



LOCAL AND TRANSNATIONAL WORKSHOPS PROPOSED METHODOLOGY

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Summary

- WHAT IS A WORKSHOP
- POSSIBLE APPROACHES
- QNEST WORKSHOP SUGGESTED METHODOLOGY
- LOCAL PARTECIPATIVE WORKSHOPS (LPW)
- TRANSNATIONAL PARTECIPATIVE WORKSHOP (TPW)



THE POWER OF CONVERSATION

- People created the future since our earliest ancestors gathered in circles around a fire
- Conversation has been a core process for
- discovering what we care about
- It's how we share our knowledge, imagine our futures and create communities of commitment



A WORKSHOP IS

A good tool to support and facilitate:

- active participation of people
- approach from across society
- dialogue across different interest groups



A WORKSHOP MAIN GOALS

It is an opportunity for :

- exchanging and discussing different points of view
- allowing the direct participation of social groups
- discussing doubts and wishes regarding a particular topic
- promoting dialogue and involvement on conflicting topics

A WORKSHOP MAIN AIMS

It helps and allows:

- awareness of future problems in the community
- developing a common definition of a desirable development
- discussions with different social groups
- identifying and discuss differences/similarities of problems and solutions as perceived by different groups
- developing and generating utopian ideas
- developing an action plan for the implementation of solution trails

A WORKSHOP MAIN RESULTS

- the agreement of all participants (optimal result)
- dialogue
- developing of own visions on a specific focus
- identification of common suggestions and visions

Several methodological approaches

- Adaptation of the European Awareness Scenario Workshop method (EASW, 1994)
- Adaptation of World Cafè method (Brown, 2002)



European Awareness Scenario Workshops EASW (1994)

- Developed by EU DGXIII -D "Innovation"
- It identifies future scenarios for sustainable living
- It helps to face the environmental problems of living areas by their own inhabitants
- It brings together participants from different backgrounds

EASW METHODOLOGY

- Is scheduled to last two days in order to provide enough time
- All involved actors participate in round-table discussions
- Suggestions are evaluated and reformulated a two-day process
- Promotes dialogue and facilitates consensus

WORLD CAFÉ (BROWN, 2002)

- Is scheduled to last one day
- Intentional way to create a living network of conversations
- Creative methodology for groups of all sizes
- It considers how to overcome barriers and share opinions

WORLD CAFÉ METHODOLOGY

- people join other people in a small conversation clusters (*café-tables*)
- people explore a issue that really matters to community
- others are sitting at nearby café tables exploring similar questions
- people can move to a another café table to cross-pollinate ideas

QNEST PROPOSED METHODOLOGY

A mix between the consistent EASW and friendly WORLD CAFÈ

- 8 Local Participative Workshops (LPW)
- 1 Transnational Participative Workshop (TPW)
- 1 local workshop-responsible for each partner
- 1 Transnational-responsible to coordinate workshops

QNEST WORKSHOP DESIGN *(see AT1.3 output contribution)*

	LOCAL	TRANSNATIONAL
STRATEGIC VISION	<p>To think to Local Strategies to promote, positioning, and implement environment, tourism, and brand to new target interested in culture, sustainability, and accessibility</p>	<p>To think to a Common Strategy to implement a sustainable transport system, a sustainable touristic offer, and a new touristic culture</p>
TOUIRSTIC ACTIONS and PROPOSAL	<p>To think to an Action Plan to create new routes and itinerary related to Cultural & Traditional Heritage, Environmental Sustainability, Mediterranean Diet, Accessibility and Social Well-being</p>	<p>Create an Adriatic Ionian Action Plan in which each partner of the project could support a part of the itinerary, giving a sense of unity and networking</p>

QNEST WORKSHOP OBJECTIVES

- To increase the awareness on a qualitative sustainable tourism
- To codesign a common vision
- To constitute the basis for a mid and long-term strategy
- To share knowledge
- To make networking
- To search agreed solutions for a better quality in tourism

QNEST WORKSHOP GOALS

- Quality routes and sustainable initiatives designed during LW (4 per each workshop)
- 4 quality routes and sustainable initiatives designed during TW
- 32 at local level and 4 at transnational level
- Realization of a common database with the profiles of workshop participants (8LW, 1 TW)
- Drafting report about the workshops results in terms of routes (8LW, 1TW)

QNEST WORKSHOP TOOLS

1. Scenarios presentation
2. Double interviews
3. Brain Storming
4. Round tables
5. Posters
6. Writing cards

QNEST WORKSHOP TOOLS: 1) actual scenario*

- Participants are presented with actual local and international scenarios
- They are asked to give their personal view of sustainable tourism
- They are asked to give suggestions on local sustainable tourism
- The scenarios presented may be criticised and extended on the basis of the participants' expert opinion, experience or preference

QNEST WORKSHOP TOOLS: 2) double interviews*

- Participants discuss in pairs the best and the worst scenarios for the future
- The discussion takes the form of an interview, during which they alternate roles
- Experience shows that people more easily develop a worst-case scenario
- It supports developing the best-case scenario (EASW 94)
- This helps clarify each one vision for the future evolution of the area
- And helps the acquaintance between participants

QNEST WORKSHOP TOOLS: 3) brainstorming*

- Encourage everyone to participate
- Encourage freewheeling and expression of different ideas
- Do not criticize or evaluate ideas
- Build upon other group members' ideas
- Record ideas accurately during the session

QNEST WORKSHOP TOOLS: 4) round table*

- All group sessions finalise their proposals by round table discussions
- During the round table discussion all visions or action plans are presented, discussed, evaluated
- Common proposals are defined

