

LED2LEAP

2020 Project Presentation

SESSION EIGHT

MAY 20, 2020

Phase C: Visioning

From goal setting to strategy building

Community Participation Methods in Design and Planning, John Wiley and Sons, 2000, New York, NY

PHASE C



Agenda

**Recap Phase B:
Democratic Landscape Analysis and Assessment**

**Drivers of democratic transformation:
From goal-setting to strategy building**

Case Study 1: The Goldberg Principle with Siri Frech

Case Study 2: Kassel Lightwalk with Nicolas Reibel

Outlook on the seminar process and group activities

Recap Phase B



Everyone was invited to share their thoughts on our joint MURAL board:

<https://app.mural.co/t/participation4818/m/participation4818/1589901600610/2eba2282491c8287e459f863da345e4803dde103>

Andrea and Thomas will comment on your answers



From goal setting to strategy building

Drivers of democratic transformation

UN Sustainable Development Goals

United Nations (2016), Global Goals for Sustainable Development (<http://www.un.org>)



Our agenda for global sustainability - How to make it tangible and operational for our community challenges?

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Learning Empowerment Agency Partnership

The process of changemaking



1

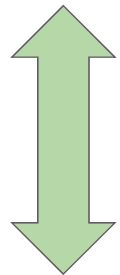
What is the landscape
democracy challenge?
or 'The problem'

3

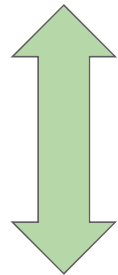
What actions are
needed to bring about
change?

2

What is the long
term change we see
as our goal?
or 'The vision'



Phases
A + B



Mapping your
Community:
Who is there
and what are
the issues?

Democratic
analysis and
assessment:
What is at risk?
What is strong?
Opportunities?

Phase C + D:

Which actions are
needed and when?

Who is responsible?

Phase C:

How can we set goals
collaboratively?

Which effects and
benefits do we expect?

Phase E:

How will we measure performance?
What are our indicators?

PHASE C



The process of changemaking



How do we link analysis and vision?

‘cassical’: SWOT analysis:

A good way of identifying the elements of your changemaking strategies

SWOT ANALYSIS



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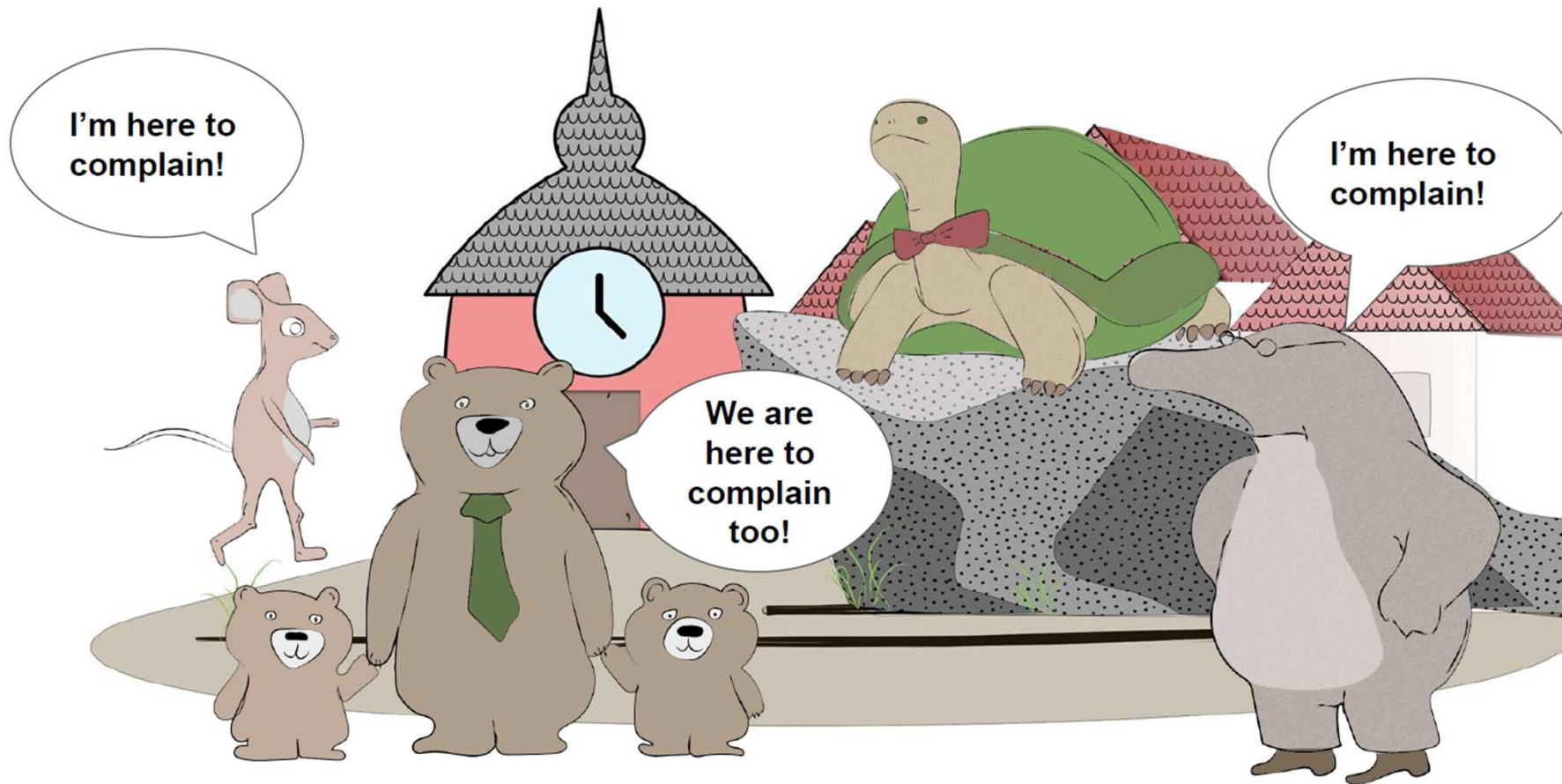


