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**TOOLKIT FOR THE IMPLEMENTATION OF DESIGN WORKSHOPS FOR
TECHNICIANS AND ENTREPRENEURS - DT336**



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

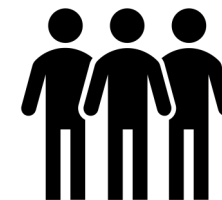


Who are Entrepreneurs?

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	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



DESIGN WORKSHOP



The **design workshop** is thought to be a moment of collective simulation of integrated working on a reuse project of a HBA building.





The target: who and why

Methodology: goals, agenda and contents

Suggestions: before, during & after the event

Materials



THE TARGET

The workshop is the format which is more adapt to ask for an active participation by the various subcategories of entrepreneurs and technicians.

Professional associations

Building professionals

Private foundations

Designers

Local managers

Investors



- ➔ 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

Presentation of the topics

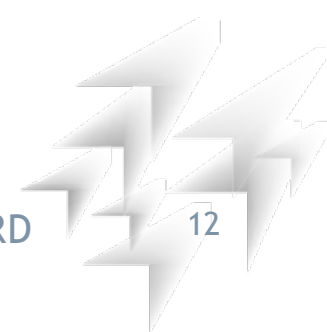
Workshop session 1

Workshop session 2

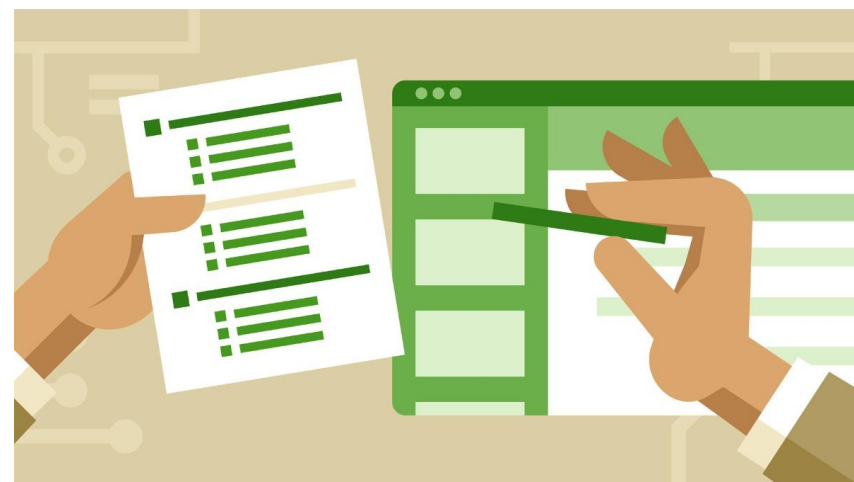
Workshop session 3

Exhibit of the projects

Conclusions



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?

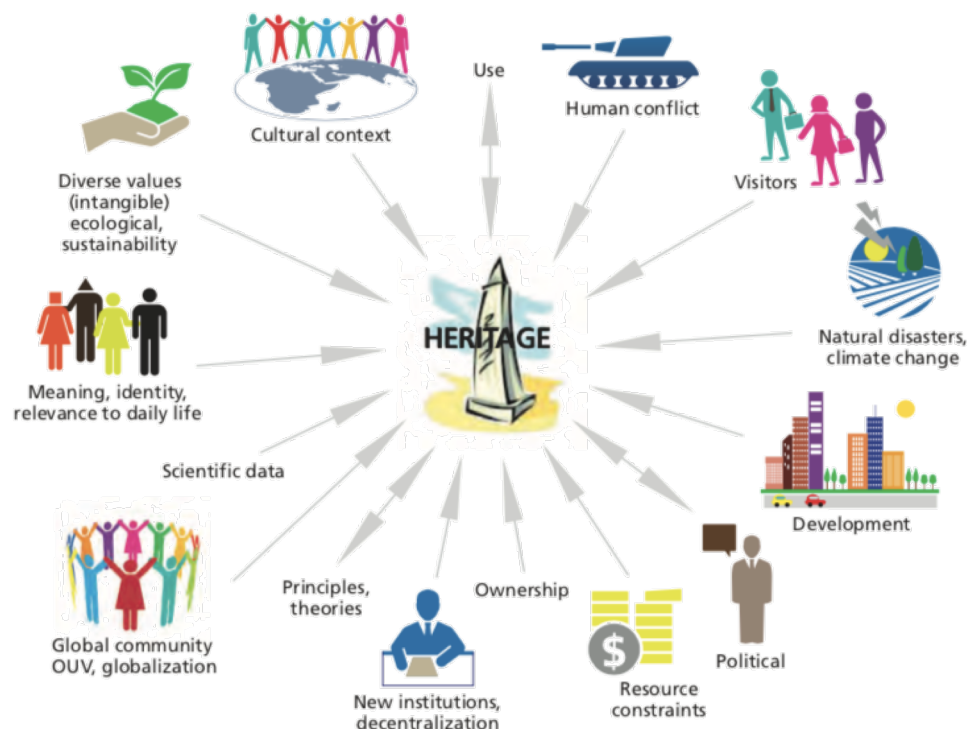
Sustainable management of HBAs is a global objective, the fulfilment of which requires a long-term strategy dovetailing policies for economically, socially and ecologically sustainable development of HBAs.

