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**TOOLKIT FOR THE IMPLEMENTATION OF SPOT SEMINARS  
FOR TECHNICIANS AND ENTREPRENEURS - DT332**



## TOOLKITS FOR THREE FORMAT OF EVENTS FOR TECHNICIANS AND ENTREPRENEURS – DT332, DT334, DT336



This toolkit is related to the involvement of **technicians and entrepreneurs**.

It is part of a package composed of three useful toolkits for the development of three different format of events, indicated by **DT332**, **DT334** and **DT336**.

- Spot seminars
- Informal events
- Design workshops



## Who are technicians?

Professionals and organizations working in the field of HBA management that could demonstrate a good reputation of work in the area.

Their expertise in implementing projects in the region is highly valued by other stakeholders and long-lasting trust ties have been created with this organizations and individuals.

The objective of working with technicians is to provide them with inputs during the implementation of the project. It is important to organize consultations with technicians and other stakeholders, develop workshops and other forms of events where they obtain some value for their work and see it as beneficial for them to continue and sustain cooperation even after the project finishes. They are the key bearers of the information with potential to further them to their peers and their clients.



- Designers
- Architects
- Engineers
- Building professionals
- Professional associations

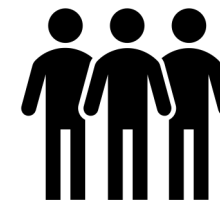


## Who are Entrepreneurs?

Entrepreneurs are business owners and private sector managers who need to understand the impact of HBA management on their organizations. They are involved in different degrees in HBA management. It is critical for this target group to understand the inputs and outputs, characteristics and complexity of HBA management and how it affects not only themselves but wider context they are operating in.

The monuments, their status management have direct or indirect impact on their businesses. They want to see the public sector determination to manage the HBA in sustainable way to ensure profits and to contribute to long-term benefits related to their involvement with the heritage. They often do not understand the complexity involved with management of HBA and the objective is to engage them in the process of HBA management and become a part of the process.

Education and awareness to increase understanding on the impact of HBAs is necessary to be fostered and partnership between the public and private sector needs to be created and supported.



- Private foundations
- Investors
- Business owners
- Managers



There are three different levels of involvement related to three possible aims of the participatory process:



Aims	Level of involvement
PROBLEM DEFINITION	<b>INFORM:</b> Providing balanced and objective information. Keeping community informed
CONFLICT MANAGEMENT	<b>CONSULT:</b> Seeking feedbacks on alternatives and/or decisions Keeping community informed, listen to issues & provide feedback as to how input affect the decision
SOLUTION IDENTIFICATION	<b>INVOLVE:</b> Working directly with the community during the process to ensure needs are considered Ensuring aspirations are directly reflected in the alternatives and provide feedbacks as to how input affected the decision



For each aim/level of involvement there is a specific type of event dedicated to engage technicians and entrepreneurs :

Aims	Level of involvement	Event
PROBLEM DEFINITION	INFORM	Spot seminars
CONFLICT MANAGEMENT	CONSULT	Informal events
SOLUTION IDENTIFICATION	INVOLVE	Design workshops



# SPOT SEMINARS



Within the context of BhENEFIT, «spot seminars» are types of meetings between subjects with different perspectives aimed to share information and increase knowledge on specific topic in a very quick way.

As proposed by BhENEFIT partners, the spot seminars for technicians and entrepreneurs will cover three relevant topics:

- Energy efficiency;
- Technical intervention;
- Heritage valorization







The target: who and why

The role of the teacher

Methodology: goals, agenda and contents

Suggestions: before, during & after the event

Materials



The target of this event is a rather expert one in terms of technical expertise, as the topics of the discussion are very technical.