Learning Empowerment Agency Partnership

The process of changemaking

How do we arrive at a synthesized problem statement?

‘creative’: Story Telling: This is what you did

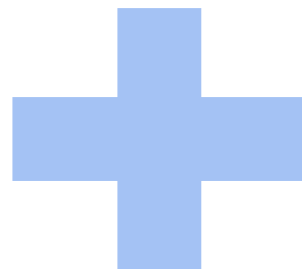
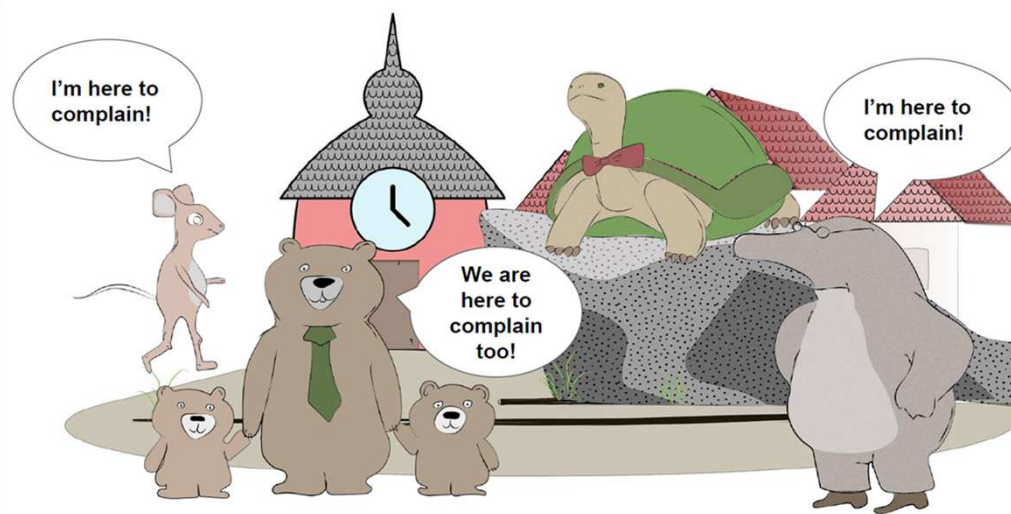


Cartoon designed by Kathrin Berlinger, Valerie Gunzenhäuser, Lukas Klapprott and Paula Seifert

The process of changemaking

How do we arrive at a synthesized problem statement?

Good to combine creative + 'structured' tools!



SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	Strengths	Weaknesses
External origin (attributes of the environment)	Opportunities	Threats

Remember:

this process is non-linear

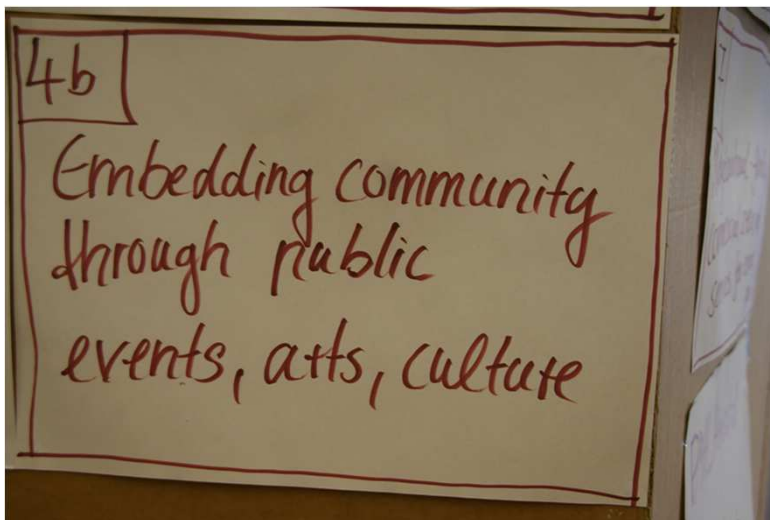
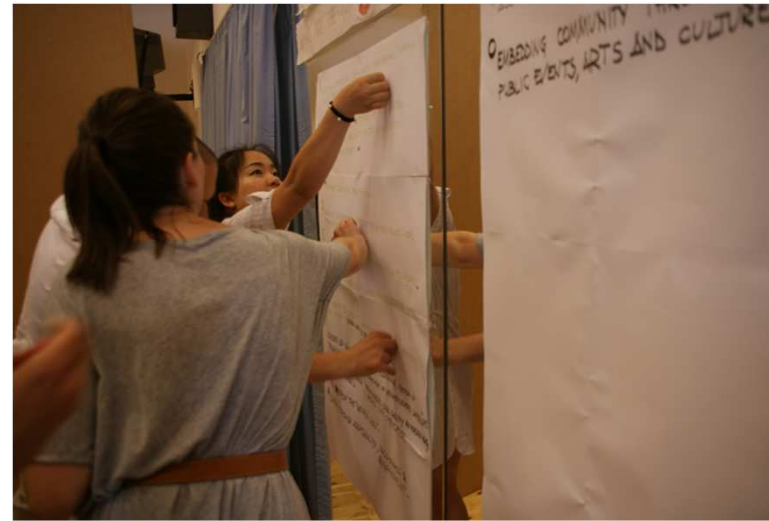


Non-linear, iterative, adaptable, systemic

The process of changemaking



How do we arrive at a joint agenda?



One possible method:

Nominal Group Technique

André L. Delbecq/Andrew Henry van de Ven, 1971

We will train this method in the upcoming session on May 27

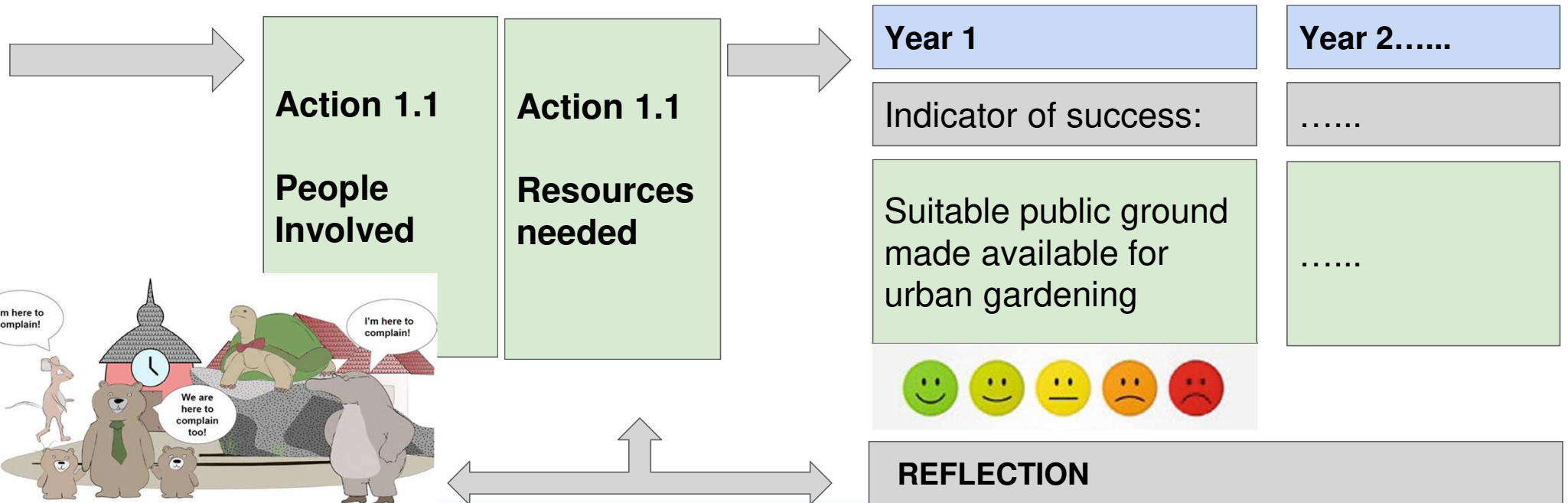
Visualise your goals



Example: CHISPA's strategic goals were integrated into a mandala

Source: CHISPA Future Vision 2020-2024 - "Co-authoring a New Story for CHISPA's future"

