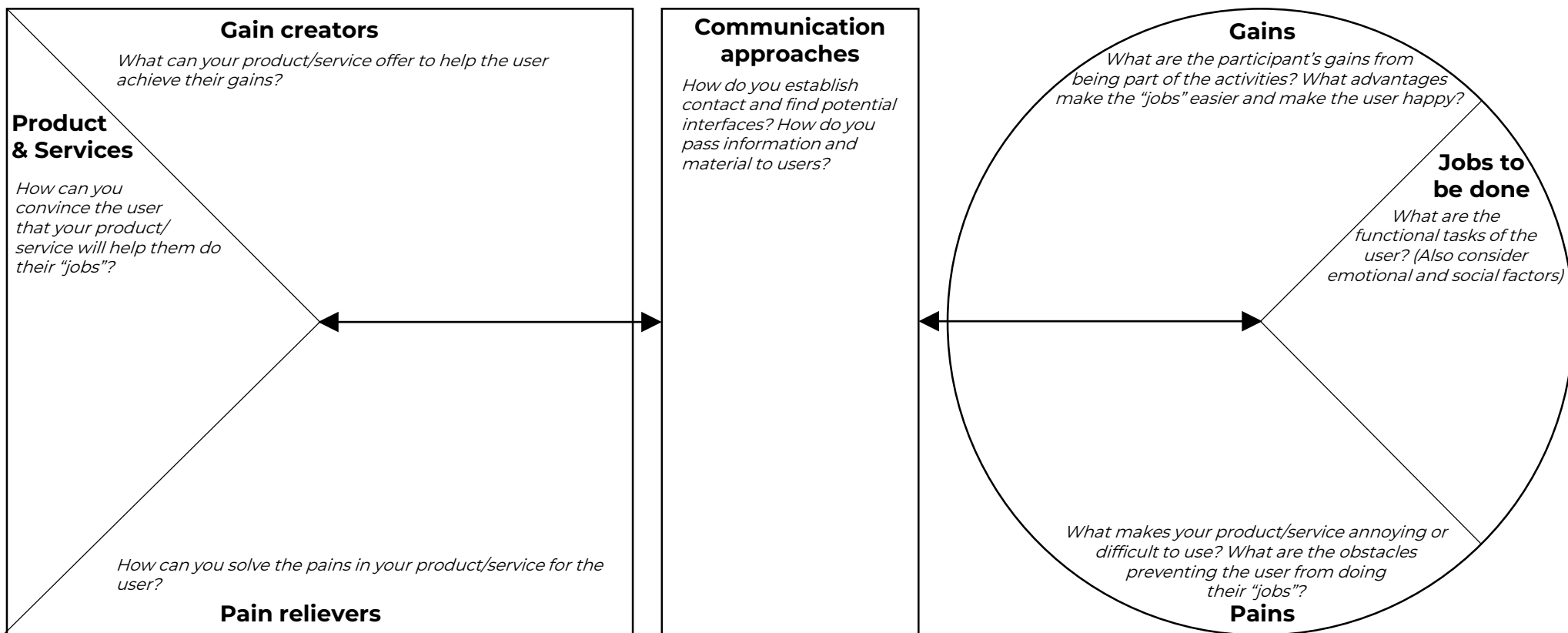


Value Proposition Canvas (VPC) template for stakeholder analysis

Create a different VPC for each target group in your project. Use the VPC results to tailor recruitment, communication and outreach approaches for the citizen science activities.

Perspective of your project and researchers

Perspective of citizen science group/participants



Empathy Map template for stakeholder analysis and engagement

NEGATIVE TRENDS

Negative trends from the environment

POSITIVE TRENDS

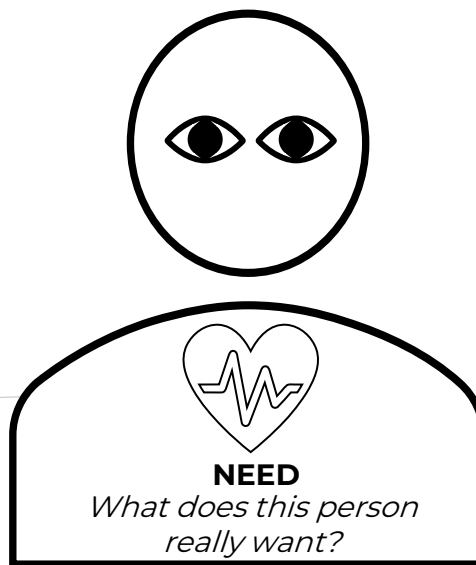
Positive trends from the environment

HEADACHES

Professional and work related issues

OPPORTUNITIES

Professional and work related positive outcomes



FEARS

Personal issues

NAME: _____

ROLE: _____

HOPES

Personal goals and hopes