

EVENT DESCRIPTION SHEET

PROJECT	
Participant:	PUSH
PIC number:	940684467
Project name and acronym:	Placemaking for Citizen-led Missions in SE Europe (PLACE)

EVENT DESCRIPTION			
Event number:	9		
Event name:	Community Placemaking Workshop - Madonie		
Type:	Mutual Learning		
In situ/online:	In situ		
Location:	SP29, 90027 Petralia Sottana PA, Italy		
Date(s):	September 23 2023		
Website(s) (if any):	-		
Participants			
Female	10		
Male	16		
Non-binary	1		
From Italy	27		
Total number of participants	27	From total number of countries	1
Description			
<i>Provide a short description of the event and its activities.</i>			
This Community Placemaking Workshop – Madonie event was held in Petralia Sottana (Sicily, Italy) on Saturday 23rd September 2023, as part of the third day of the Urban Thinkers Campus “Communities’ Sustainable eXperience”, organized and curated by PUSH from Palermo as a precursor to the Madonie Living Lab initiative.			

The "Communities' Sustainable eXperience" UTC, provided an opportunity to engage with the local audience. The event was conducted in the Italian language since the primary target audience was the local community that will benefit from the Madonie Living Lab. The workshop took place in Petralia Sottana, where the Living Lab's Space will be located. The workshop took place inside a room of the former Convent of the Reformed Fathers, which was allocated for this type of activity for all the days of the Urban Thinkers Campus "Communities' Sustainable eXperience".

The event saw the active participation of a total of 27 recorded participants from Italy: university students, high school students, citizens, presidents of the Petralia Soprana and Sottana councils, employees of an organization.

Placemaking is an innovative approach that allows citizens to actively contribute to the creation of communities tailored to their needs and interests. The workshop was an excellent opportunity for participants to become more aware of the potential of a Living Lab, open their minds, stimulate their imagination, and visualize the activities a Living Lab can host and that they would like to see in the future in their place and community. Most of the proposed solutions focused on activities that can support the residents of Madonie in their studies, work, and the creation of socio-cultural and research opportunities.

The activity was organized into 2 main macro-areas, each encompassing the 4 steps:

- Introduction and Overview:
 - Frontal presentation of the Madonie Living Lab Space.
- Engagement and User-Centric Development:
 - Brainstorming of activities to be carried out in the Madonie Living Lab;
 - Development of User Personas;
 - Development of Place-based User Experiences.

The process was an opportunity to:

- Disseminate information about the spaces, laboratories, and equipment that will be present within the Madonie Living Lab;
- Collect insights, understand the desires and needs and learn from the beneficiaries of the Madonie Living Lab space;
- Equip the participants with simple tools to foster communication and civic imagination regarding the future of the space.

The brainstorming phase helped participants to share ideas and visions about what they imagined could be done in the various laboratories of the Madonie Living Lab. To facilitate this process, a printed map of the Madonie Space was used as a visual reference. Each participant had the opportunity to write their ideas on sticky notes and place them on the map, allowing for a visual representation of the proposals. Ideas were organized into similar categories to facilitate the subsequent selection and development phase, thus allowing for a clear structuring of proposals and a deeper understanding of the opportunities offered by the Madonie Living Lab.

For the following activities, participants were grouped based on their profiles, such as university students, high school students, professionals, and members of council. They created representative "personas" for each group, using sticky notes and canvases to clearly define who they were, their roles, and their motivations and concerns related to the Madonie Living Lab. This approach facilitated an understanding of the specific needs of different groups. Subsequently, a process of idea selection was conducted through "dot-voting of ideas," involving the "User Personas" in the selection.

To conclude, groups worked on defining the user experience for the selected activity using canvases and post-it notes. They identified five key moments covering the period before, during, and after the activity, pinpointing fundamental needs and emotions associated with each moment. This visual approach allowed for a clear representation of user expectations and anticipated interactions with the Madonie Living Lab.

During this collaborative process, participants actively interacted, sharing ideas, visions, and experiences, they expressed their interest about Madonie Living Lab (some of them, before the workshop, didn't know much about the living lab and/or placemaking). Diverse ideas emerged, ranging from community initiatives to personal and professional growth opportunities. This approach engaged a wide range of perspectives and contributions.

With the obtained results, we intend to proceed with the development phase of the identified activities, taking into account the needs and expectations of the different user categories represented by the "personas".

What has emerged from this collaborative process serves as a significant starting point for the tangible realization of place-based actions within the Madonie Living Lab's activities, benefiting from the diversity of perspectives and ideas shared during this workshop.

At this event there were 27 participants, coming from 1 EU member-state country (Italy). Of the participants, 10 identified as female and 16 as male and 1 as non-binary.

This EDS is published at www.korimako.org (see PLACE project page under 'Our Projects')