From goal-setting to strategy building



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From big goals to smart goals



Specific	Measurable	Achievable	Realistic	Timely
S	M	A	R	T
G	O	A	L	S
What do you want to do?	How will you know when you've reached it?	Is it in your power to accomplish it?	Can you realistically achieve it?	When exactly do you want to accomplish it?

Graphic: <https://redcapsalescoaching.com/smart-goals-2018/>

Case Study 1:

Future Concept Goldberg Mildenitz presented by Siri Frech



Lightwalk Aims

Promote Democratic Values
Utilize Visual Communication
Give Back to the Community

Empower Stakeholders
Provide Opportunity for Dialogue



Ganz, M. (2011). Public narrative, collective action, and power. From Inertia to Public Action, 273.

PHASE C



LearningEmpowermentAgencyPartnership

Lightwalk Place

MARCH

APRIL

MAY

JUNE

JULY



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Learning Empowerment Agency Partnership

Lightwalk Process

MARCH

APRIL

MAY

JUNE

JULY



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Lightwalk Community

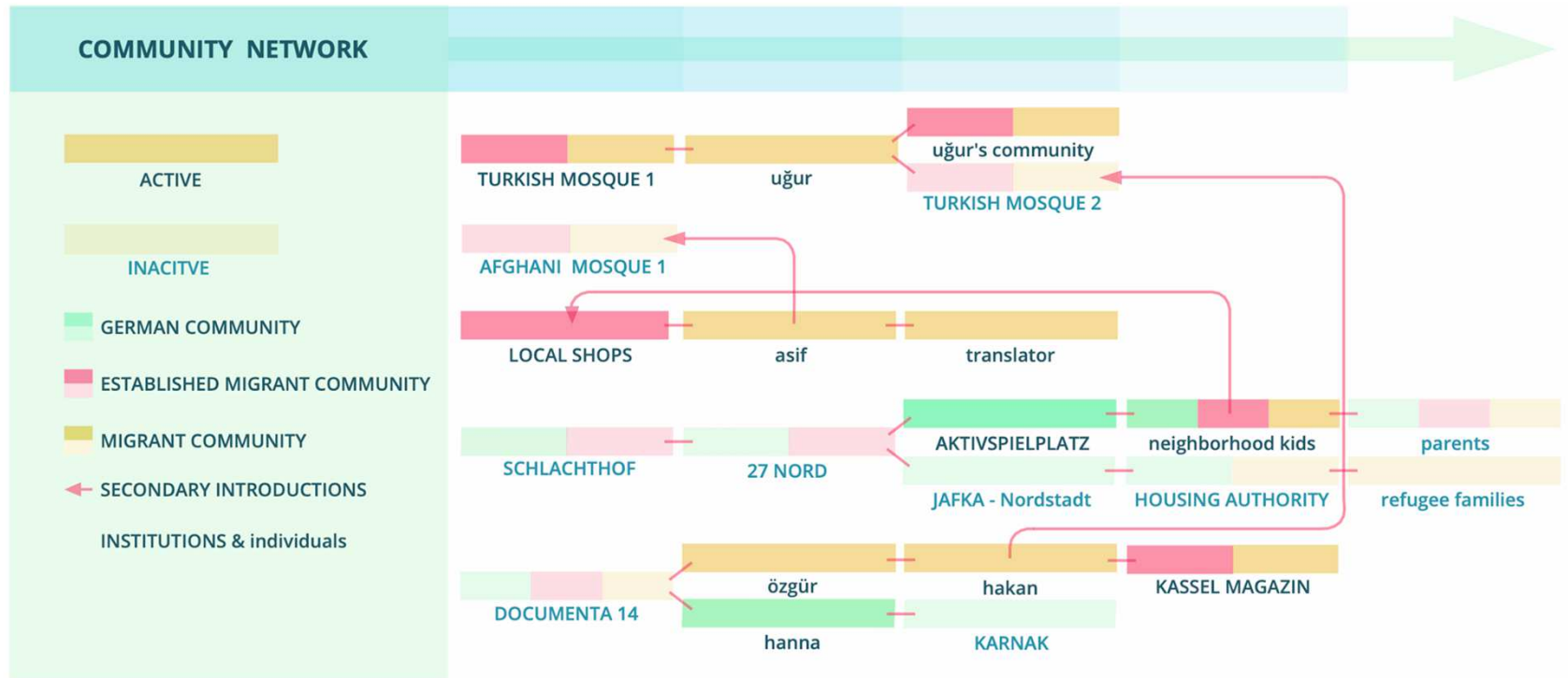
MARCH

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Lightwalk Workshop



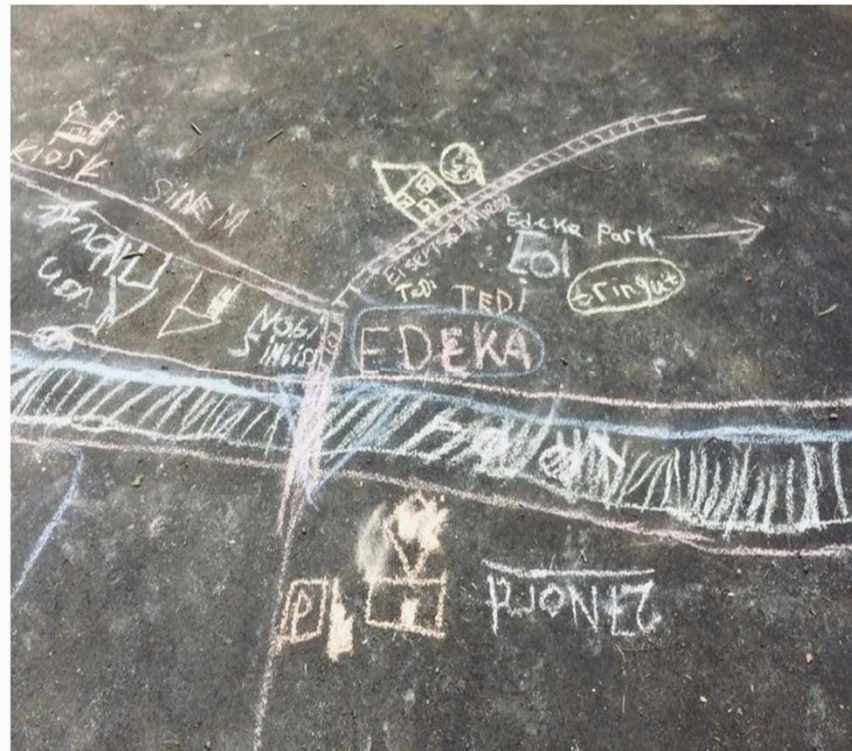
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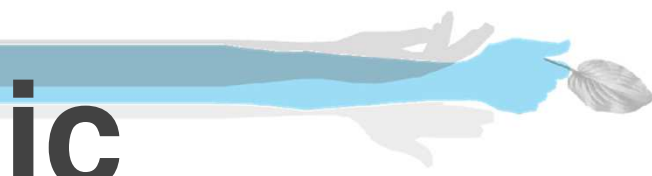


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Learning Empowerment Agency Partnership

Lightwalk Picnic



MARCH

APRIL

MAY

JUNE

JULY



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Lightwalk Installation



MARCH

APRIL

MAY

JUNE

JULY



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Lightwalk Reflection



MARCH

APRIL

MAY

JUNE

JULY



What worked...
What didn't...
What was left behind...

“The arts are particularly well suited to urban regeneration because they are able to engage people’s creativity, encourage people to see things differently, encourage questioning and the imagination of possible futures and offer opportunities for participation as active citizens through self-expression.”

Using art installations as action research to engage children and communities in evaluating and redesigning city centre spaces Barry Percy-Smith* and Clare Carneyb aThe SOLAR Action Research Centre, University of the West of England, Bristol, UK; bArt, Sparks, Northampton, UK (Received 11 June2

Phase C Assignment



- Continue with your story-telling approach
- Define goals and prioritize them: we will practice this during next week's session with the Nominal Group Technique
- Synthesize your goals and formulate a **joint vision**
- Design a prototype of your strategy for reaching this vision with the example of **one** action and define
 - responsables (bring your characters back into the play!),
 - possible resources
 - implementation steps
 - indicators of success

>>> Presentation on **June 3** in parallel sessions, template will follow



Outlook on next session

Wednesday, May 27

17 00 - 18 30

Training of the nominal group technique in working groups and parallel sessions using a MURAL template