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4th INCORD Workshop

Elaboration of a Vision and Deduction of Objectives and Fields of Actions – Two Integral Parts of a RDC

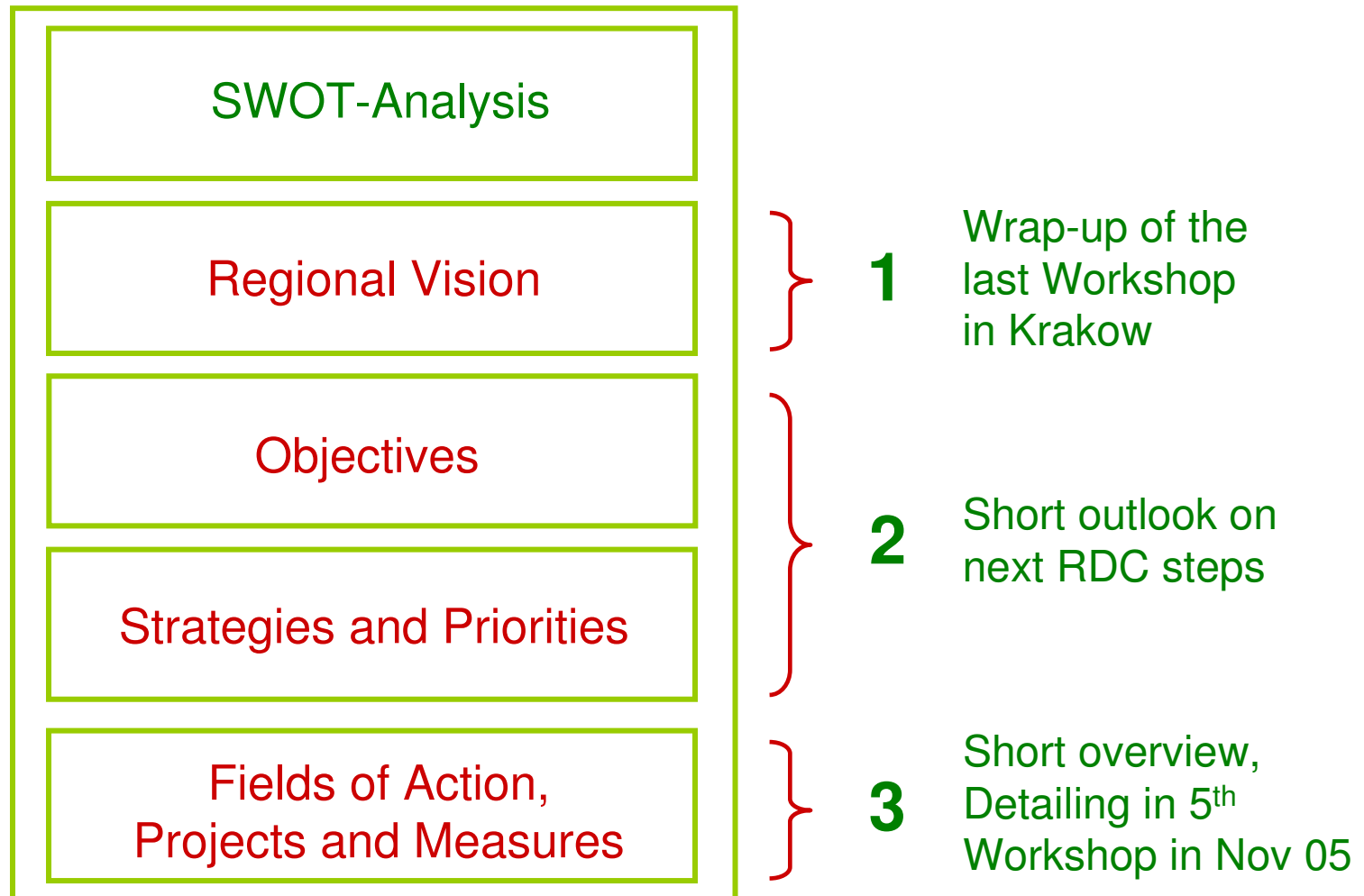
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Structure

