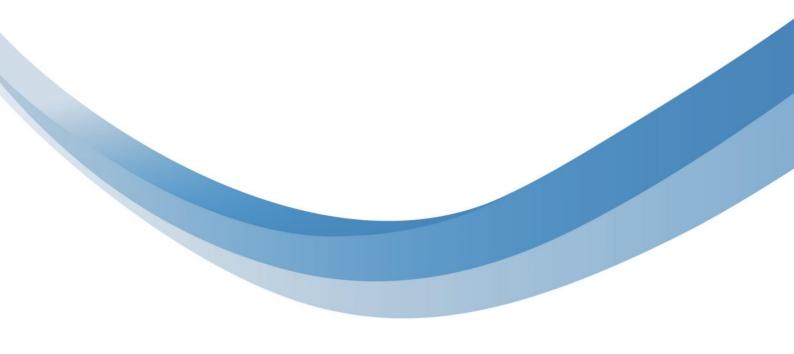FROM SHARED RESOURCES
TO JOINT SOLUTIONS

# WP2.4

## Dissemination Events and Participatory Planning Processes

# PROJEKT EXCOVER

# PARTICIPATORY PLANNING AND FOCUS GROUPS

| | Project info |
|---|---|
| Project acronym | EXCOVER |
| Project title | Experience, Discover & Valorise Hidden Treasure Towns and Sites of Adriatic Area |
| Project start date | 1.1.2019. |
| Project end date | 30.6.2021. |
| Project budget | 2.474.876,05 EUR |
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| Activity | 2.4 |
| Acitivity title | Dissemination Events and Participatory Planning Processes |
| WP leader | PARCO SASSO SIMONE |

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# 1. INTRODUCTION

Project communication and capitalization activities are defined both by the project proposal, and in more details in SMART communication plan. They are distributed along 5 key activities: 2.1. Start-up Activities – SMART communication planning, 2.2. Communication tools and materials, 2.3. Communication evaluation and feedback, 2.4. Dissemination events and participatory planning processes and 2.5. Social media, digital activities and media relations campaigns. As most partners have organized local dissemination event, this template will serve as a guide for organisation of participatory planning processes, and/or focus groups by each territorial partner.

# 2. PARTICIPATORY PLANNING PROCESS

*(Deliverable 2.4. Participatory planning process, Target value: 1 each partner)*

**2.1. About the participatory planning**

Participatory planning is approach for bringing diverse groups into the planning process while also avoiding conflict. The participatory planning approach emphasizes the participation of local stakeholders – that is, those people who live and work in the communities that will be directly affected by the project intervention. Participatory planning empowers local stakeholders by directly involving them in the planning process. Stakeholders are generally asked to break into small groups to discuss the relevant topics before sharing their ideas about them with the facilitators and other groups.

**2.2. Aim of the Excover participatory plannning**

Within the WP2 of the project Excover each territorial partner will activate participatory planning processes (PPP) to engage decision-makers and target groups through offline and online forums, polls, one-to-one interviews, etc. (also by using social media).

The goal of the participatory planning activity of the WP2 is to identify best practices for dissemination of the project results – new tourist routes, and potential ways to invite/attract more visitors to experience/test newly created tourist products.

About PARCO SASSO SIMONE SIMONCELLO it will not always possible to organize meetings involving small groups of stakeholders. This participation will translated both into meetings in small groups and through individual meetings with Stakeholders: in this second case the facilitators will report results of the other meetings so as to be able to share the outputs.

Others/secondary goals of the participatory planning are:

- exchange knowledge, opinions and ideas among stakeholders;

- identify and discuss the differences and similarities of problems and solutions as perceived by the different groups of participants;
- identify and discuss the major barriers and challenges;
- generate new ideas and guidelines for future actions, policies and initiatives regarding the Excover results dissemination.