*Professional associations*

*Building professionals*

*Designers*

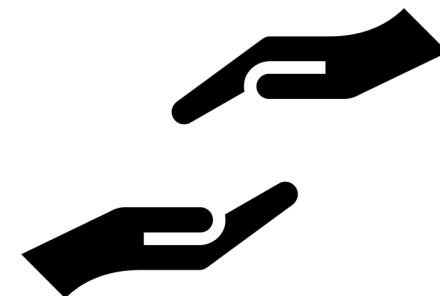
*Architects*

*Engineers*



The general goal of working with technicians is to **work on the best definition of problems HBA management is requested to work on.**

In order to stimulate and facilitate their involvement in the events and their continuous cooperation even after the end of the project, it is really important to develop participatory formats that clarify professional **advantages and benefits they will directly get from integrated HBA management.**



The teacher of the spot seminars should not be an academic one, neither a professional: what is best in such case is to find someone with a **neutral profile**, able on one hand to control discussion on the topic of the seminar and on the other to **stimulate the dialogue** with the participants.



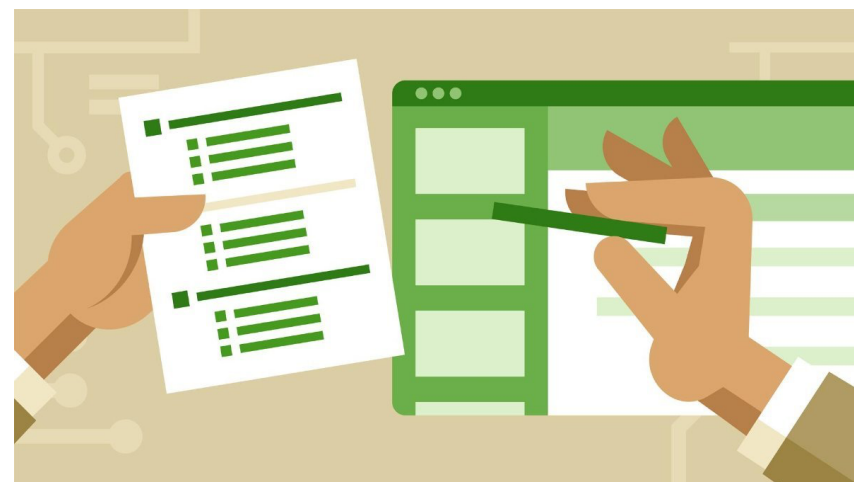
- ➔ to raise awareness about sustainable HBA management - which is often not perceived as relevant;
- ➔ to create a community of practice;
- ➔ to coordinate technicians and entrepreneurs actions;
- ➔ to share practice examples and give inputs to technicians on how to implement them.



- » Introduction of BhENEFIT project
- » Briefing about the topics of HBA mgmt
- » First part of comments
- » 1st seminar: energy efficiency
- » 2nd seminar: technical intervention
- » 3rd seminar: heritage valorization
- » Sum up
- » Q&A session



In this section of the toolkit there are some of the slides that should be used during the event: they mainly serve as introduction and context setting, and each organizer needs to include them as starting point for each event that will be held.





Here the speaker should talk about the project and set the context for those participating to the workshop, trying to answer to these questions:

- What is BhENEFIT?
- What are the partners involved in the projects?
- Why the city/region/institution decided to take part in such process?
- What has been done so far?






## A definition:

A Historic Built Area is a Historic built environment, both limited to a portion of an urban area or extended to a not-natural, designed landscape, which is made up of innumerable unique and interlinked human-built elements (buildings, infrastructures, streets, canals, factories etc.) which **tell the particular story and identity of the place.**

In a HBA the morphology of the settlement, the designed structure of the place, the relationships between the different components are more important and significant than the individual monuments, because they are often visually more appealing and intellectually more satisfying because they allow us to realize the relationships between past activities or the structures of past societies.




Here the HBA - focus of BhENEFIT - should be deepened in order to have a common vocabulary and a shared idea of the issue as basis for the following session.



