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THE PROCESS OF INTERACTIVE WORKSHOPS

BEFORE

Understand who you need to include in the process: *what do you want to achieve?*

- The definition of stakeholder groups is based on achievement goals
 - Keep in mind that the participants may not be representative of the stakeholder group
- There are always many different user groups who must be consulted

In the HEAT context:

- officials (different sectors)
- decision makers
- residents (different residential groups: seniors, commuters, children and youth etc.)
- organisations
- entrepreneurs – enterprises own properties in the city and are therefore an important group to consider



Understand and identify barriers to change: *consider motivational aspects of different stakeholder groups*

- Analyse the needs / understand the everyday practices / behaviour of different stakeholder groups
- Map background information among stakeholder groups: surveys, mobile applications etc.
- Define motivational aspects by examining known barriers and problems
- Plan processes that address the specific needs of different stakeholder groups
→ the process should have a practical, concrete aim with a connection to the everyday reality of the user group.
- Motivate user groups by providing background information

Different approaches to understand and manage change

- *Behaviouralism*: tool to influence behaviour through stimulus
- *Nudging*: to make it easier for people to make the 'right choice' without trying to convince people rationally
- *Practice theory*: understanding everyday practices – a lot of our actions are based in habits and routine
- *Phenomenology*: identifying barriers to change by looking at experiences and emotions



- *Collectivism*: understanding the role of communities in shaping norms, identity, processes and behaviour – tool: use communities to enable change
- *Framing and media*: how are we influenced by media, words, concepts, images, etc.
- *Materiality and technology*: can be used as a tool to influence behaviour, how is behaviour influenced by things rather than norms and values

Four main stakeholder groups

- political decision makers
- officials
- third sector (organizations)
- citizens

Consider what kind of approach of those mentioned above would work best in each group. If needed, you can ask for more detailed info and sources for the motivation theories from Valonia.

Time-use challenges – who can participate and what time of day?

- Some target groups can participate during working hours e.g. officials
- Some target groups can only participate outside working hours (evenings, weekends)
 - in these cases the best option might be to consider offering ways for online participation



DURING

Use a variety of tools to recruit information

- The same tools aren't as usable by all groups
 - different disabilities exclude some tools. Be careful that the chosen tools don't exclude relevant groups
 - Personal characteristics influence on how a person wants to participate. Some people are very talkative and want their ideas to be heard. Make sure that also those silent ones can give their opinions.
 - Digital tools suit certain user groups / types of information
 - Sometimes more "analogue" methods are required
-

Ensure that officials are understood as fellow citizens

- Be approachable
 - In workshops: all stakeholder groups work together in mixed groups
-

Be prepared to improvise

Sometimes things won't go according to plans and participants may start to ask questions which may seem to be irrelevant. It is important to tackle these questions, have the conversations and that way influence peoples' opinions. Even though goals aren't achieved in that particular workshop outcome can ease the bigger goal.



- For example: few participants are strongly against some measure and you realize it during the workshop. It might be good idea to hear them out and have a conversation about the topic with all the participants. Why they are against? Is there some habits or beliefs that just aren't true?

AFTER

Ensure that information recruited from participants is used

Don't allow collected information to fall into a black hole

- communications management has an important role – communicating why we operate as we do / decision-making

Numbers and statistics appeal to politicians and decision makers

- Translate information recruited from participants into concrete figures
- Visualize the information



Develop a strong narrative to deliver your message effectively to as large a group as possible

- Storytelling is an effective way to spread information
- Concrete communications



DIGITAL TOOLS FOR INTERACTION

WHAT IS DIGITAL PARTICIPATION?

Digital participation within the context of the project HEAT – Participatory urban planning for Healthier Urban Communities can mean many different things, but the core idea lies within enhancing human communication with digital tools – making participation easier by de-attaching it from physical places or schedules of traditional workshops or participatory meetings or aiming at creating added value on ideation and communication in physical workshops.

This can be done via a variety of applications and platforms, for example

- social media
- surveys
- applications
- GIS and other map based services etc.

Make the digital process transparent and open

- who gathers information?
- how is the gathered data processed?
- how will it be utilised?



- in the end participants must be told what was done and how
 - how did their participation affect the result?
-

THE REVIEW

The tools presented below are the ones either used by partner organizations of HEAT or evaluated to be suitable for use. The challenge noted while doing the review was that many of the applications designed for participatory urban planning are done by project funding, thus only available for a short period of time. This lack of continuity is problematic, thus these kind of applications or platforms are excluded from the list below and only noted in the benchmarking done in the first phase of the app review.

Some of these tools support interaction in actual physical workshops but the main focus is in tools that can be used online individually whenever suitable for the user.

This list is a tool for every HEAT project partner when planning citizen participation and interactive workshops and the use of these tools will be evaluated in the next phase of the process.



THE LIST OF TOOLS/PLATFORMS

ArcGis

Online application (is used on an internet browser either computer or mobile). The tool has been used successfully Tartu in participatory city planning: citizens can mark on a map of Tartu the exact locations they would like to make suggestions. The tool has been used in city planning, e.g. gathering feedback about problematic areas in the city and what changes citizens would like to make to the existing road and street networks, e.g. parking, bike lanes, etc. about, the city government reviews each suggestion and provides feedback (whether the suggestion will be implemented and if not, then why). Another useful feature is that all suggestions also receive feedback from the city government, so the person knows that their comment has been read and considered.

