In REACH, stakeholder management states a facilitator of the following process: (1) identification and analysis of the relevant stakeholders, (2) determination of stakeholders’ goals concerning REACH, and based on this (3) the establishment of the stakeholder relationship management process. Stakeholder management creates a feedback loop between individual project activities and the stakeholder network. One of the key goals of stakeholder management in REACH is the alignment of REACH’s objectives and the objectives of specific stakeholders in order to facilitate the exploitation of project outcomes. In this deliverable report, first, the general task of stakeholder management in REACH and the background/environment in which it will be used is outlined. Second the role of stakeholder management is detailed by providing REACH adapted key definitions for important terms, outlining the stakeholder management mission statement and success factors, explaining the role of stakeholder management with regard to the leveraging of additional financial investment, explaining the relation and interaction of stakeholder
management with other activities in REACH, and providing a framework for an integrated, generic
stakeholder perspective. Third, the RAECCH stakeholder management methodology is introduced,
and fourth, a detailed REACH stakeholder management roadmap is presented.

**Stichworte:**
Stakeholder management, stakeholder identification, stakeholder analysis, innovation
management, stakeholder mapping, stakeholder management roadmap, physical activity, active
ageing, active and healthy ageing, AHA, healthy ageing, physical activation, assistive technology,
ageing society, older persons, ageing societies, demographic change, age inclusive communities,
age-friendly communities, age-friendly, personalised healthcare, early detection, early intervention,
prevention, empowerment of older persons, patient empowerment, patient involvement, playful
intervention, ageing at home, aging in place, digital care, digital health, gerontechnology,
gerontotechnology

**Projekt:**
REACH2020 - Responsive Engagement of the Elderly promoting Activity and Customized
Healthcare

**Horizont 2020:**
690425

**Beauftragende Einrichtung:**
This project has received funding from the European Union’s Horizon 2020 research and
innovation programme under grant agreement No 690425. The content of this report does not
reflect the official opinion of the European Union. Responsibility for the information and views
expressed in the report lies entirely with the authors.

**Publikationsdatum:**
31.01.2017

**Jahr:**
2017

**Seiten:**
42

**Sprache:**
en

**WWW:**
http://reach2020.eu

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**TUM Einrichtung:**
Chair of Building Realisation and Robotics

**DOI-Link:**
http://doi.org/10.14459/2017md1482707

**Occurences:**
- Hochschulbibliographie > 2017 > Fakultäten > Architektur > Lehrstuhl für Baurealisierung und
  Baurobotik (Prof. Bock)
- Einrichtungen > Fakultäten > Fakultät für Architektur > Lehrstühle und Professuren > Lehrstuhl
  für Baurealisierung und Baurobotik (Prof. Bock)