## What we talk about when we talk about sustainable management?

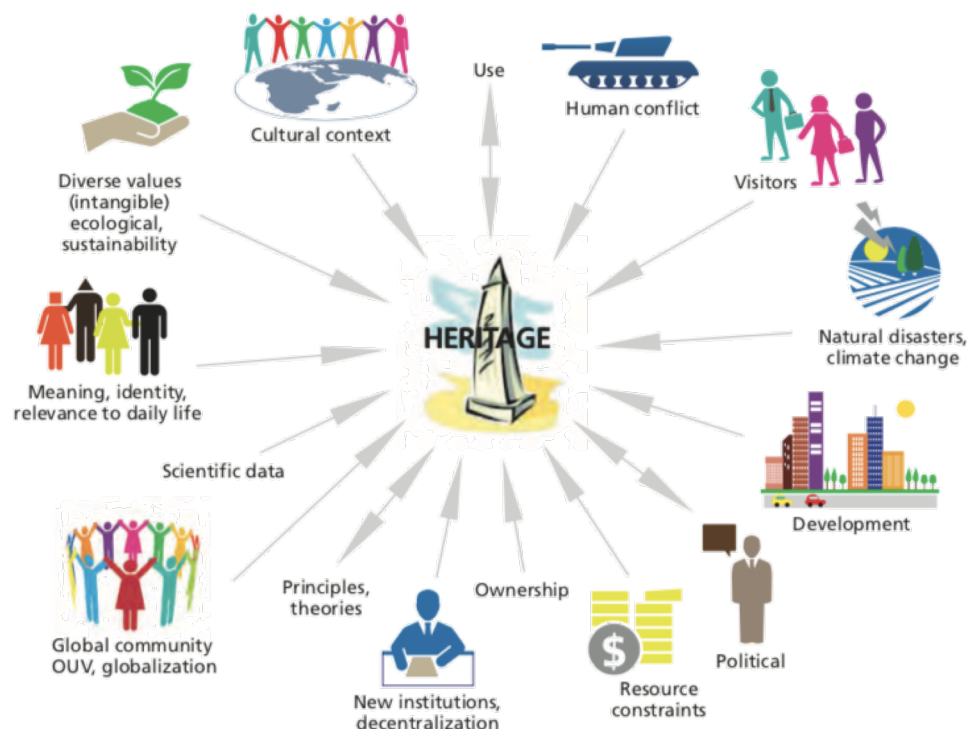
Sustainable management of HBAs is a global objective, the fulfilment of which requires a long-term strategy dovetailing policies for economically, socially and ecologically sustainable development of HBAs.

Sustainable management represents specific quality of the management, one of leading functions of which is the safeguarding the sustainability of the managed objects (processes, physical objects, communities etc). This function is an integrating function across other management functions, e.g. coordination, optimisation of the processes, minimisation of the resource consumption, maximising the benefit, or others.



Starting from the concept of Historic Based Area, the idea of sustainable management at the basis of the integrated approach needs to be explained. This implies talking about HBA integrated management and the goals that such approach requires.





This slide shows the big complexity of heritage management, and consequently of HBA management. The relevant point that the teacher needs to stress here is the fact that such a multidimensional complexity requires a multiple-actors strategy - highlighting the role of different actors in such process.



In the context of the XI edition of the Sustainable Architecture Award, a project on the redevelopment of a building located in the historic centre of Ragusa in Sicily has won, proposing a project about the **renovation of a portion of the fabric** where the lower floors were originally used for the production and for the sale of the traditional cheese. In fact over the years, **the building had been transformed and modified** several times so the goal of the project was that to unify the portions and that had been made by removing a portion of volume from the section of the building.

A courtyard was created by removing a portion of volume from the section of the building facing into the main street. Thanks to the new courtyard sheltered from the winds, the whole house receives plenty of sunshine through the openings in the south-facing wall. Thanks to the **natural ventilation**, the courtyard acts as a chimney and it allows the improvement of the energy performance of the entire building. The vertical connections among the different levels, that are located on the northern side, act like a buffer between the main spaces and the coldest wall.