RDC-Components



1 Regional Vision Process

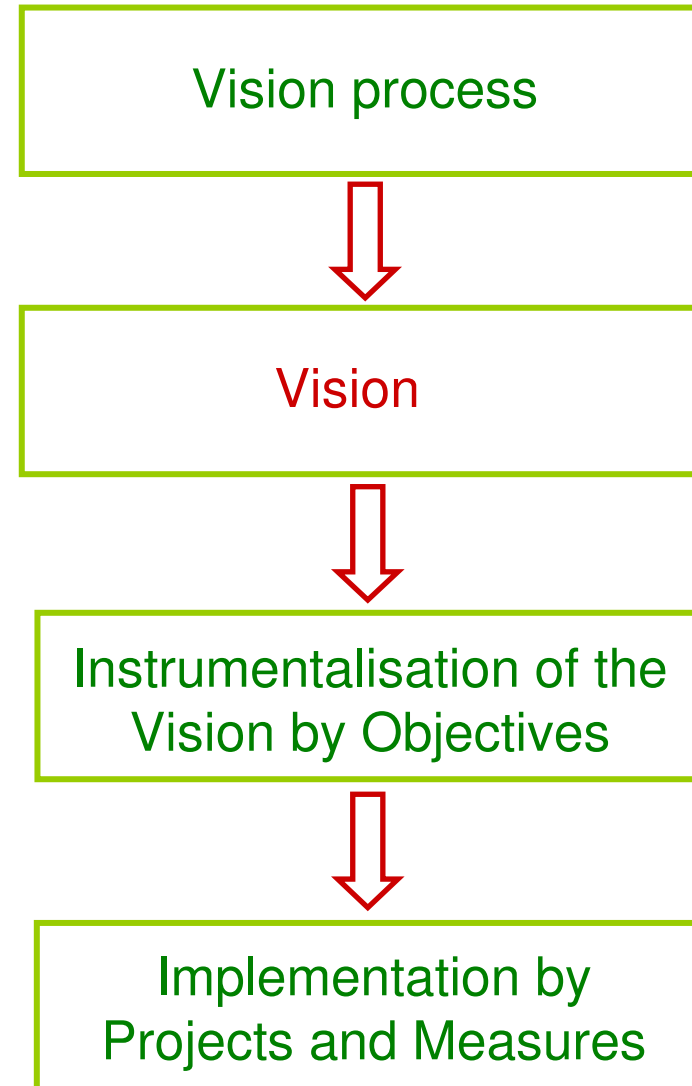
The 1st part of this presentation about future vision processes summarizes among others things the main inputs that Prof. Knieling, University of Hamburg-Harburg, gave during the last INCORD workshop on 8th of April 2005 in Krakow.

What is a “Vision”?

- Formulates a notion of the future of a region
- Aspired situation of a region
- Defines the target state, not the actual state or trend (Visions are no prognoses!)
- Provides orientation for the planner, but does not give concrete instructions for action
- Visions can contain very different aspects and levels of concretion

...

- Vision is not only a slogan for a region, but rather means to foster a discussion process about the future of a region.



Main Components

A Vision may contain verbal and visual elements:

- slogan / motto
- logo
- guidelines / main objectives

Note

Not all components are always needed!

A Vision – What for?

Functions of a Vision Process:

- Orientation
- Coordination
- Innovation
- Motivation
- Marketing (internal / external)

Main Characteristics

... in order to fulfill these functions,

... a Vision should be:

- unique
- achievable
- communicable
- motivating

... a Vision Process should be:

- cooperative
- consensus orientated
- concentrated on central issues

Elaboration Process – How to develop a vision?

Central questions

- Where do we come from?
- Who are we? Where do we stand?
- Where do we want to go?

