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**TOOLKIT FOR THE IMPLEMENTATION OF INFORMAL EVENTS
FOR TECHNICIANS AND ENTREPRENEURS - DT334**



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 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

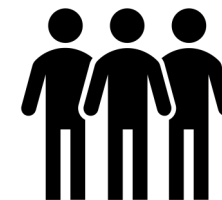


Who are Entrepreneurs?

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	INFORM: Providing balanced and objective information. Keeping community informed
CONFLICT MANAGEMENT	CONSULT: Seeking feedbacks on alternatives and/or decisions Keeping community informed, listen to issues & provide feedback as to how input affect the decision
SOLUTION IDENTIFICATION	INVOLVE: 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



INFORMAL EVENTS



The informal events will take the form of a **community mapping** session followed by an **aperitif**.



Community mapping consists of a group of community members and people with technical skills undertaking **observation-based community improvement**. The objective of such technique for managing participatory process is to collectively create an incremental visualization of information produced by observation and storytelling.





The target: who and why

Methodology: goals, agenda and contents

Suggestions: before, during & after the event

Materials



THE TARGET

Differently from the spot seminars, this event could be open to a wider range of public, including thus not only entrepreneurs but also professionals interested in the initiative.

Professional associations

Building professionals

*Private foundations for social/cultural/
environmental regeneration*

Entrepreneurs



THE TARGET

The objective of working with technicians and entrepreneurs is **to provide them with inputs** during the implementation of the BhENEFIT project since they can be considered as the **key bearers of the information**: the community mapping format is in this sense a useful tool to collect such information.



- ➔ 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.

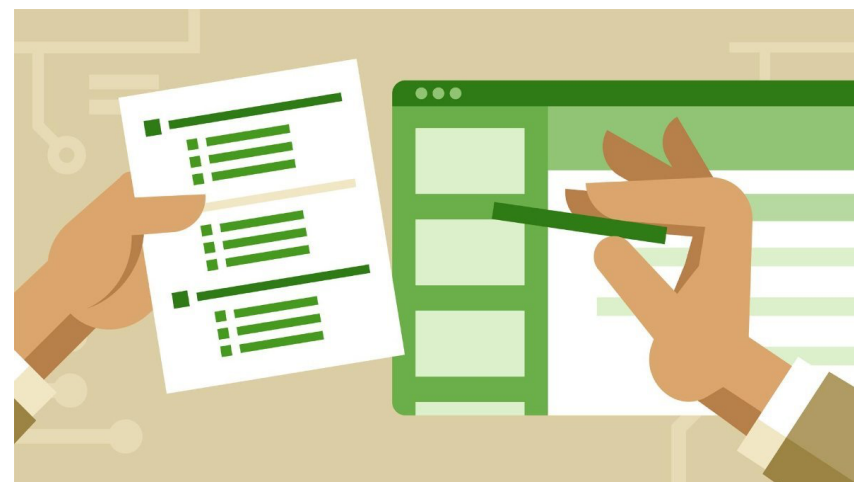




- Introduction of BhENEFIT project
- Briefing about the topics related to HBA mgmt
- Community mapping
- Exhibit of the map and aperitif
- Sum up



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?

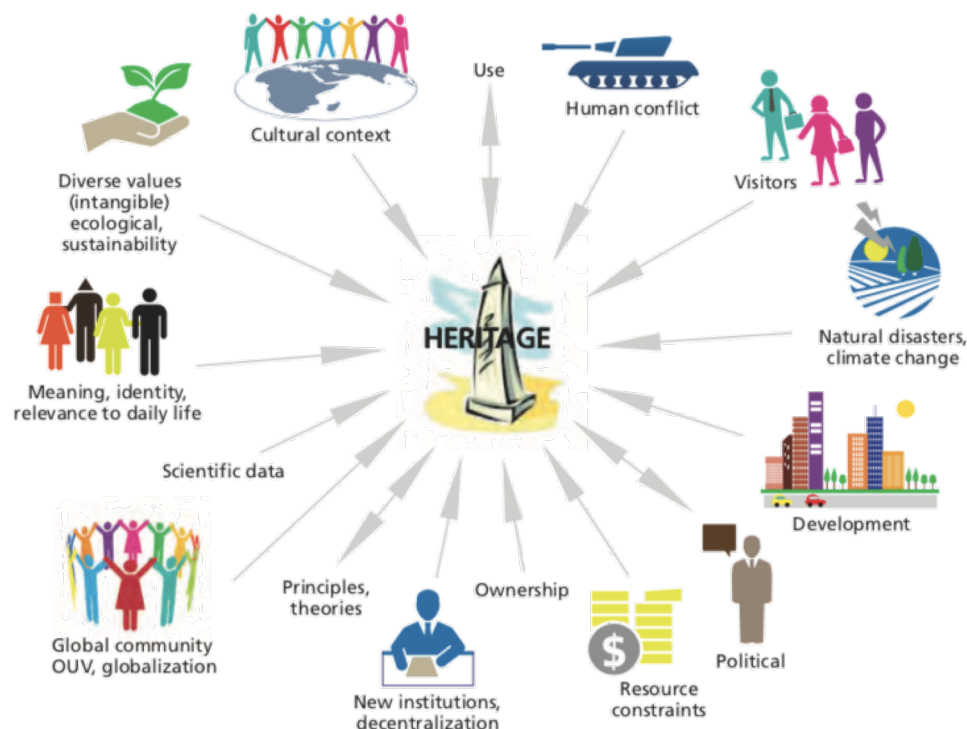
Sustainable management of HBAs is a global objective, the fulfilment of which requires a long-term strategy dovetailing policies for economically, socially and ecologically sustainable development of HBAs.