# SPOT SEMINAR 1: GOOD PRACTICES ON TECHNICAL INTERVENTIONS



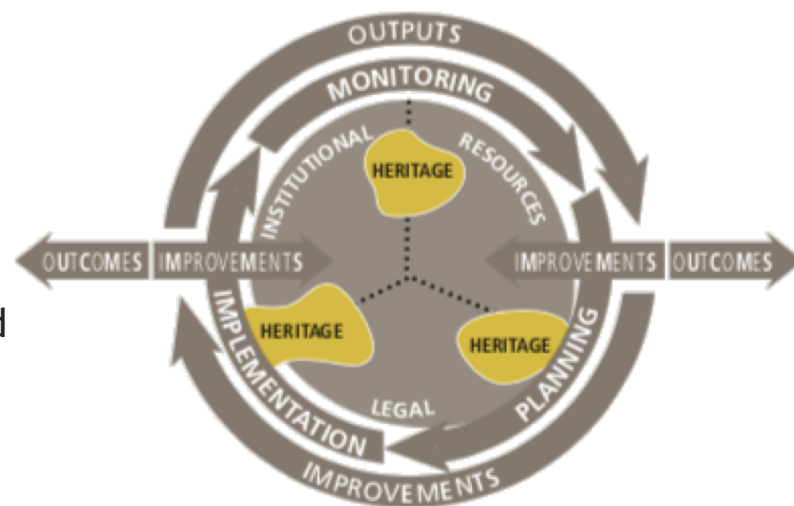
Within the context of the European Award for Architectural Heritage Intervention, one project stands out for its urban changing approach that points out how transformation regulation about an urban centre (Molins de Rei) should take into account:

- The inclusion of the historical and cultural heritage of the municipality, architectural and archaeological: building typologies, constructive systematics, land division...
- The preservation of historical, architectural and environmental values;
- The protection and preservation of assets must allow them to remain functional: they must have some use that responds to current needs.





Here it is process indicated by UNESCO that needs to be implemented when managing heritage. Among pointing different frameworks (legal, institutional, resources) within which including such processes, what is relevant highlighting is the role of an **inclusive approach** to monitoring and assessing heritage processes and their outputs (as well as planning them). **Projects need to be 'owned' by local stakeholders and local implementing partners** and their information needs are of primary importance. Indicators should not reflect only what the 'donor' would like to know, but what local managers, the local community and other stakeholders need. It is therefore important to understand how local information systems work, and to ensure that local stakeholders take a lead role in defining relevant indicators.



- » Choose a **venue** in the historic centre of the town: this will strengthen the identity with the project
- » Mail **invitations** in advance so that participants will have time to organize themselves
- » Prepare **handouts** for participants that will contain the main points of the seminar
- » Consider including breaks and be prepared to offer beverages and food
- » **Research** your subject: try to use local cases as examples to easily reach the attention of participants









- » The spot seminars should be thought as a unique event lasting half day, 1h and half per theme
- » It is fundamental opening with an **introduction** of the project to give a context to participants
- » It is equally important including a **conclusive** moment to recap the main points and give space to participants to intervene
- » **Nametags** will let participants networking thus adding value and positive feedbacks to the event participation
- » A **presentation** is useful to keep the the discussion line coherent and smooth during the whole seminar



- » Collect **contact information** of all those who will participate: it is crucial keeping them involved in the next phases!
- » Track feedbacks on what went right and wrong about the seminar: this might help you conducting the upcoming events (see appendix)
- » Prepare BhENEFIT materials (like brochures of the project) that participants could take away with them: this will help keeping their attention on the issue up
- » Consider a final moment where participants could interact with each other and exchange personal opinions on the issue
- » Share photos and news about the meeting on public social media pages: this will help engage those who won't participate in this first phase of involvement



## Materials needed:

-  Pens and pencils
-  Blocknotes and papers to distribute among participants
-  Copies of the presentation that will be used to conduct the seminars
-  Projector and chairs



## Event feedback

Overall, how entertaining was the event?

1 2 3 4 5 6 7 8 9 10

Boring ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Enthusiastic

After the event, how inspired did you feel?

1 2 3 4 5 6 7 8 9 10

None ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Deeply inspired

Were you satisfied with the venue?

☐ Yes

☐ No

Any final comment?

La tua risposta

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