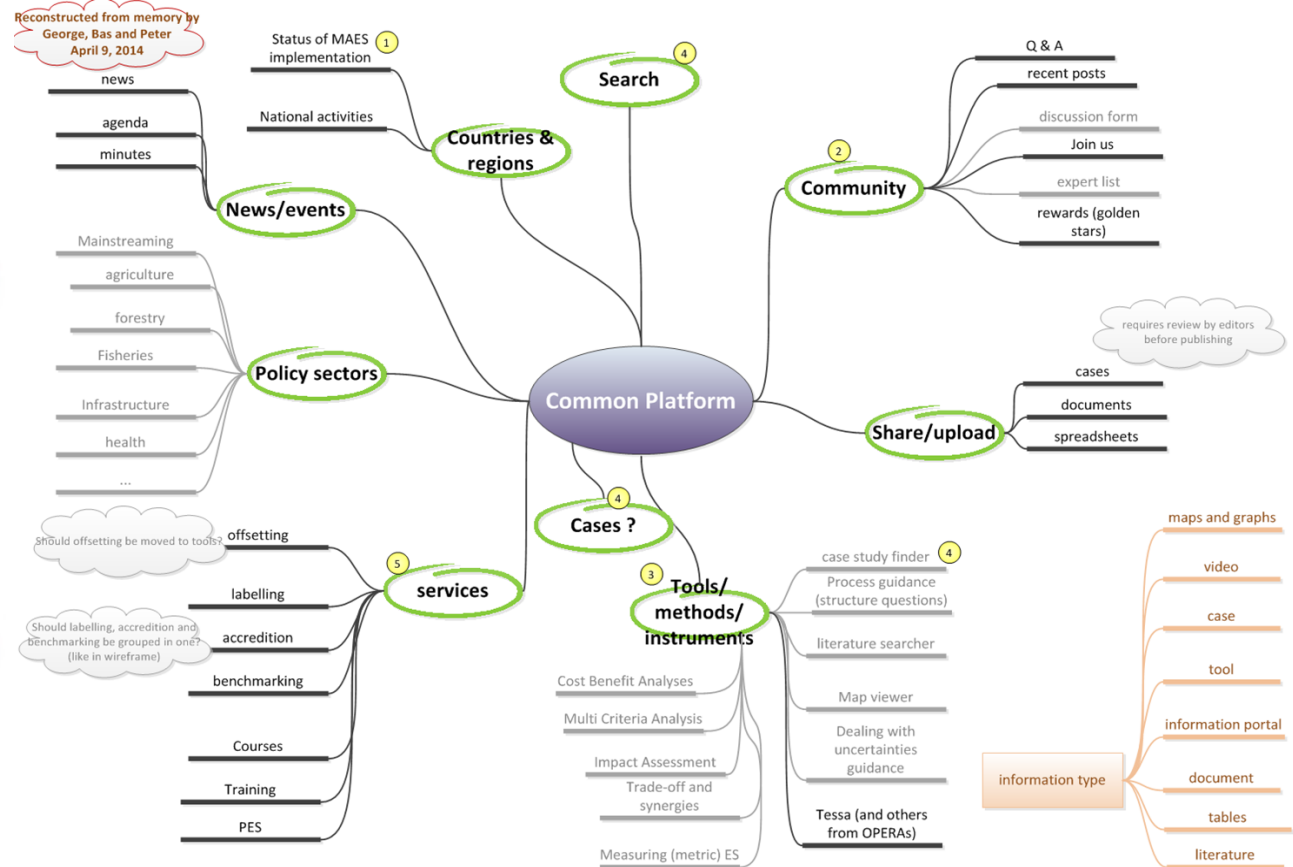
Wire frames

Dedicated exercise tomorrow





Content and functionality





Contribution from other work packages

- Work package 2 (Practice) – exemplar/case studies where tools have been tested
- Work package 3 (Knowledge) - methods, exemplary results
- Work package 4 (Instruments) – tools which have been tested and documented
- Work package 6 (Outreach) – films, summer schools, workshops, conferences



Next Steps for 2015

- Finalisation of wireframes
- Development of initial content (example case studies and tool pages)
- Development of a flyer and film
- Registration for updates
- Demonstration model of oppla available – April 2015
- Continued business planning process
- Development of a plan on how to reach out to other projects