



Participatory tools

PANEBIANCO

Presented by Pietro Valicenti

background

- Panebianco is a suburban neighborhood of Cosenza **not yet sensitive to green issues.**
- The **public green and the roads are neglected.**
- There is a **lack of meeting and social spaces** in which to cultivate relationships.
- The **community is not used to being listened to** and is not the protagonist of the choices that affect the neighborhood.





What tools have
we adopted?

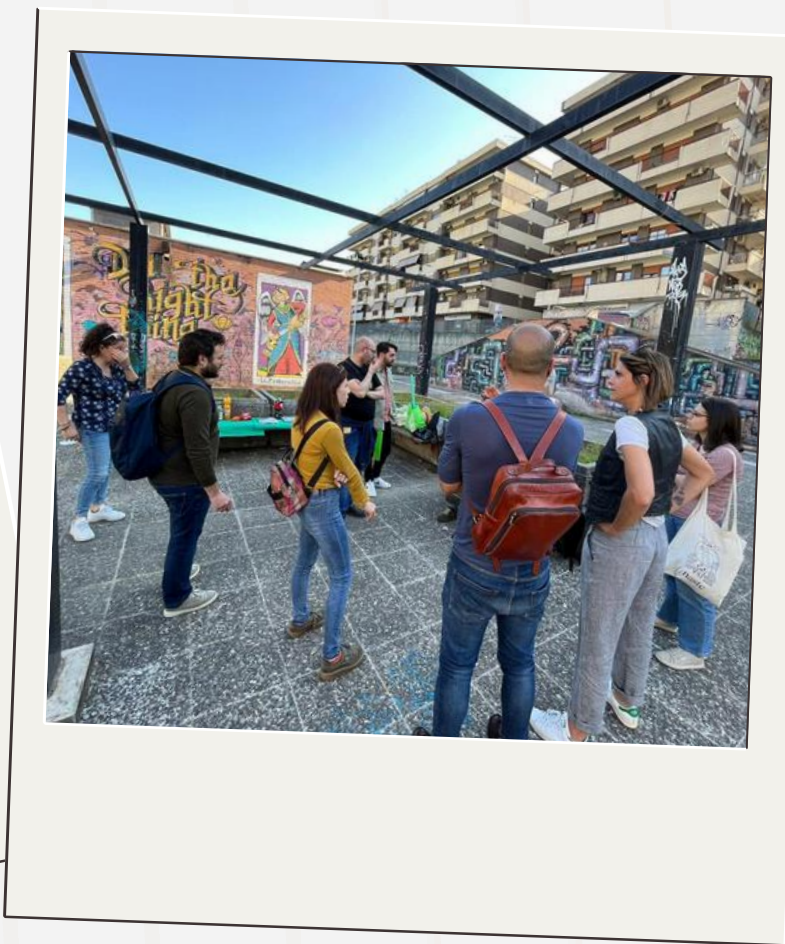
Meetings and interviews

We organized meetings which were followed by the administration of interviews to start to know the community and to collect feedback on past experiences regarding green/environmental initiatives.

