

## COUNCIL OF EUROPE FRAMEWORK CONVENTION ON THE VALUE OF CULTURAL HERITAGE FOR SOCIETY

FARO CONVENTION LAB

2-5 October 2017

Tbilisi, Machkhaani (Signaghi), Georgia

Faro Convention approach  
and democratic socio-economic models for community engagement

*Draft programme and practical information*



## *Faro Convention Labs*

*The Faro Convention Labs are organised with the participation of interested member States and communities to further explore the Faro Convention principles and their effective implementation. The Labs include a series of events for a period of 2-3 days based on the availability of the host community, and involve stakeholders at national, local and community levels. The labs intend to expand a group of participants from each country so they can work together on their return to promote and implement the Faro Convention. While the specific topic of each Lab is decided together with the host community, overall objectives include:*

- *Promotion of the Faro Convention with local and national stakeholders*
- *Becoming familiar with the Faro Convention approach*
- *Enhancing the Faro Convention Network*
- *Skill building for the implementation of the Faro Convention principles*

*Through experiential learning, participants will gain first-hand experience of the implementation of the Convention. The Labs include various techniques including introduction of good practices, discussion groups, promotional events and workshop modules.*

*With the inspiration of the Faro Convention Labs, participants are expected to follow up the implementation of the Faro Convention principles through local initiatives by heritage communities and preferably at the national level by further promoting the ratification. During the workshop a specific session is dedicated to work on action points to take place after the Lab.*

*The Faro Convention Lab in Georgia will primarily work with countries that have already signed and ratified the convention and are in the process of identifying various ways to implement the Convention. In addition, member and / or observer states, which show interest in better understanding the Convention, will be invited.*

*At the local level, together with a local initiative in the Machkhaani village (Sighnaghi municipality), the lab will explore a community-based, democratic socio-economic model for community engagement through Faro Convention principles and approach. The specific workshop sessions will include*

- *Dialogue to foster collaboration between local and central government, local people and local business and other local actors*
- *Democratic Socio-Economic models (including business community) for community engagement*

*DRAFT PROGRAMME*

Time	Sessions	Descriptions	Remarks
Monday, 2 October 2017			
		Arrival to Tbilisi airport	
12.00 - 13.00		Lunch	
13.30 -14.30	Session 1	Orientation meeting with delegations - Description of the issue	
14.30-18.30	Session 2	<i>COMUS to Faro Convention Community mobilisation – the role and responsibilities of communities Examples of good practices</i>	
19.30 -21.00		<i>Dinner and accommodation in Tbilisi</i>	
Tuesday, 3 October 2017			
09.00 -10.30	Session 3	<i>Presentations of initiatives</i>	
11.00 -12.30		Promotional event with the Ministry of Culture	
12.45 – 13.45		<i>Lunch</i>	
14.00 -15.30		<i>Travel to Signaghi hotel</i>	
16.00 – 18.00		<i>Tour in Machkhaani</i>	
18.00 – 19.00	Session 4	<i>Faro Convention process</i>	
20.00		<i>Dinner Tibaani Accommodation in Signaghi</i>	<i>Tibaani</i>
Wednesday, 4 October 2017			
09.30 - 12.30	Session 5	<i>Workshop on a socio-economic model for community engagement</i>	Parallel sessions
	Session 6	<i>Workshop on Structured Dialogue Process</i>	
12.30- 13.30		<i>Lunch</i>	
14.00 – 17.00	Session 5	<i>Workshop on a socio-economic model for</i>	

continued *community engagement*

Session 6  
 continued *Workshop on Structured Dialogue Process*

Parallel sessions

17.00-19.00 *Tour of Signaghi*

20.00 *Dinner and accommodation in Signaghi*

#### Thursday, 5 October

09.00 - 13.00      Session 7      *Next Steps:*

- *Integrated Approach - The CoE programmes - Synergies*
- *Faro Convention Network*
- *Possibilities – Planning (feedback to the host community local and individual action points)*

13.00- 14.00 *Lunch*

14.30 – 16.00 *Travel to Tbilisi*

19.30 *Dinner and accommodation in Tbilisi*

#### Friday, 6 October

Departures from Tbilisi

## Session 5 - Workshop 1: New models for the economic optimisation of the heritage

At a meeting of a “heritage committee” in 2009, the heritage communities of the northern districts of Marseille decided to draw economic benefit from the heritage of their neighbourhoods on the occasion of Marseille-Provence 2013, European capital of culture.

The aim was to establish an economy which would preserve, showcase and transmit heritage and local accounts of heritage and at the same time foster economic activity for the inhabitants of these so-called “deprived” neighbourhoods.

