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AENEAS

**innovActive ENERgy storage systems onboArd
vessels**

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Final stakeholder definition and engagement plan



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Public Summary

This deliverable presents the complete process of identifying, categorizing, mapping, and engaging the relevant stakeholders for AENEAS, with the aim of maximizing their involvement and ensuring that the project generates impact.

In the first phase, stakeholders were identified through a PESTEL analysis, which made it possible to detect key European actors and classify them according to political, economic, social, technological, environmental, and legal factors. This methodology facilitated the early detection of strategic entities, including those that would later become part of the Advisory Board.

After identification, stakeholders were grouped into ten categories. This categorisation facilitated communication and engagement planning, while each stakeholder was analysed individually in terms of interest and influence. An interest–influence matrix was then developed, which allowed the degree of importance of each stakeholder to be assessed and guided the selection of the most appropriate engagement strategy for them.

This process highlighted three primary stakeholders (the European Commission, CINEA, and National Maritime Authorities) whose influence and relevance are essential for the strategic orientation, regulatory compliance, and successful execution of the project. Additionally, expected roles were defined for all identified stakeholders, guiding how their involvement would contribute to the outcomes of AENEAS.

The engagement strategy was based on techniques selected at the beginning of the project, such as periodic communications through the AENEAS website and social media, continuous dissemination activities, and the organisation of dedicated workshops. These actions helped maintain stakeholder interest throughout the project and fostered active participation in its development. Several communication and dissemination activities were also conducted to keep stakeholders regularly informed and encourage their involvement.