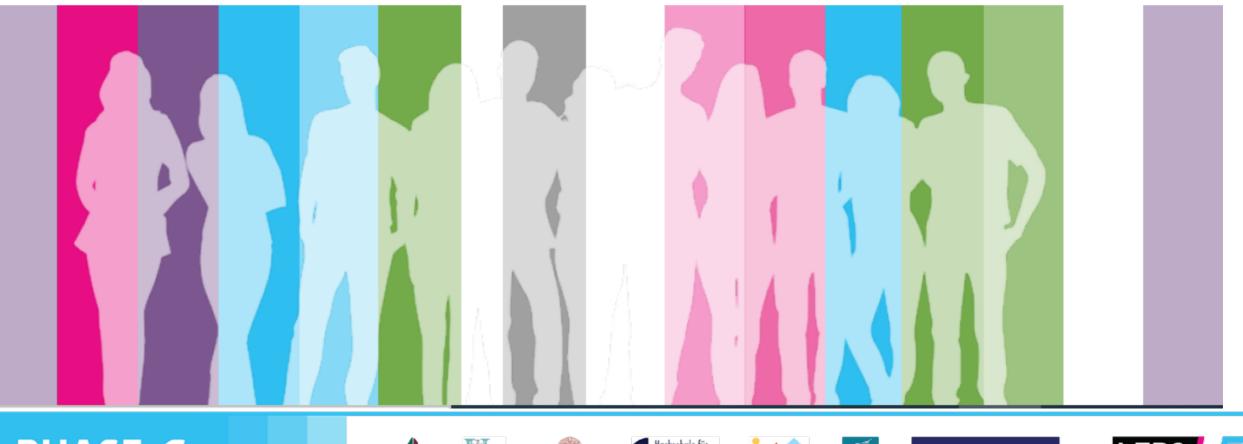


LED2LEAP Phase C: Visioning

SESSION EIGHT MAY 19, 2021

From goal setting to strategy building

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















Some inspiration with Sonja Hörster: Case Study Stadtwerkstatt Berlin

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

Outlook on the seminar process and group activities











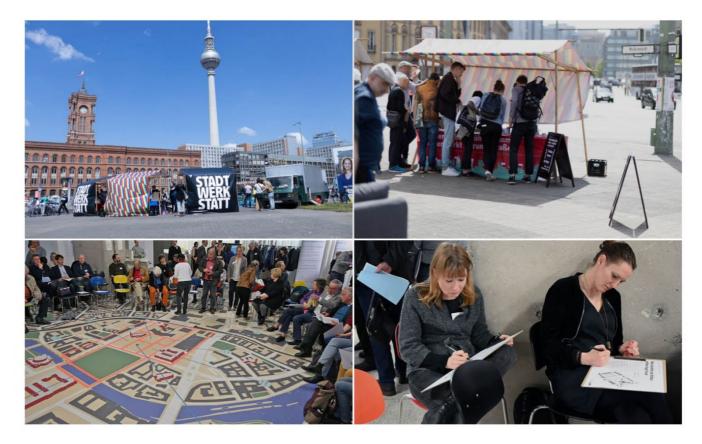




Some Inspiration

Prof. Sonja Hörster *HSWT Weihenstephan-Triesdorf*

Case Study Stadtwerkstatt Berlin



https://www.partizipativ -gestalten.de/neue-wege-der-zusammenarbeit-die-stadtwerkstatt-berliner-mitte













