# DELIVERABLE D.C.3.1

| FORMAT FOR LOCAL PUBLIC CONFERENCES FOR WP T2 OUTPUT DISSEMINATION | Version 1 10 2017 |
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# B. Format for Local Public Conferences

This deliverable D.C.3.1 defines the main framework which is to be used by the partners for the public conference for non-technical stakeholders. This public conference has important connections to WPT2; the specific LUMAT Deliverable in WPT2 which is defined by this format is Deliverable T.2.7.1. - "Report on local public events concerning action plans in FUAs". As defined by the application form, each LUMAT partner country will develop a report about the public event held and the input presented as well as the feedback received and the importance of this for the future of the LUMAT project. DC3.1 is a framework for carrying out the public conference as well as for the gathering of information for these country reports.

The goals and aspects of a public conference in LUMAT to be considered by partners are gathered within this document. In all cases, a comparison of the suggestions given and the conditions which actually exist in the local context of the partner counties and regions is warranted.

## 1. Main Goals of the Public Conference

The public conference is to inform the general public about the activities of the LUMAT project. This includes finding the appropriate method to report and also engage with the audience. Where possible, time for feedback and/or comments on specific proposals should be planned for. Feedback should be allowed for so that at the end of the event, ideally both the participants and the LUMAT presenting group will have learnt from each other. Where possible, the final results and presenting materials shall be prepared for dissemination among the participants (online distribution of presentation files, gathered overview of input received, etc.).

## 2. Graphic Materials

A number of materials for communication of main project facts for the general public have already been provided to the partners from PP4 SiTI. Already provided are the following files:

- LUMAT project poster with main facts and logo (digital, English)
- LUMAT leaflet (English, provided in print to the partners as part of the promotional materials)
- LUMAT pens (provided to the partners as part of the promotional materials)
- LUMAT paper block (provided to the partners as part of the promotional materials)
- LUMAT rollup banner (digital)
- Power Point template file (digital) with project logo and standard design (digital)

Website with news and download sections, among other content

Flyers, handouts and posters can be used to communicate information in a reader friendly manner. According to the availability of resources and time given to each partner in LUMAT, as well as the access to a printing station, these materials may be customized and translated into the national languages of the LUMAT countries to better target the expected audience members. Where not possible, the standard English language poster and flyer can be considered to be distributed or presented to reach some of the audience members, though it cannot be expected that all public members of the various partner countries

will be comfortable with the English language. Translation of as much material as possible is recommended.

Furthermore LUMAT information about digital contents should be provided to all participants during the conference:

- Website with news and download sections, among other content

- Social media (Facebook, LinkedIn, Twitter)

- ...

# 3. Checklist for a LUMAT Public Conference

Presentations and the giving of information can be determined by the respective partner and their stated goals for the conference. In general it is recommended to follow the input organised in the following Checklist.

Partners can use a combination of digital (i.e. Power Point) and paper resources (i.e. flipchart) and discussion sessions to present and gather information.

Please take into account the needs of target group members who may have a disability as detailed out later in this document in Section 5.

Checklist for LUMAT Public Forum:

| Preparation | | Complete? |
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| | ■ Make an audience member analysis (who is expected to show up? What are their needs and goals?) | |
| | ■ Ensure the necessary technical equipment is prepared<br>o Internet access on the day of presenting (if required)<br>o Computer with all the necessary hardware<br>o Materials for writing on presentation day, recording of feedback | |
| | ■ Create an identifiable LUMAT environment or atmosphere.<br>o Posters, videos, multimedia, etc. | |
| **Start** | | **Complete?** |
| | ■ Registration of participants in order to collect info about role (students, citizens, administrators, professionals, technicians..) and collect e-mail to insert in the mailing list of LUMAT newsletter<br>■ Consider the listener from their position/perspective and how they can relate most to the project. | |
| | ■ Present yourself as a LUMAT representative, clearly state what you want to result from the event!<br>■ Briefly describe what is the main goal of INTERREG and CENTRAL EUROPE, and why are they funding the LUMAT project | |
| | ■ What are your goals as a presenter and why are you doing this project? This shows authenticity which is necessary at the start. | |
| **Attention** | | **Complete?** |
| | ■ Focus on the method of speaking (attenuation) and engagement with the audience. | |
| | ■ Try to use a language suitable to audience (according to the audience analysis) | |
| | ■ Focus on the use of pictures or other materials that gather attention and are convictive. | |
| **Interest** | | **Complete?** |
| | ■ Show the pilot region and its boundaries on a map. | |
| | ■ Present the goals of LUMAT and how they relate to the everyday and everyone. | |
| | ■ How do LUMAT pilot results impact the audience members?<br>■ What are the concrete actions that are planned to date? | |
| | ■ How can they become involved or find themselves again in the further actions | |