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.



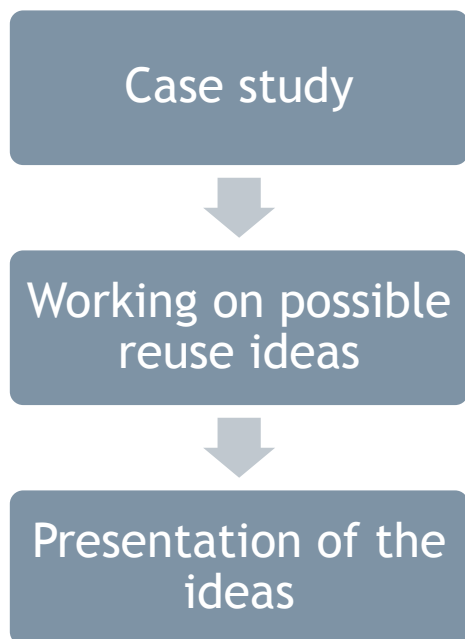


This slide shows the big complexity of heritage management, and consequently of HBA management. The relevant point that the teacher needs to stress here is the fact that such a multidimensional complexity requires a multiple-actors strategy - highlighting the role of different actors in such process.



WHAT IS IT ABOUT?










The workshop is divided in 3 sessions:

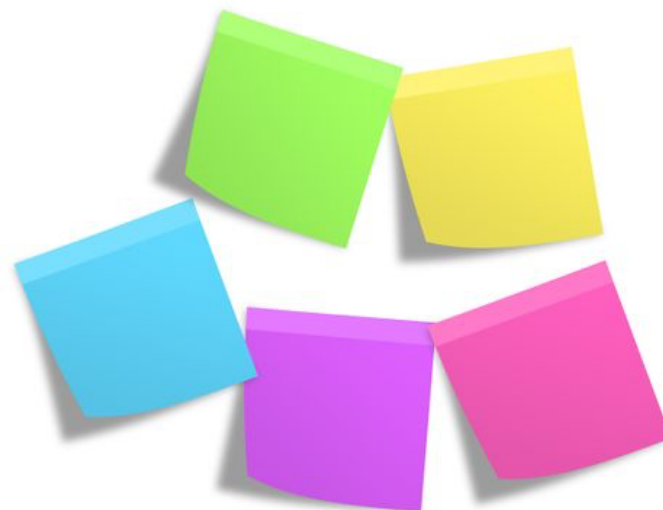
- The first is dedicated to the presentation of the case study analysis - that is a building chosen by each partner as the most suitable for a pilot reuse project (because of its degraded conditions, its position, its surroundings etc.)
- The second will see different groups of people working on sharing ideas and solutions on possible reuses of the building
- The third will focus on the presentation carried out by each group with its ideas, followed by a moment of collective discussion.










Materials needed:

-  Papersheets with information of the building per each group
-  A set of marks, pencils and A3 papers per group
-  100 x coloured post-it notes to be used by groups to work
-  Round tables and chairs as of the numbers of participants/groups
-  A projector, laptop and digital copy of the presentation



Information to distribute

-  Map of the building
-  Measures and dimensions of the building
-  History of the building and basic information
-  Context of the area where the building is located
-  Contact information sheets (see appendix)



Materials needed:



Wood panels, papers and tape



Projector and digital copies of the project works



Food and beverages



Guests book



- » Try to set the event in the building chosen as case study to be worked on
- » Mail **invitations** in advance so that participants will have time to organize themselves
- » Include people belonging to **different interest groups** - such as indicated in the target section
- » **Sponsors** could be contacted for the exhibition part of the event - especially for the food and beverages
- » **Architecture students** could be involved in the implementation of the exhibition stands



- » The event should start with a brief **introduction** of the project and the reason why participants have been invited
- » The workshop - organized by a public body - will last one day, having **three session** that should be spread accordingly
- » **Nametags** will let participants networking thus adding value and positive feedbacks to the event participation
- » Create working groups including **at least one person** per each interest group
- » Include **one or two assistant** along with a coordinator to assist the working teams during the sessions



- » After the three working sessions have a **break** and then start with the presentation of the projects
- » Open the event to whoever might be interested from **outside** to start the consultation process and awarding of the projects
- » **Conclude** with a social gathering including food and beverages and letting participants interact
- » Take **pictures and video**, you can also consider livestreaming the presentation of the projects on social pages



- » 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



Name and Surname	Category (es. student, architect..)	Reference institution	Would you like to be involved in other projects and events?	Contact Information