[Website](#)

Citizens Foundation

The Citizens Foundation was founded in the aftermath of the Iceland's economic and trust collapse in 2008. Since then it has developed open source tools and methods to promote online, democratic debate and to increase citizens' participation in their community in Iceland and worldwide. Participatory budgeting gives citizens a direct influence over parts of a local government's budget, educates citizens on the cost of things and budgetary limits. First, citizens give their own ideas, then they are budgeted and in the end citizens vote knowing the costs. They have certain amount to spend. Costs uncertain but platform is an open source so it is more affordable to use.

[Website](#)

Facebook

Facebook is available to everyone, who has registered profile there. In the case of project, it is used in Jurmala as a tool for understanding public opinion and get suggestions for improvements from citizens. It means that specific question are asked / a statement is given from the City Council, and users, mainly citizens give their feedback, which is



afterwards used for planning and implementing further activities, for example, for cycling infrastructure improvements.

[Website \(Jurmala\)](#)

Future Dialog

A mobile app with different local brand names. Digital engagement platform for getting better insights from your community. Allowing you to collect more data and understanding with fewer resources in less time. A community branded app for engagement, communication and interaction. Automated content creation and reporting + data and analytics. Publish questionnaires and information, collect feedback and create dialogue. The company has produced apps for community participation for several municipalities in Finland.

[Website](#)

Harava

Harava is a map-based survey service for participatory design and community engagement. With the Harava survey tool residents have improved opportunities for influencing the planning and design of their living environment. The location-based functions of the service enable data collection through an easy-to-use map interface.

[Website](#)

Instagram

Instagram is one of the most popular social media tools based on sharing photos. In this context it could be used as a participatory app: residents/stakeholders could be encouraged to take photos with a theme (eg. places that need to be fixed for cyclists in your home town) and use a specific hashtag and mark it on a map.



Kahoot

Gamify your internal training sessions, presentations and team building activities to make them fun and engaging! Most relevant in educational situations

[Website](#)

Maptionnaire

Create map-based surveys to get ideas and insights from residents

[Website](#)

Mentimeter

Interact and vote with smartphones during presentations. Make your audience feel more involved and motivated by enabling them to contribute to your presentations. Mentimeter shows the results live while your participants are voting with the web based mobile polling app directly in their browser, making sure everyone is part of the presentation.

Get instant responses using smartphones for voting. Visualize the results in real-time. No need for documentation or administration since the results are saved automatically.

[Website](#)

Place Standard

The Place Standard is a tool that is used to assess the quality of a place. It can assess places that are well established, undergoing change, or still being planned. The tool can also help people to identify their priorities for a particular place. It consists of 14 questions which cover both the physical and social elements of a place. Prompts to help answer the questions. Having answered all 14 questions, the results are plotted on a simple diagram

[Website](#)



Pocket City

What kind of an experience do you have of your city? What would you like to say about it? Pocket City lets you discover new locations and share your favourite spots while developing the very city you live in.

Pocket City links habitats directly with city designers, allowing them to hear what the word from the street is. Tell them what you think, the channel is open now.

[Website](#)

Screen.io

Screen.io Live Participation is used in process industry corporations, management consulting companies, event productions, governmental and public organizations and the education sector.

[Website](#)

SoftGis

SoftGIS = Geographical Information produced by the users of the environment which usually is empirical and can be collected and processed as a part of the GIS. With SoftGIS study the experiences for example safety or the quality of living environment in general can be mapped. Information is gathered mainly for the scientific purposes but also for the support of planning and decision-making.

Participative Geographical Information is also used in Internet based Forums which are used for gathering local knowledge and information produced by different actors from, for example, the area of one city district. Forum can be continuously open Development Forum or Planning Forum which is open only for one land use plan. Forums are supporting mainly the interaction between the different actors in land use developing.

[Website](#)



SpaceScape

A web based dialog tool used in several cases in Sweden and Norway. This was presented to us in the Stockholm HEAT seminar. Seems very relevant and useful but costs very likely way too high for HEAT - anyways a good tool that could be recommended for stakeholders.

[Website](#)



TOOLS BY DIFFERENT QUALITIES/PRIORITIES

Based on your budget

Free tools

Facebook
Instagram
Place Standard
Mentimeter (limited free use)
Kahoot (limited free use)

Need a licence

ArcGis
Harava
Maptionnaire
Mentimeter
Kahoot
Screen.io

Platforms that need to be modified (need a bigger budget and effort) to use

PocketCity
SpaceScape
Citizens.is
SoftGis
Future Dialog

Based on what to do with the tool

Tools for questionnaires/surveys

Harava
Maptionnaire

Tools to use for interaction in workshops

GIS (Jurmala)
Place Standard
Mentimeter
Screen.io
Kahoot

Tools for gathering opinions/evaluations

ArcGis
SoftGis
Facebook
Instagram
Pocket City
SpaceScape
Place Standard
Citizens.is
Future Dialog

Based on the platform / type

Mobile

Facebook
Pocket City
SpaceScape
Place Standard
Future Dialog

Web

ArcGis
SoftGis
Facebook
Pocket City
SpaceScape
Place Standard
Citizens.is
Future Dialog

Social Media

Facebook
Instagram