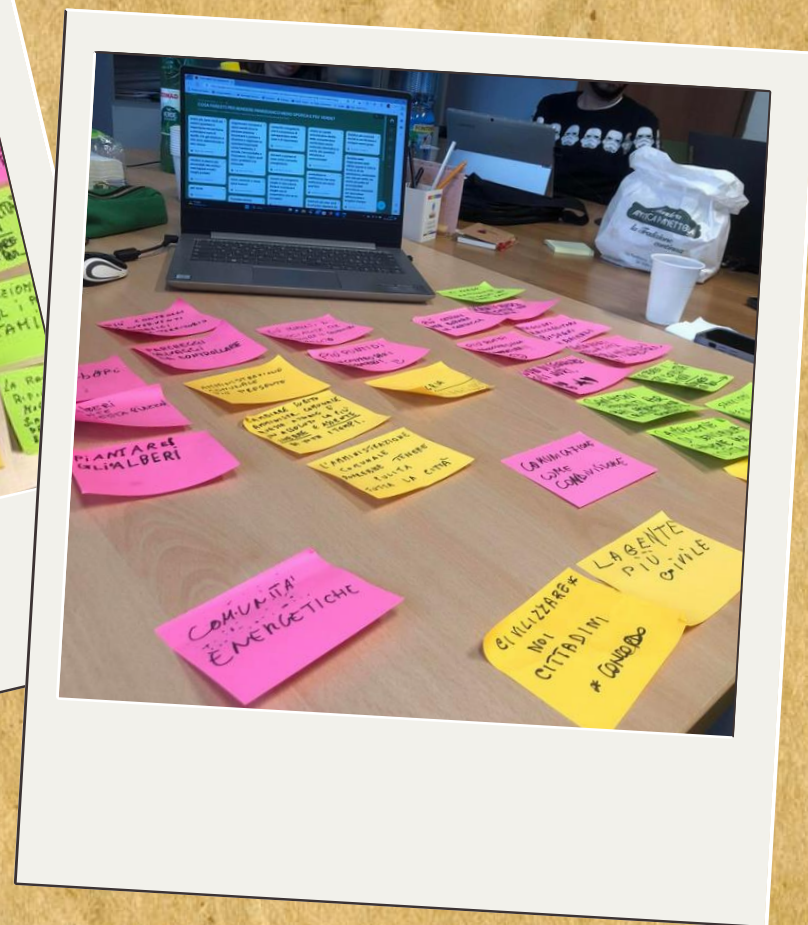
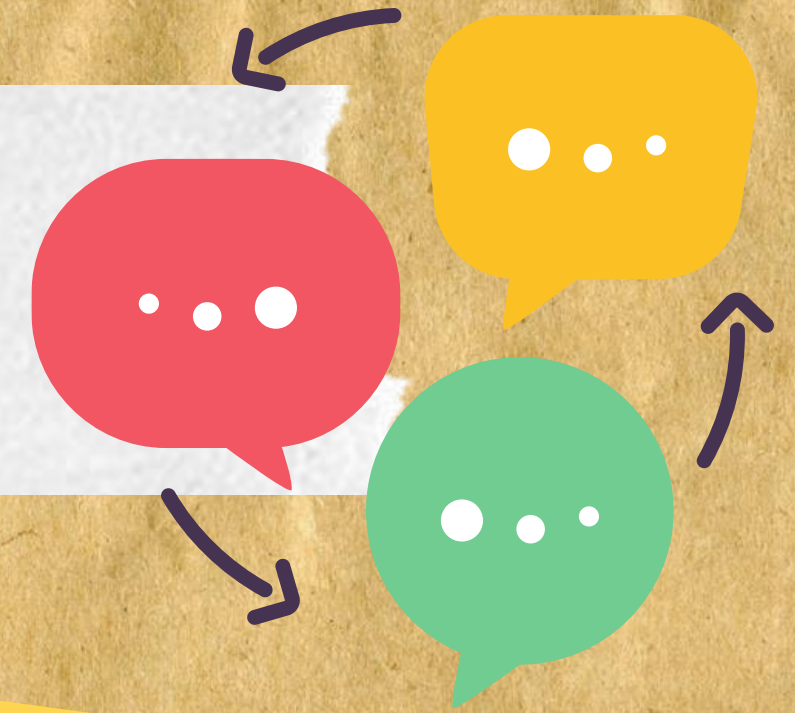


Widespread Open Space Technology (OST) and Social Aperitif

- Event lasting 3 days.
- Posters with post-it and a padlet showing the question "What would you do to make Panebianco less dirty and greener?" in strategic points of the neighborhood.
- After 3 days, social aperitif in Piazza Luigi De Matera with informal discussion on the proposed topic.



