



## Form for comparative analysis (activity 3.1)

**1) Has your Institution elaborated a specific interpretation of the concept of *participation* different from the one given by European Union? If yes, please, could you report your definition?**

**Tip:** see the EU interpretation of participation in the Context Note.

The Municipality of Ravenna considers participation more than a definition but an approach, a practice constantly tested with reference to that features that are essential to the City of Ravenna. Participatory planning can be defined as a "bottom-up" democracy with a cultural dimension and oriented to interaction and reflection and that can be seen as a process promoting the comparison, negotiation, consensus, but also dissent between the parties involved in the decisions-making. The objective of this form of "bottom-up democracy" must be to improve the well-being of the subjects involved → faces through the creation of qualitative project. In the case of public administration is means getting rid of the classic *modus operandi* that sees the Directors deciding with their officers, and only later informing social partners (citizens, businesses, associations ...). We believe that people must be taken into consideration on issues which concern them. On the contrary, listening to people and their empowerment, their partnership, it is crucial to address the problems of the community, to be innovative and to have a widespread and well-being inclusive! Indeed, citizens themselves in this historical phase are asking to participate, to take part in relevant decisions.

**2) Has your Institution regulated the *participatory approach/procedure* to public choices?**

**Example:** *the City of Vercellae officially adopted the participatory approach/procedure in the Municipal Statute (or in a regulation, or in an agreement with other Institutions or associations, or just as a best practice to follow as a guideline).*

The chance to test participation has been given by the City candidacy to Capital of Culture 2019. Planning and designing the way to 2019 meant to found Ravenna's application on a methodology based sharing procedures and co-working on individual projects. In fact, the Municipality has already activated and regulated several participatory procedures in the last months, in relation to strategic issues of fundamental importance to the City. These were specifically related to the City candidacy to the 2019's Capital of Culture Award and to planning the next steps that the Administration will have to make in the digital field, within the project *Agenda Digitale Ravenna*. Procedures has been conducted with the help from the municipal office Ravenna 2019 who started open calls and organized meetings in order to collect and discuss themes and project planning methodologies, summarized in **AGORA 1.0 2.0** and **3.0** agenda and activities. Every year, Agora is designed and conducted by the social cooperative of Ravenna "Villaggio Global", with the contribution of volunteers.



**3) With reference to the previous question, what kind of *impact* do the results of a participatory procedure on the policy maker's decisions have?**

**Example:** *the policy maker is obliged to comply with/to take into consideration/just to be aware of the results of the participatory procedure.*

The municipal office taking care of contacting and involving stakeholders who might be interested in the issues referred measures the impacts through feedbacks on the specific issue. A document with a list of the most important themes and needs coming out from participatory procedures is prepared and sent to the policy maker interested by the issue, who will consider the public requests and suggestions, evaluating and writing feedbacks about their application to the municipal objectives and their implementation to the political agenda.

**4) What are the main forms for Local Community to *participate* to public policies (in general)?**

**Example:** *the City of Vercellae promotes consultations of stakeholders (or forum, surveys and investigations, dissemination initiatives, ITC platforms, working groups).*

The Municipality of Ravenna involves the Local Community in the participatory procedures through workshops on specific themes, working groups, public meetings and focus groups. Recently, the Municipality of Ravenna also organized a contest online on cultural projects to be implemented in the candidacy procedure. Meeting and working groups are shared and spread through the online streaming in the Ravenna2019 site. The Municipality has also organized a public survey, by selecting 500 people that will be contacted by phone and asked to answer few questions about their state of mind with respect to the possibility of Ravenna to become European Capital of Culture 2019 and what do they think are the strengths and weakness of the City's candidacy project. The questionnaire can also be filled out by anyone interested in through Municipal sites and the City's social networks.

**5) What are the main forms for Local Community to *participate* to public policies related to the *cultural and environmental heritage*?**

**Example:** *see question n. 4.*

The Local Community and social cooperatives are constantly involved in managing tourist policies that in our case concerns cultural heritage. All the City's Institutions and associations have been involved in projecting and planning the candidacy of Ravenna to 2019's Capital of Culture, a



candidacy marked by a strong cultural feature. Local Community and associations can actively participate to working groups and public meetings. Here, citizens can collaborate by asking to add specific objectives to the Agenda. This is a moment of reflection for Local Community on how to be part of the decision-making and what to do to participate to the policy-making. Within **Agora 3.0**, the citizenship can take part to working groups on cultural projects and suggest, create or project cultural and art events.

