

European Awareness Scenario Workshop



European Commission DG Enterprise

“The City of Naples in 2021:

Città bassa– Port: what development for the waterfront?”

Naples, 11th May 2011

La Bulla Incubator

The Scenario Workshop **“The City of Naples in 2021: Città bassa– Port: what development for the waterfront?”** has been realized within the framework of the thematic networks HERO and CTUR, by City of Naples in collaboration with Fondazione Idis, a specialized center at European level on EASW methodology.

Strictly connected with the general goal of the projects and in line with the USLG activities, the aim of the Workshop has been to stimulate further and facilitate participation and discussion on relevant topics through the European Awareness Scenario Workshop, an innovative methodology finalized to receive from the participants common visions and ideas useful for the implementation of the LAPs.

The workshop has involved about 28 participants (*civil society representatives, technicians, administrators, public and private sector representatives*).



What is a European Awareness Scenario Workshop?

The European Awareness Scenario Workshop (EASW) is an initiative of EC DG Enterprises in the framework of Innovation Programme.

It is a structured discussion method that helps participants (representatives of the different components of a society) to be guided in a process finalized to the design of scenarios and concrete actions for the sustainable development of a territory.

In the EASW process all PARTICIPANTS are “experts” as, operating at local level:

- ◆ they know the opportunities for change and its limits;
- ◆ change depends on them and their future choices .

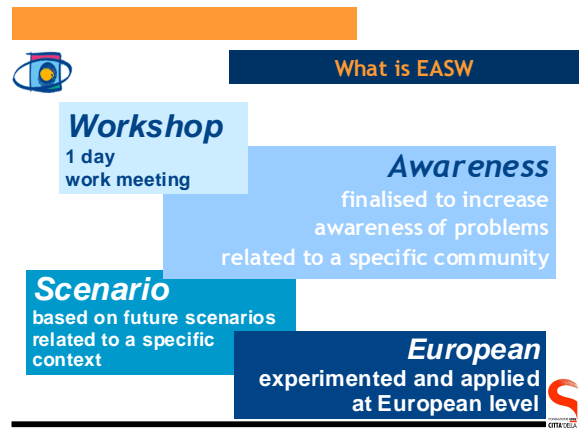
The EASW is based on 2 Main activities:

- ◆ Vision Making
- ◆ Idea generation

The methodology has been developed as an instrument for participatory planning, based on dialogue and collaboration between groups of local actors to create sustainable cities and to create a balanced relationship between society, technology and the environment.

Central to the EASW method is dialogue, creating an opportunity to exchange experience and knowledge about existing barriers and possible solutions to the central topic. This leads to the development of new knowledge as well as new ideas and proposals for policy.

The results of the workshop can therefore serve as valuable input for the public debate on the central topic and the role of technology.



La città di Napoli nel 2021:
"Città bassa - Porto: Quale sviluppo per il waterfront di Napoli?"

PROGRAMMA DEI LAVORI
11 maggio 2011
Incubatore Orfeo La Bulla
Via Duca di San Donato n.73 - Napoli

I SESSIONE: SVILUPPO DI VISIONI	II SESSIONE: PROPOSTA DI IDEE
9.00 Seduta plenaria Introduzione Nicola Oddati Coordinatore Intersessoriale del Programma URBACT	14.30 Seduta plenaria Introduzione alla sessione dei gruppi tematici a cura della Fondazione Idis-Città della Scienza
Relazione di contestualizzazione Gaetano Mollura Coordinatore Unità di Progetto URBACT Napoli	14.45 Gruppi di lavoro "Quali idee concrete da mettere subito in campo per realizzare la vision?" Proposta di idee all'interno dei quattro gruppi tematici: Mobilità, Sviluppo economico, Socialità e qualità della vita, Sostenibilità ambientale e rigenerazione urbana
Presentazione delle attività Luigi Amodio Direttore Generale della Fondazione Idis-Città della Scienza	16.15 Coffee break
9.45 Gruppi di lavoro "Quale sviluppo per il waterfront di Napoli?" Elaborazione delle visioni future all'interno dei quattro gruppi di interesse: Amministratori, Società civile, Tecnici, Imprenditori	16.30 Seduta plenaria - Presentazione delle idee migliori per gruppi tematici
11.30 Coffee break	17.15 Selezione delle migliori idee
11.45 Seduta plenaria - Presentazione delle visioni dei gruppi di interesse	17.45 Presentazione dei risultati del Workshop Discussione e valutazione delle idee votate
12.30 Discussioni: Verso una visione comune	18.00 Valutazione del lavoro svolto, Ulteriori approfondimenti e prosecuzione attività Gaetano Mollura Coordinatore Unità di Progetto URBACT Napoli
13.30 Sospensione dei lavori - Pausa Pranzo	18.30 Chiusura del workshop