From goal setting to strategy building

Drivers of democratic transformation







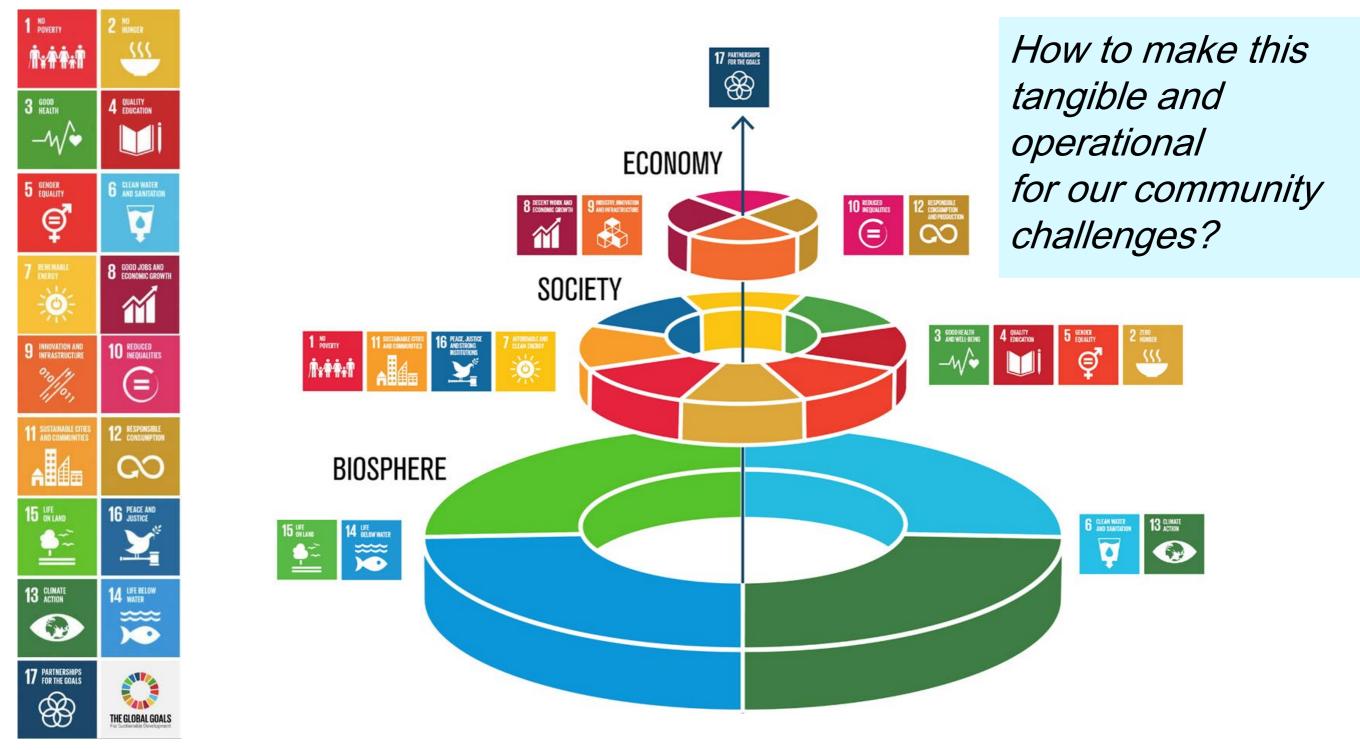








Global Sustainable Development Goals



Source: Stockholm Resilience Centre (2016), Contributions to Agenda 2030 – How Stockholm Resilience Centre (SRC) contributed to the 2016 Swedish Agenda 2030 HLPF report, <u>https://www.stockholmresilience.org/SDG2016</u>.











What is the landscape democracy challenge?

or 'The problem'

Phases

A + B

What actions are needed to bring about change?

Phase C + D:

Which actions are needed and when?

Who is responsible?

or 'The vision'

What is the long

term change we see

as our goal?

Phase C:

How can we set goals collaboratively?

Which effects and benefits do we expect?

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

Democratic

Phase E: How will we measure performance? What are our indicators?

PHASE C

Mapping your

Community:

Who is there

and what are

the issues?













How do we link analysis and vision?

'cassical': SWOT analysis:

A good way of identifying the elements of your changemaking strategies

SWOT ANALYSIS









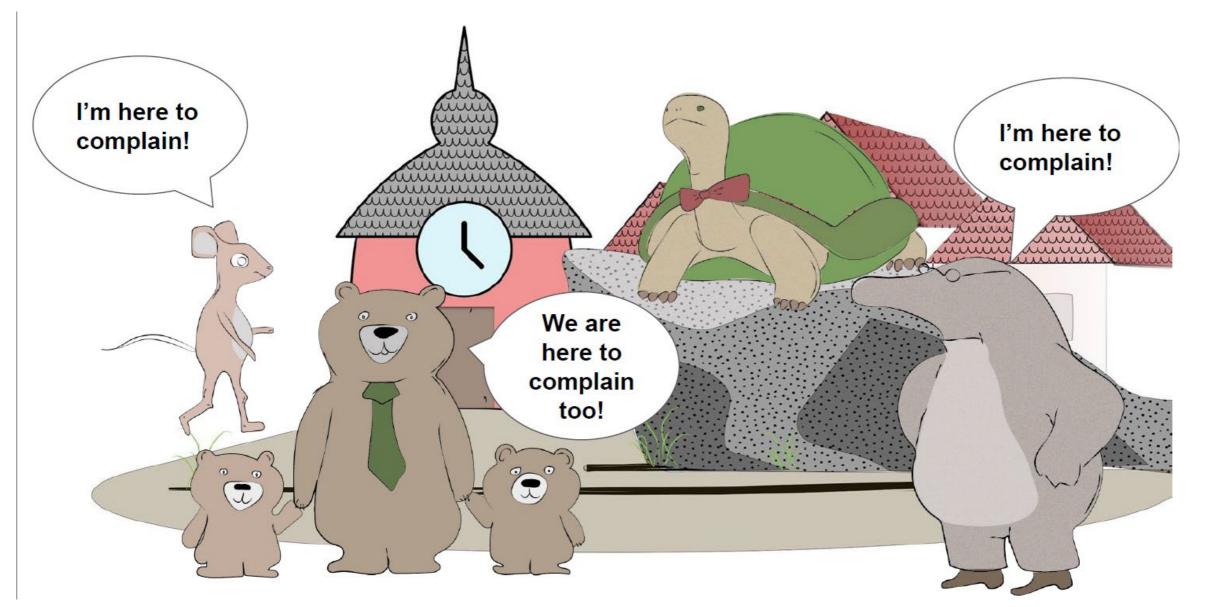






How do we arrive at a synthesized problem statement?

'creative': Story Telling: This is what you did



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





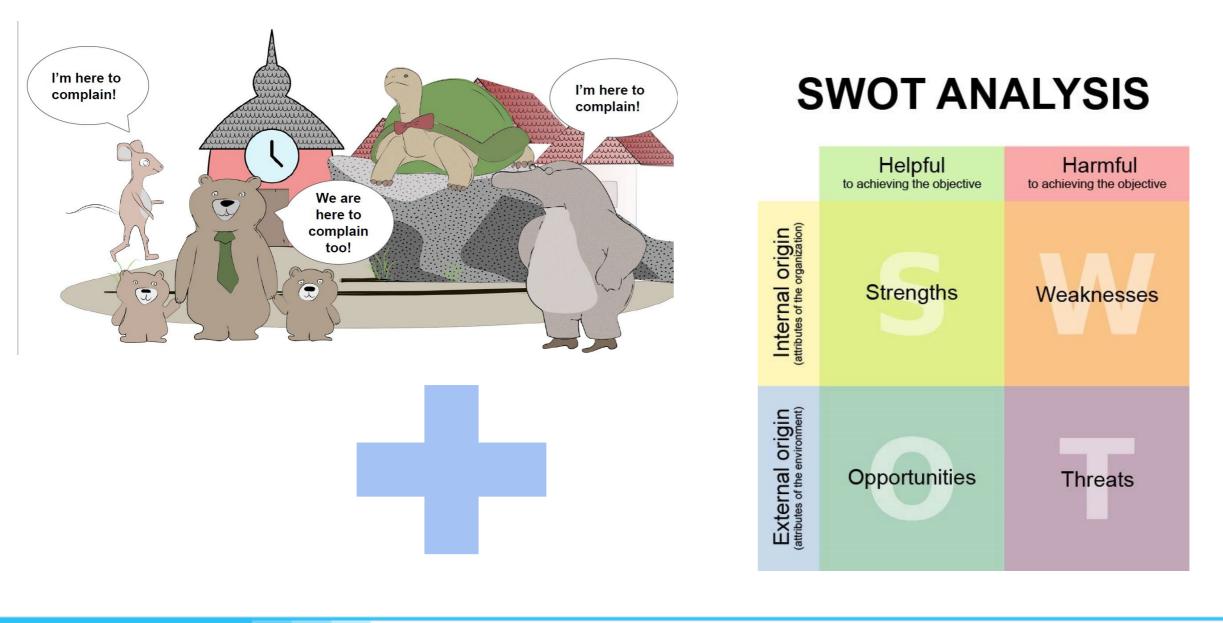






How do we arrive at a synthesized problem statement?

Good to combine creative + 'structured' tools!