## 2.3. Participatory planning process

Potential formats for the participatory planning include:

| # | Activity | Methodology |
|---|----------|-------------|
| 1. | **Offline forum** | Moderated plenary session with 2-3 participants/sectoral stakeholders from different sectors of civil society (public, private, NGO, academic), actively involved in development of the local community.<br>Duration: 2-4 hours (two blocks with one break)<br>Moderator: Experienced external expert<br>Agenda:<br>1. Brief presentation of the project and the local and transnational context<br>2. Introduction of the participants<br>3. Plenary session – moderated situational analysis and defining goals based on the analysis |
| 2. | **Online forum** | Moderated online plenary session with 2-3 participants/ sectoral stakeholders (decision makers and target groups) from different sectors of civil society (public, private, NGO, academic), actively involved in development of the local community.<br>Duration: 2-4 hours (two blocks with one break)<br>Moderator: Experienced external expert<br>Agenda:<br>1. Brief presentation of the project and the local and transnational context<br>2. Introduction of the participants<br>3. Plenary session – moderated situational analysis and defining goals based on the analysis |
| 3. | **One-to-one interview** | One-to-one interviews with stakeholders (decision makers and target groups) with questions assessing the new Excover products, and open ended questions regarding the further promotion and dissemination of the project results |
| 4. | **Social media** | One-to-many interviews with stakeholders (decision makers and target groups) with questions assessing the new Excover products, and open ended questions regarding the further promotion and dissemination of the project results.<br>Also possible to use social media to: |

- Engage stakeholders in providing feedback to new Excover products
- Enable stakeholders to suggest improvements for new products
- Gather further information from stakeholders about the changing tourist landscape

### 2.3. PPP reporting

PARCO SASSO SIMONE SIMONCELLO will prepare a report containing:

- Basic info about the PPP (place, date, format / or online)
- List of participants
- Facilitator (name, last name, experience)
- Minutes of the PPP (information shared, synthesis of the situational analysis/answers to the questions, summary of the goals)
- List of the recommendations for the future actions related to dissemination of the new Excover tourist products

Attachments to the report should contain:

- Photos/videos or screenshots recorded during the PPP (if applicable)
- Participants list
- Press releases and/or published articles (if applicable)

# 3. PPP SEMINAR OR FOCUS GROUP

*(Deliverable 2.4. PPP seminar or focus group, Target value: 1 each partner)*

### 3.1. About the focus group

A **focus group** is a research method that brings together a small group of people to answer questions in a moderated setting. The group is chosen due to predefined demographic traits, and the questions are designed to shed light on a topic of interest.

Focus groups are a type of qualitative research. Observations of the group's dynamic, their answers to focus group questions, and even their body language can guide future research on consumer decisions, products and services, or controversial topics.

Focus groups are often used in marketing, library science, social science, and user research disciplines. They can provide more nuanced and natural feedback than individual interviews and are easier to organize than experiments or large-scale surveys.

### 3.2. Aim of the Excover focus group

Focus groups within the project Excover WP2 will aim to gather real-time, unfiltered answers about feelings and perceptions of the selected stakeholders to questions as:

- How do you feel about the tourist route you participated in?
- What pros and cons about the route do you see?
- Do you see any potentials for improvement of the new Excover routes? If yes, what are they?
- How would you describe the experience of the route based on what you know about the route/or what did you experience (if the participant tested new route)?
- Is there anything you would like to mention about the new Excover routes we didn't cover before?

### 3.3. Focus group reporting

PARCO SASSO SIMONE SIMONCELLO will prepare a report containing:

- Basic info about the focus group (place, date, format)
- List of participants
- Facilitator (name, last name, experience)
- Minutes of the focus group
- Synthesis of the answers with the list of findings

Attachments to the report should contain:

- Photos/videos or screenshots recorded during the focus group (if applicable)
- Participants list
- Press releases and/or published articles (if applicable)

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|---|---|
| Carpegna, 30.8.2022. | **Prepared by: Enzo Mataloni** |