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| | ▪ Mention the important transnational frame of the project. | |
| | ▪ Consider the use of, i.e.<br><br>A: Lecture – Provide the information on "sustainable land use" and "threats in functional urban area" and go on to section "Desire" below.<br><br>B: Workshop: interactive session where the participants are asked to form groups and solve a challenge as shown in a case study. The goal would be to 1) define what threats exist and 2) how to achieve sustainable land use.<br> ▪ Brainstorming example: one group for "agricultural", one group for "urban issues", "nature and recreational issues", "functional urban area", etc.<br> ▪ Working groups present their results to all participants<br> ▪ Collection of information (to be done by LUMAT partner)<br><br>C: Other suitable formats and frameworks for moderation (for example world café) | |
| **Desire** | | **Complete?** |
| 💡 | ▪ Summarize and present the information under a common headline: **"How can we reach 'more liveable places'"**? | |
| | ▪ Address open questions which have resulted from the workshop/citizen participation. | |
| | ▪ Provide further relevant information. Give the chance for discussion. For example:<br> o Who are the responsible stakeholders?<br> o What are the costs for revitalisation and/or re-naturalisation?<br> o Do we have an institution working on minimizing threats?<br> o What are the legal requirements?<br> o What are the benefits for the residents in the functional urban area? | |
| | ▪ Where possible, show a film or similar media, where the issue of sustainable development is/was successful for residents and stakeholders. | |
| **Action** | | **Complete?** |
| 🔧 | ▪ Clearly state how the audience members can be further involved in action plans LUMAT. | |
| | ▪ Clearly state how the audience members can be further informed by LUMAT tools. | |
| | ▪ Follow up and secure continued engagement. | |
| | ▪ What communication networks for LUMAT are available (social media, email information, etc.)? | |

# 4. Coherent System to Collect Feedback

To gather feedbacks after the workshop has finished the prepared LUMAT feedback forms are to be distributed to the participants with the request for them to fill out their opinions at the end of the conference. These are to be collected and evaluated according to the sheet provided by the PP4 SiTI members.

Proper documentation should take place during the meeting, preferably with one member of the LUMAT partner organization present to take photos of the participants and activities. It is commonly customary to ask the members or at least make them aware that photos will be taken during the event and for someone to be identified to whom they may raise their objections should they have any or state their desire to not be photographed. This is to be respected by the LUMAT partners.

# 5. Special Attention to people with Disabilities

Disabilities have to be taken into account and specific measures should be carried out in advance.

- Access to the venue for those of limited mobility has to be ensured.
- Psychological disabilities should be considered as well.
- In general a field of mutual trust and respect should be maintained throughout the entirety of the workshop.
- Technical support for elements which would, for example, help those with minimal or no visual ability are to be secured.
- A skilful combination of both visual and audio usage is preferred.

# 6. Connection of Public Forum to other WP T2 Activities

- WP T2 is a main activity of LUMAT in Period 4. The public forums for LUMAT should reflect the main topic "action plan".
- There are a total of seven individual action plans, one for each represented country.
- The pilot projects should be presented as well as the first ideas which are being made on these pilot projects (... in the form of a draft!)
- Protect personal data information. Ensure that the used information is suitable for public dissemination.
- Interactive use of tools to get and to publish information and to gather input in-situ.

With the current stage of the project, there are a number of deliverables which can be presented during the forums:

- FIAMS as developed in T1 and used a bridge to the concrete action plan in T2
- General structure of the action plans (see chart in DT.2.1.1)
- Action plan status in the partner country and the stated goals
- Planned/carried out activities to the Best Practice Workshop
- Planned connection between T2 (action plans) and T3 (implementation)