They have adapted traditional tourism and taken account of the principles of the Faro Convention and the principles of co-operation (social economy).

The purpose of the workshop is to take a look at the innovations resulting from this process in terms of the re-invention of tourist activities (bed and breakfasts, itineraries, visits), tourist products (books, postcards, local crafts), terminology (heritage walks, travellers), co-operation with the agents of tourism (travel agencies, works councils), promotional material (web platform), and co-operation with public and training institutions (brand name, training):

- legal frameworks applicable to the accommodation offer (regulations, statutes, etc.);
- the training of heritage communities with regard to these legal frameworks;
- advertising the accommodation offered by means of a brand name and the Internet;
- targeting and diversifying potential customers (travellers, workers, etc.);
- co-operating with other local economies, both public and private (hospitals, business enterprises, universities);
- advertising and marketing in co-operation with travel agencies and public institutions;
- governance of the process of economic optimisation (principles of co-operation).

The process for the establishment of this new type of collective scheme, in the form of “prototypes”, will be illustrated by concrete examples: Hôtel du Nord, Hidden City, Migrantour, etc.

Each of these innovations will show how the Faro principles and the principles of co-operation have been applied, the economic innovations they have generated, their impact and their limitations.

A certain amount of time will be spent considering the problems currently being caused by tourism as a result of its rapid growth, the emergence of a collaborative economy and the problems created by “over tourism”.

The participants will be invited to share their experiences and the problems encountered. Finally the workshop will consider the strategies used by members of the Faro network and possible means of participation.

## Session 6 - Workshop 2: The Structured Democratic Dialogue Process (SDDP)

The Structured Democratic Dialogue Process – SDDP (developed by Dr. Alexander Christakis and John Warfield) is a deeply reasoned, scientific methodology for large-scale, collaborative design, which is effective in:

- resolving multiple conflicts and problems that are more and more complex in a reasonably limited amount of time;
- gathering the collective wisdom ('Demosophia') of a wide range of different stakeholders who experience the problem;
- assisting heterogeneous groups in collectively developing a common framework of thinking based on consensus building and thus achieving results.

### Pre-requisites for a successful process

- A core group of people, the 'Knowledge Management Team' (KMT) composed by the owners of the problem, representatives of the main stakeholders and the SDDP experts, plays a crucial role in coordinating the process (identification of all the stakeholders, drafting the triggering questions, preparation of the reports, invitation of participants, etc).
- The identification of stakeholders is of paramount importance. They have to accurately represent elements of the subject and cover all of its facets (local stakeholders, relevant public and semi-public organisation, NGOs etc).

### Structure of the SDDP

- The participants are invited to answer the Triggering Question, formulated by the KMT, at a round-table session.
- All responses to the triggering question (one idea in one sentence) are recorded in Cogniscope™ software, printed and posted on the wall.
- The authors of the proposals clarify and describe their ideas for better understanding and to avoid overlapping.
- The ideas are clustered into categories based on similar attributes.
- All participants get five votes and are asked to choose their five favourite (most important to them) ideas. Only the ideas that received votes go to the next and most important phase.
- Participants are asked to explore influences of one idea on another. If the answer is 'yes' (great majority) an influence is recorded in the special software, which minimises the number of queries by using mathematical algorithms.
- The relations recorded result in the production of an 'influence tree' ('Wall of Obstacles' or 'Vision Descriptors') by the software. The 'influence tree' is presented to the participants, subject to discussion.

### The added value of SDDP

- Strategic character of the dialogue;
- Promotion of a place-based and bottom-up approach;

- Long-term outcomes rather than immediate and temporary outputs;
- Networking and capacity building;
- Legitimacy of the actors and their work;
- Stakeholders engagement and the sense of collective ownership;
- Creation of a core team (KMT) to sustain the continuity of the process;
- Development of mutual trust between participants;
- Participation on equal basis and respecting the autonomy of all participants;
- Facilitation of mutual understanding and consensus building.

#### Limitations of SDDP

- Time consuming process, since there is a need of systematization or standardization;
- Training requirement of facilitators, since the tools employed and the software used have to be learned;
- Need for involvement of a substantial number of participants, for the wider possible representation and interaction among institutions;
- Need to achieve a state of mutual trust which is a prerequisite of collective action.

In conclusion, the Structured Democratic Dialogue is a modern group decision-making methodology for managing complex problems with the participation of many parties. This methodology can be very useful for the modernization of public administration in the direction of the New Governance system, where the relationship between the citizen and the state is that of collaboration and conformation of public policies, based on consensus and agreement.