Focus group



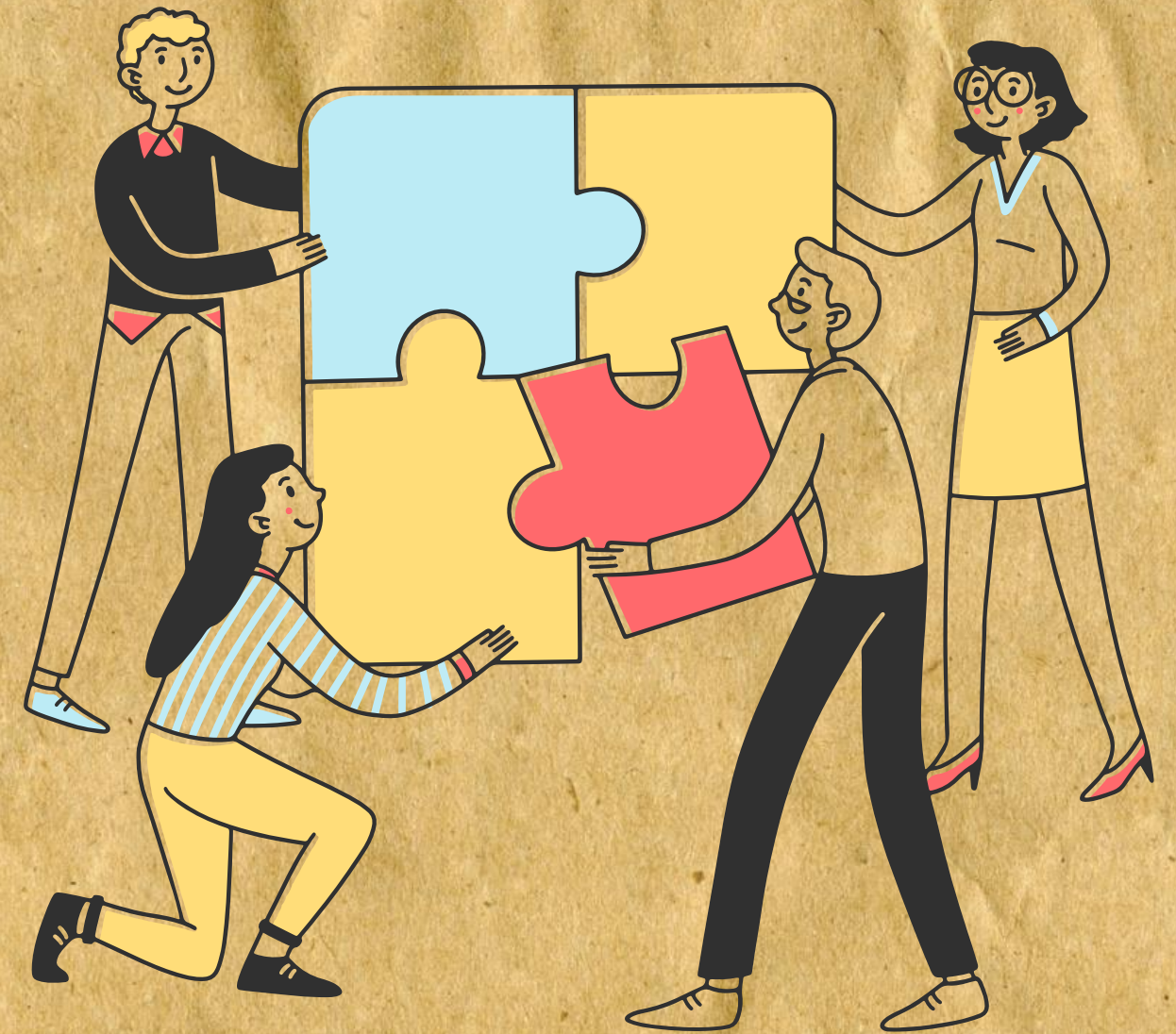
Clustering and analysis of post-it and messages left on posters and on padlet from the OST.

Main themes emerged:

- Management of waste and pet needs;
- Need to raise citizens' awareness of green issues;
- Redevelopment of green areas and creation of new ones;
- Need for spaces for communication and sociality, including social media.

World Cafe'

- **Welcoming environment**, from the invitation to the setup of the physical space;
- **3 working groups**, each of which gathered around a table and we provided them with a large sheet of paper and colored markers to jot down or draw ideas;
- **Conversation rounds lasting 20/30 minutes** on three different questions.
- Each group chose a contact person who remained at the original table while the other group members were free to move towards the other groups at the end of each round of conversation.
- After several rounds of conversation, a final participatory discussion of the entire group was facilitated.





What goals
have we achieved?

- Better knowledge of the community and its real needs;
- Information on past experiences with green issues, what didn't work and why;
- Construction of a group of around 100 citizens who, through a WA group, communicate, share initiatives, report critical issues and seek solutions;
- Construction and consolidation of a network between realities and individuals who live in the area;
- Redevelopment of an area of the neighborhood with the creation of murals;
- Co-design of a digital manual of good green practices to be created with the support of experts, schools, social TV and radio.



Thank you!