QNEST WORKSHOP TOOLS: 5) poster production*

- All group sessions end with a poster created by all the participants
- Posters show ideas in a clear and explicit form, and attractive graphic
- It is very important to "pass the message" to the rest of the groups participants and attract their votes (1-10)
- It is the coordinator's responsibility to appoint the most appropriate representative of the group for the presentation

QNEST WORKSHOP TOOLS: 6) writing cards*

- Each participant records his ideas for actions on equivalent cards
- The group coordinator presents all the ideas to the group
- The feasibility of each idea is discussed and actions are proposed
- Special care should be taken in the poster presentation in order to make the proposals explicit and appealing to other groups
- Final actions proposed by the workshop will be defined by general voting

QNEST WORKSHOP instruments

- Cards (approximately 50 per group, A4 leaflets)
- Posters (approximately 2 per group, 50X70 cm)
- Pens (10 per group)
- Coloured felt-tip pens
- Recorder/Videotape

LPW MAIN GOALS

	LOCAL	TRANSNATIONAL
STRATEGIC VISION	<p>To think to Local Strategies to promote, positioning, and implement environment, tourism and brand to new target interested in culture, sustainability, and accessibility</p>	<p>To think to a Common Strategy to implement a sustainable transport system, a sustainable touristic offer, and a new touristic culture</p>
TOUIRSTIC ACTIONS and PROPOSAL	<p>To think to an Action Plan to create new routes and itinerary related to Cultural & Traditional Heritage, Environmental Sustainability, Mediterranean Diet, Accessibility and Social Well-being</p>	<p>Create an Adriatic Ionian Action Plan in which each partner of the project could support a part of the itinerary, giving a sense of unity and networking</p>

LPW ROLE GROUPS (4/5 groups)

min. 10 Qnest members + 20 stakeholders (Del. DT1.3.10)

- 1. Qnest members (2 people)
- 2. Politicians/decision makers
- 3. Citizens
- 4. Local companies
- 5. Local Associations
- 6. Universities/researchers (suggested)
- 7. Mass Media (suggested)

All participating role groups are regarded as experts on an equal way

LPW TIME FRAME AND STEPS (choral)

- 1/2 days in order to provide enough time to develop scenarios/activities
- General topics' introduction to the LW assembly: *Cultural & Traditional Heritage, Environmental Sustainability, Mediterranean Diet, Accessibility and Social Well-Being*
- Rules explication
- Groups and Groups' Coordinator definition
- Participants divided in 4/5 role groups, according to their expertise

LPW ORGANISATION OF THE SCENARIO (group)

- Introduction of the topics
 - Group coordinator illustrate previous best practices and actual local touristic scenario
 - Local authorities, present the current state of affairs and plans for the future

Stating ideas in role groups

- Participants express their concept of sustainable tourism and discuss actual scenario
 - The technique of two by two persons discussions (double interviewing*) is used in order to formulate a best and worst future scenario*
 - Brain storming: participants propose ideas on quality routes and sustainable initiatives
- Final round table discussions*:
 - the best quality routes/sustainable initiatives are selected, systematized, and registered on a poster*

LPW FINAL DISCUSSION (choral)

- Posters presentation (Quality Routes / Sustainable Initiatives)
- This presentation also includes the feasibility assessment for the realization of these ideas
- A general votes prioritises the proposals. Groups can vote any proposed actions, which are presented except their own groups
- 4 quality routes and 4 sustainable initiatives design to select for TW
- Working groups idea will be presented to the TW in the form of posters

TPW GOALS

	LOCAL	TRANSNATIONAL
STRATEGIC VISION	To think to Local Strategies to promote, positioning, and implement environment and tourism to new target interested in culture, sustainability, and accessibility	To think to a Common Strategy to implement a sustainable transport system, a sustainable touristic offer, and a new touristic culture
TOUIRSTIC ACTIONS and PROPOSAL	To think to an Action Plan to create new routes and itinerary related to Cultural & Traditional Heritage, Environmental Sustainability, Mediterranean Diet, Accessibility and Social Well-being	Create an Adriatic Ionian Action Plan in which each partner of the project could support a part of the itinerary, giving a sense of unity and networking

TPW IMPLEMENTATION

- 35 Qnest members per partner
- 10 local Qnest members + 20 local stakeholders (Leading partner)
- The transnational organizer responsible for managing the workshop
- The Group coordinators
- A secure budget

TPW TIME FRAME AND STEPS (choral)

- 2 days in order to provide enough time to develop scenarios/activities
- General topics' discussion
- LW Posters presentation
- Rules explication
- Groups and Groups' Coordinator definition
- Participants divided in 5/6 role groups, according to their expertise

TPW TIME FRAME AND STEPS (choral)

- General topics' introduction to the LW assembly: *Cultural & Traditional Heritage, Environmental Sustainability, Mediterranean Diet, Accessibility and Social Well-Being*
- Rules explication
- Groups and Groups' Coordinator definition
- Participants divided in 5/6 role groups, according to their expertise

TPW 1° DAY: GENERAL ASSEMBLY

- Presentation of the participants
- LW Poster presentation
- Discussion of the LW ideas
- Theme groups: “What should be done?”

Results will be taken as the starting point for the next days’ work

TPW 1/2° DAY: STRATEGIC IDEAS

- Focus on the manner in which ideas can be realized
- Participants will be divided into different theme groups related to what "should be done"
- The technique of writing cards* to propose actions is used
- The selected in each group actions are presented on a poster

TPW 2° DAY: FINAL STEPS

- Participants evaluate the prioritized actions of the scenario workshop
- "Who and How" is the next step:
 - definition of the responsibilities (individuals or community)
 - and how actions should be assessed
- Decisions on a group or committee to continue the task
- Dissemination:
 - Ideas and conclusions are presented to authorities, public and Press

SUGGESTED METHODOLOGY



THANKS FOR YOUR ATTENTION