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.



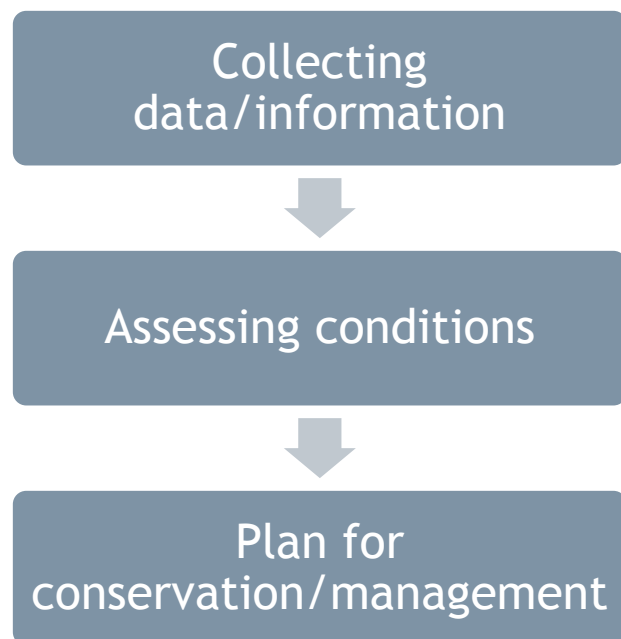


This slide shows the big complexity of heritage management, and consequently of HBA management. The relevant point that the teacher needs to stress here is the fact that such a multidimensional complexity requires a multiple-actors strategy - highlighting the role of different actors in such process.



WHAT IS IT ABOUT?





The aim of this slide is pointing out the goal of the event - that is collecting data and information about the buildings eventually encountered during the walk in order to assess conditions and then plan for conservation and management.

Thought in relation to the targets involved for the event, it is clear that the second step - assessing conditions, would be more linked to a more technically expert category, while the first and the third ones are open to everyone who decides to take part to the mapping walk.



- » For the aperitif: choose a **venue** in the historic centre of the town, this will keep up a link with the project
- » Mail **invitations** in advance so that participants will have time to organize themselves
- » Include **guests** such as the urban conciliour of the municipality or some important professionals in the field
- » Participation could also be extended to architecture students
- » Think about **sponsors** for setting the food&beverage moment







- » The event should start with a brief **introduction** of the project and the reason why participants have been invited
- » The walking path should last **1-3 hours**: think at spots to take some breaks and make a point with participants
- » **Nametags** will let participants networking thus adding value and positive feedbacks to the event participation
- » It's important to create moment of collective discussion
- » Start and conclude the day with an introduction session and a social gathering concluding one set in the same building in the historic centre

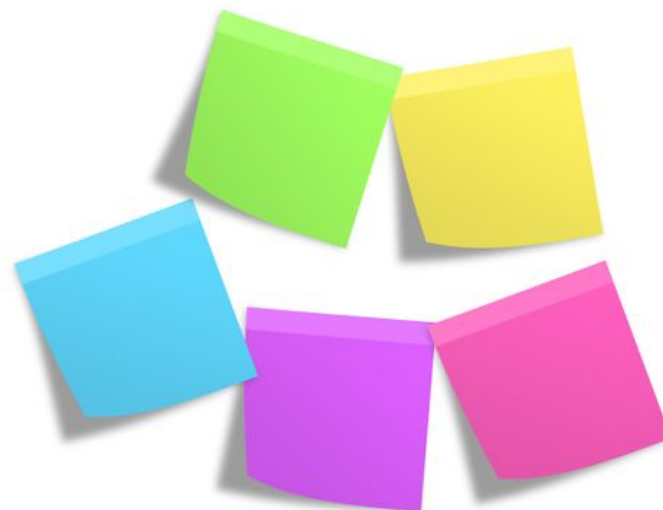


- » Collect **contact information** of all those who will participate (see worksheet in the appendix)
- » Track **feedbacks** on what went right and wrong about the mapping session
- » Prepare **gadgets** (like BhENEFIT markers) that participants could take away with them: this will help keeping their attention on the issue up.
- » Share **photos** and **news** about the meeting on proper social pages








Materials needed:

-  A1 format of a map of the historic centre of the city
-  A set of coloured marks and pencils to draw on the map
-  A set of coloured marks and pencils to draw on the map
-  50 x coloured post-it notes to add information on the map while touring



Information to distribute

-  Current status of buildings and works done on them
-  History of renovation works - if present
-  Buildings property
-  Technical problems
-  Opportunities and possible reuses



Name and Surname	Company	Would you like to be involved in other events for BhENEFIT?	Contact Information