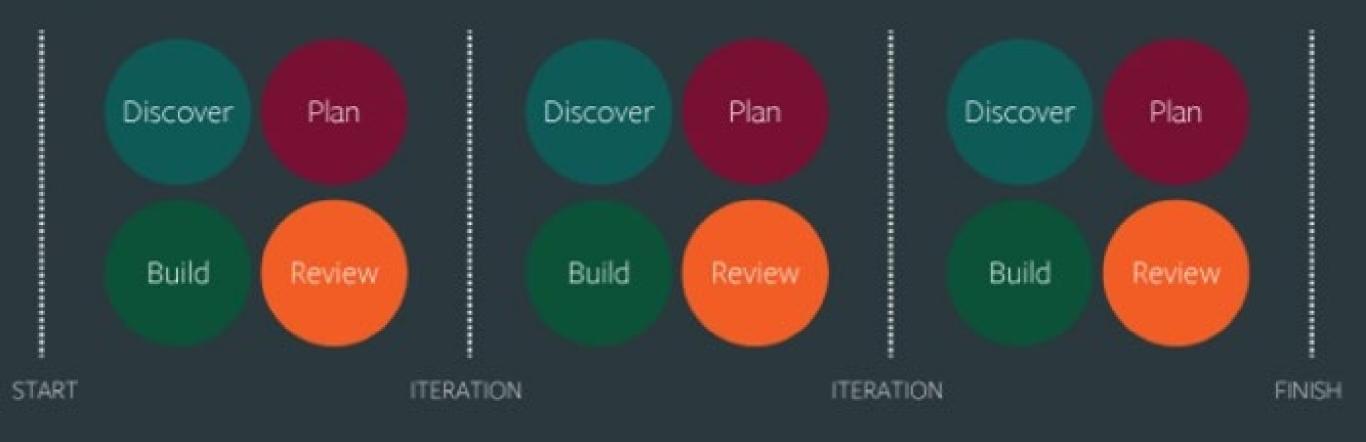






Remember: this process is non-linear

AGILE



Non-linear, iterative, adaptable, systemic







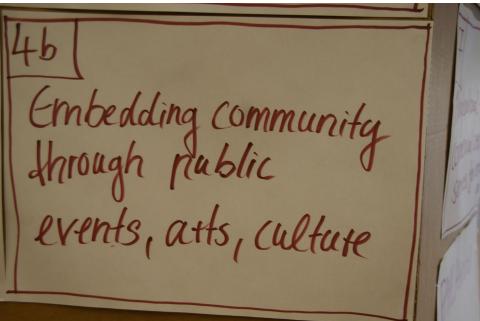




How do we arrive at a joint agenda?







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













How do we arrive at a joint agenda?

FUTURE WORKSHOPS

How to Create Desirable Futures



by Robert Jungk and Norbert Müllert



Dieses Handbuch schildert Methode und Wirkung der Zukunftswerkstätten, in denen die Teilnehmer lernen können, endlich eigene Wünsche zur Gestaltung ihres Lebens zu entwickeln. Das Ziel ist eine breite Wiederbelebung der Demokratie.

Hoffmann und Campe

Another possible method:

Future Workshop Zukunftswerkstatt













Phases of a Future Workshop CRITIQUE PHASE

Designed to draw out specific issues in question producing a critical understanding

Steps:

- Collection of critique points (by written cards/brainstorming)
- Systematisation (clustering) on a pin board
- Evaluation, condensation, intensification, priorities

Apel, Heino, according to Jungk et al: https://www.die-bonn.de/esprid/dokumente/doc -2004/apel04_02.pdf











Phases of a Future Workshop

FANTASY PHASE

- Imaginative introduction (meditation, work, walks ...)
- Turn critique points into the opposite (bad to good) as starting points
- Collect ideas (brain writing)
- Preparing and performing a role play, fable, report, painting, fairytale to a fantastic story (as group work)
- A common analysis of these performances with regard to good solutions/ideas
- Extract, write down an "idea store" on a pin board



http://www.drtoddthomas.com/wpcontent/uploads/2012/10/brainwriting.jpg



https://ec.europa.eu/culture/news/react-community-theatre-setting-stage-refugee-integration

















Phases of a Future Workshop

IMPLEMENTATION PHASE

Steps:

- Evaluate the ideas with regard to realistic conditions and best fit
- Put in more concrete terms, the best-suited concepts (group work)
- Choose the best one
- Build an action plan: Who does what, where, when and how? >>> SMART Goals



https://medium.com/nick-tune-techstrategy-blog/designing-captivatingworkshops-41e77c076467

Apel, Heino, according to Jungk et al: https://www.die-bonn.de/esprid/dokumente/doc -2004/apel04_02.pdf