Methods and Instruments I

- Working groups
 - Workshops



- Regional Conferences
- Public Participation
- Surveys on the inhabitants' expectations

Methods and Instruments II

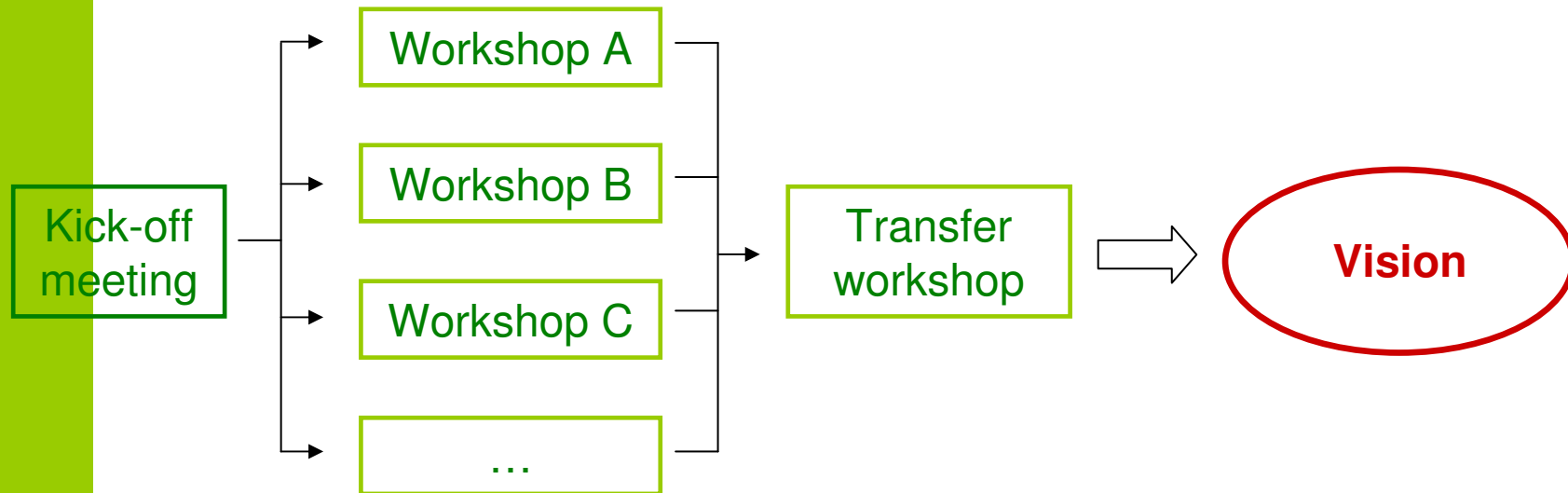
- Creative Workshops
- Direct exchange with the inhabitants



- Panel of Experts

Methods and Instruments III

Example of a vision process



Main Obstacles

Formulation of the Vision:

- too abstract
- too detailed
- too fixed / inflexible

Elaboration Process:

- too long period
- important actors forgotten
- no sufficient public participation

2 Objectives, Strategies and Priorities

- Ideally, **objectives** are already developed within the vision-process or forming part of the vision. They should be realistic and not too ambitious.
- **Strategies and priorities** are to deduce from these objectives.

Development Strategies

A development strategy should ...

- ... take the strengths of the region as starting point,
- ... find ways to even improve them,
- ... extract new development possibilities from them and
- ... be easy to implement.

Note

Every region has its own starting point.

3 Fields of Action, Projects and Measures

- An action programme is of vital importance of a RDC as implementation of the objectives is the main aim of the process.
- Fields of Action, Projects and Measures should be deduced from the vision, objectives and priorities.
- Firstly, the main fields of action should be defined (according to the main fields of objectives). Then projects and measures should be ordered to these fields of priorities.

Development of Projects

1. Creative Phase / Brainstorming =>
Collection of project ideas
2. Definition of prioritised measures and key
projects (Clear order of priorities needed)
3. Detailed description of each project (with
hints for the realisation and financing ideas)
instead of a long list of collected projects

Development of Projects

Hints

- Concentrate on a small number of projects which are realisable and financially feasible.
- Concentrate on projects which can have a synergy effect among each others.
- Choose first projects which can be fast implemented and which show obvious results.
- Difficult and conflictual topics and projects should not be tackled in a first step.
- Only after the set-up of a “culture of cooperation” more complex projects can be started.
- The list of projects should not be closed or final. Stay open for “fresh ideas”.

Thank you very much for your attention

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