



Project Goals Workshop Template

Forget Heritage Interreg Projects

Edited by

Urban Lab, Nuremberg

1. Goals

The Goal of this Workshop will be to identify present needs your site, your district or your city suffers from. Out of these needs you will derive a set of added values for your project - these will be your future goals.

2. Who will participate?

Participants of this Workshop will be your core development team and important public or private partners who are involved in the basic orientation and goal-setting of your project.

3. How long will it take?

Approximately 2 hours

4. Preparation - what do you need?

- 4 Flipcharts or similar tools - or just walls
- 1 Set of flipchart paper
- 2 Sets of multicoloured Flipchart markers
- Several multicolored Post-it blocks
- Sticky Dots
- Cucumber-cream cheese sandwiches, earl grey tea, milk, sugar, cups, spoons
- Nice Music for the in-between ambience
- Master of Celebration who guides through the workshop

Preparing workshop templates

- Paint interesting headlines to some of the flipchart papers. Try to write in a creative manner or draw small sketches that illustrate the subject in an interesting way.



- ☐ Unhappy persons
- ☐ Unhappy places
- ☐ Unhappy future
- ☐ Unhappy conditions
- ☐ Added Value

5. Workshop Contents

Steps

- **Introduction**
 - ☐ Make the participants introduce themselves if they are not known to each other beforehand
 - ☐ Introduce the purpose and the tools of this workshop to the participants
 - ☐ Introduce the steps that you are going through during the workshop
- **Mapping needs, pains (goal: mapping needs, problems, potentials)**
 - ☐ Hand markers and post-its to the participants
 - ☐ Each for themselves should write on the post-its and stick them to the various flipchart papers that you provided. Everyone should contribute to every single area of interest. This task should be performed by giving the instructions to map *present issues* and problems that may *arise in the near or far future*. Give this step **15 minutes**. Encourage that the participants talk to each other during the task. ***Don't's: Don't discuss the entries!*** - Just map everything without judging the proposals. Materials used: The prepared flipchart papers with the headlines you find underneath:
 - **Unhappy persons** - Explanation: Who is unhappy in your district and why? (Try also to implement the results of prior surveys you took with the stakeholders)
 - ☐ *Example: Young people without education*
 - **Unhappy places** - Explanation: What places in your district of interest are sad, unhappy, deserted, missing, lacking usage, ...
 - ☐ *Example: no parks around where people could meet. Or: No affordable working space for creatives.*



- **Unhappy future** - Explanation: Are there potentials and opportunities missing? Is there a lack of education, a lack of unfolding of potentials? A lack of perspectives?
 - *Example: There is a lot of unemployment and offers to cope with it?*
- **Unhappy conditions** - Are there structural or social problems in your district? Is there an overall pessimistic feeling? Is there vandalism?
 - *Example: The overall impression of the district: it is littered! - Or maybe gentrification processes that oust the original inhabitants.*
- **Clustering needs**
 - Make groups - each group analyzes another themed paper
 - Try to find headlines/categories for your needs/pains - Give the task to the participants to cluster each paper by rearranging the post-its into themed groups. **(10 minutes)**
 - What do they have in common? After the clustering make the groups share their insights with everyone. Try to find out the main needs. **(15 minutes)**
- **Derivation of added value**
 - What value can you add to still the needs that you analyzed and to open perspectives of the future development of your site/district/city? **Don't: Don't be too specific.** Rather try to simplify the values to their core: No educational extracurricular offers - providing extracurricular offers! **Don't: No educational extracurricular offers - Musical education classes!**
Accomplish this task in small groups - **10 Minutes**
 - Important questions: What is the opposite of these needs? What do you want instead of the needs/pains?
 - Write down your propositions on a sheet of paper and pin it on the prepared "Added Value"-sheet.
 - Fill out the "goals-added value template" all together - one person writing, the other participants contributing. Try to identify the main goals that add enough value to justify your project. Try to find indicators for your goals.



Example: Need: No educational extracurricular offers - Indicator: Number of offers provided. You don't have to fill out the indicator value yet.

- Hand out 3 Sticky Dots to every participant. Make the participants mark the goals they think are the most important. Count the dots and calculate a weighting of the goals according to the dots you count and a overall sum of 100% using the *rule of three*.

Example: 3 Dots on goal 1, 1 dot on goal 2, 4 dots on goal 3. Ratio: 3 - 1 - 4
 $\Rightarrow 37,5\% + 12,5\% + 50\% = 100\%$

- **The goals statement**
 - Can you express your goals in just two or three sentences? Write down a statement, that you can use to describe the planned benefits of your project to stakeholders.
- **Pin the results to your project wall! Are you happy with the result? If not try to find out, what went wrong during the process, correct the approaches and repeat it.**