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"











Visualise your goals



Example: Berlin Strategy 2030 / Stadtentwicklungskonzept Berlin 2030 (StEK 2030) Source: Urban Catalyst, https://www.urbancatalyst.de/de/projekte/berlin -strategie-2030.html

lochschule fü

firtschaft und Umwel ürtinger-Geislinger





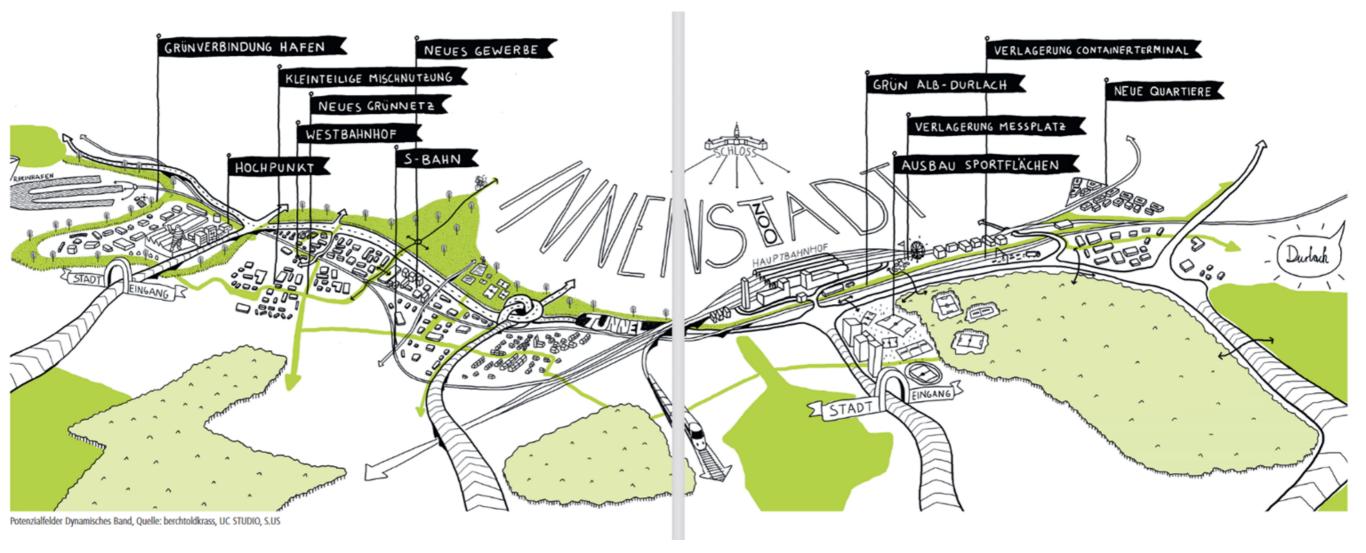
Hochschule für

Wirtschaft und Umwelt Nürtingen-Geislingen LE:NOTRE Institute

LearningEmpowermentAgencyPartners

Example: Leitbild Quartiersentwicklung Mittenheim Source: https://www.studio -stadt-region.de/logbuch/2017/quartiersentwicklung -mittenheim/

Visualise your goals



Example: Potenzialfelder Dynamisches Band, Quelle: berchtoldkrass, UC STUDIO, S https://www.karlsruhe.de/b3/bauen/publikationen/leitbild/HF_sections/content/ZZnP1xobDqKxo8/ZZnP1A RzVCkfnh/R%C3%A4umliches%20Leitbild%20-%20Kurzfassung%20Teil%202%20Seiten%2017-32.pdf

