**6) Does the current regulation expect a determined length for participatory process? If yes, could you describe what are the main steps of the procedure?**

*Example: the City of Vercellae decided the participation procedure, once activated, shouldn't last more than 6 months.*

There's no fixed schedules, only steps. Taking the participatory process activated on Ravenna's Digital Agenda the steps were:

- 1) Project Start-up, in October 2012, with two training meetings addressed to municipal officers;
- 2) Training Session from July to September 2013 and Project Planning with a larger working group;
- 3) In September, 182 online questionnaires addressed to citizenship and enterprises and 16 citizens who shared their digital tasks;
- 4) Organization of Open Air Technology, in October 2013, with seven working groups, fifty participants and the definition of 5 workshops with the delivery of instant books;
- 5) From October to November 2013: organization of focus groups, five interviews and 60 participants. Definition of seven priorities for the Digital Agenda;
- 6) From 27th November 2013 to 29<sup>th</sup> January 2014, organization of Workshops: six training classes and teams composed by 46 mentors among technicians, professionals, teachers, associations and enterprises. 300 participants and 10 working groups
- 7) Project dissemination through a web-site ([agendadigitaleravenna.it](http://agendadigitaleravenna.it)) and several social networks (Facebook, Twitter) and the 7 working groups live streaming.

**7) If your Institution has started a participated process in public choices (preferably on cultural and environmental heritage issues) please describe weaknesses and strengths. In case your Institution hasn't started yet such a process, try to figure out possible weaknesses and strengths if a participatory process would apply.**

*Example: the City of Vercellae involved in the participatory process two local associations which are not real stakeholders. The interaction with these associations extended the length of the process and demotivated the other stakeholders.*

We believe these meetings are like labs that enable the Municipality and teams to define objectives and



guidelines from citizens proposals on the specific issues. But participatory processes is not only entrusted to good intentions, but they must be conducted with the appropriate methods and tools to be effective , so good and professional facilitators are essential. Facilitators must able to set up and conduct a practice in defining goals and structure, while preserving the "rules", promoting and including all persons that may be useful or relevant. The Municipality of Ravenna in testing participation experienced only vantages so far. One strengths are many: from the possibility to involve people with different tasks and interests but also different tasks, to the creation of a collective knowledge on the issue, improving citizens' ability to solve conflicts, find solution and being innovative.

**8) What institutional and/or social players should be/are involved in a participatory process activated in the framework of Adrifort project.**

**Example:** *the City of Vercellae, in the participatory process activated for the re-use of Dark Castle, involved (vertically) the Regional Authority and (horizontally) the local associations and the Network of the castles of the Region.*

In fact, the Municipality of Ravenna set the starting up of a participatory process about the valorization and re-use of Rocca Brancaleone as one of the next activities to be organized within the Project objectives. The procedure will engage Ravenna2019 as the suitable Institution experienced in managing participatory processes and involving local community and engaging the stakeholders. Institutions to be involved in the process are the ones in the field of culture especially those dealing with cinema (every Summer, Rocca Brancaleone hosts an open air cinema), cultural associations working on environmental education with schools and citizenship, cultural associations managing live performances of music and theatre and the University. Of course the participatory procedure will see the collaboration of the association managing the Arena and the Bartender of the Club inside the Fortress.

**9) If your Institution can launch a participatory process on the selected Adrifort assets, do you have specific competences to manage it? And with which methodology?**

**Tip:** *describe if you already have human resources able to manage a participation process and what methodology they apply.*

The Municipality of Ravenna is quite experienced with participatory procedures. In the field of the City's candidacy to Capital of Culture 2019, the Municipality of Ravenna established the Institution **Ravenna 2019**. The Office represents the main reference for policies, management, coordination and organization of the activities leading to the path of the application. The staff is led by Alberto Cassani, former Councillor of Culture and Performace. The staff is made of a project coordinator and an administrator, together with employees working on the events' production and communication officers coming from the field of Music,



Art and Theatre Festivals and events and constantly working with the cultural Institutions of the territory.  
Maria Grazia Marini - Chief Director of the Turism and Cultural Activities Department and Director of the  
City Art Museum - collaborates with Ravenna2019 .

**Should you encounter any problems in filling in  
the form please contact:**

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