Logos: European Union, URBACT, Connecting cities Building successes

“The City of Naples in 2021: Città Bassa – Port: what development for the waterfront?”

Programme:

▪ **FIRST PART**

Plenary session: start up of the workshop - introduction and presentation of the initiative
1st session of the role groups: vision making
Plenary session: presentation and discussion of the results of the two role groups

▪ **SECOND PART**

Plenary session: identification/definition/selection of the main themes emerged – Common Vision making
2nd session - proposal of ideas and actions.
Plenary session: voting the “top five ideas” – final remarks and comments.

The workshop has been introduced by Gaetano Mollura, Responsible of Urbact Project Unit, presenting the realized and scheduled activities in the framework of URBACT thematic networks and presenting the USLG members.

Luigi Amodio, General Director of Fondazione Idis, and Valeria Fascione, National Monitor of EASW, have introduced the EASW methodology and the program of the Scenario workshop.

Pasquale Belfiore, Councillor for the Private and Public Building of the Municipality of Naples, thus remarking the value of such methodology, has asked the participants to take the chance offered by this kind of participatory initiatives.

After the self presentation of all participants, the first working session has started.

First Part

The vision making

The first part of the EASW workshop has been oriented towards the articulation of a common vision. The participants have been split up into two **role groups**:

- **Public administrators and technical experts group** (*Facilitator Valeria Fascione*)
- **Civil society and business sector group** (*Facilitator Fabia Francesconi*)



The main task of the role groups has been to articulate *their own future vision* of waterfront development by focusing on 4 different topics: **Mobility; Economic Development; Life Quality and Sociality; Sustainable urban development and regeneration.**

Each solution has been analyzed by building a diagram based on 2 different axes: technological versus organizational solutions from one side, public versus private solutions to the other side, to define the orientation of the visions.

The first group sessions resulted in **two future visions**, discussed in plenary session.

The two visions have been presented in plenary session in a very dynamic manner by **P.S. Vollero and F. Corradino** for the Public administrators and technical experts group and by **C. Pellone** for the Civil society and business sector group.

After the visions have been presented, a list was drawn up of all the elements the 2 visions had in common as the basis for the *shared future vision*, the so-called **'common vision'**, introduced by Valeria Fascione in the plenary session.



Second Phase

Idea generation

The second part of the Scenario workshop has been oriented towards generating ideas on how the participants' common vision of waterfront development might be realised.

The 'common vision' has functioned as a starting point for the idea generation process.

The facilitator Valeria Fascione has given a short presentation of the main elements of the 'common vision', encouraging the participants to use this vision to elaborate ideas about the 4 topics: Mobility; Economic Development; Life quality and Sociality; Sustainable urban development and regeneration.

By using the so-called 'snow-carding' technique, each participant had 10 to 15 minutes to write down one idea per small card (a 'snow card'), answering to the central questions:

- ◆ WHAT
- ◆ WHO
- ◆ HOW





In plenary session, the ideas have been presented by each participant and then Valeria Fascione has invited all those present to vote using a voting procedure that allowed each participant to use 5 votes; the overall ‘top five ideas’ have been identified that could be considered an important output of EASW. Gaetano Mollura as coordinator of ULSG group closed the session.