be in Berlin







Visualise your goals

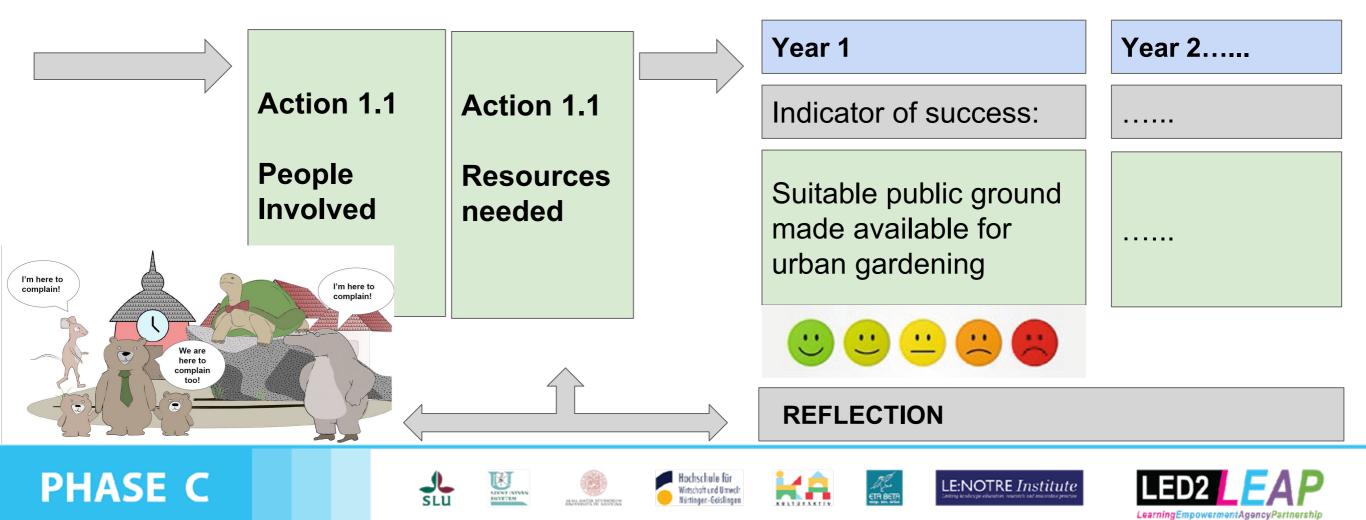


Example: Neighbourhood Management Pankstraße, Berlin-Mitte

https://www.pankstrassequartier.de/quartiersmanagement/aufgabenziele

From goal-setting to strategy building





From big goals to smart goals



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







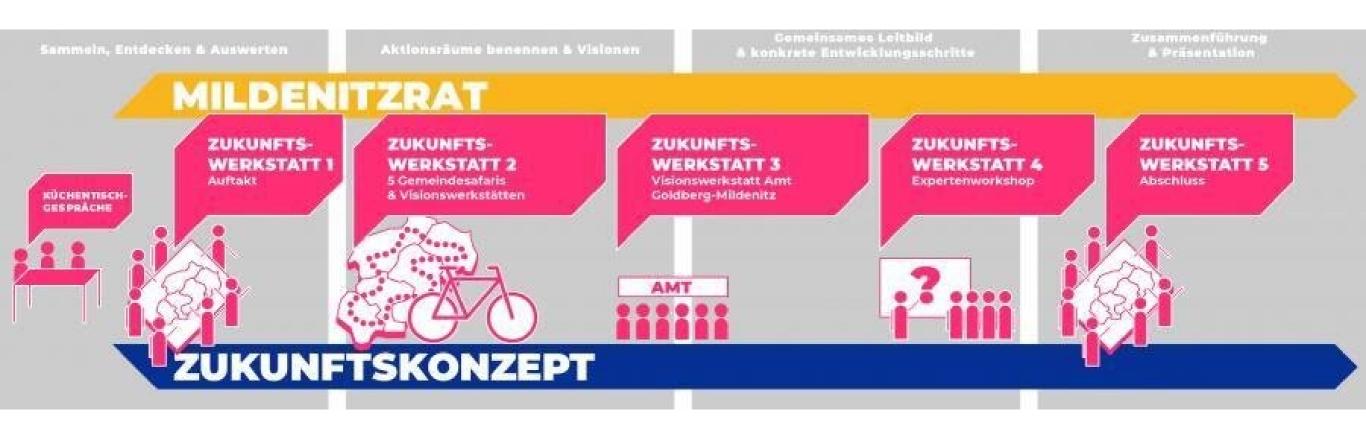




Further Resources

Future Concept Goldberg Mildenitz presented by Siri Frech in May 2020 >>>

https://ilias.hfwu.de/ilias.php?baseClass=ilMediaCastHandl erGUI&ref_id=26534&cmd=showContent#detail















Further Resources:

Lightwalk Kassel

















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
 - $\circ~$ responsibles (bring your characters back into the play!),
 - \circ possible resources
 - \circ implementation steps
 - $\circ~$ indicators of success
- >>> Presentation on June 3 in parallel sessions, template see WIKI













Outlook on next session

Wednesday, May 26 17 00 - 18 30

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

We will work place-based.













