



# Event report

**Title of Event:** Development phase 2<sup>nd</sup> online workshop

<b>Date &amp; Place of Event:</b>	22/01/2021, online Zoom meeting
<b>Partner/s Involved:</b>	PP3 BAI, AP Unione dei Comuni Borghi e Valli d'Oltrepò
<b>Relation to Project:</b>	meeting with stakeholder
<b>Links to deliverables/outputs</b>	D.T1.2.3 Evaluation report second phase "development workshop" in pilot villages
<b>Topic tackled, expected effects and follow-up, findings/conclusions that will contribute to achieving further project results</b>	<p>After the shift to online digital format for the implementation of Development Phase workshops, BAI decided to organize the 3 online workshops without linking them to the 3 single pilot villages, using this structure:</p> <p>1<sup>st</sup> WS (18/01/2021) + 2<sup>nd</sup> WS (22/01/2021): definition/development of collaborative business ideas. These two WS are conceived as the first part, in which participants work on ideas developed during the Starter Phase and start to work on regional model canvas.</p> <p>3<sup>rd</sup> WS (25/01/2021): development of ideas and the regional business model (Regional Model Canvas). This final WS has the aim to consolidate the work on the regional model canvas carried out by participants.</p> <p>All workshops were open to traditional companies and CCIs localized in the 3 pilot villages. This has been done with the aim of building the largest possible working group, that could see the participation of the same participants in all 3 WS. In addition, participants who could not join the 1<sup>st</sup> WS, could have the opportunity to join the 2<sup>nd</sup> WS. The shift to digital format, to this extent, has resulted to be very useful (participants could connect to online meetings staying at their homes or offices, without the need of moving to or from Municipalities).</p> <p>The workshop has been coordinated by BAI staff (Simone Taddei) and external trainers (Giulia Bertone and Graziano Maino).</p> <p>During the 2<sup>nd</sup> workshop, the addressed agenda was the following:</p> <p>16:00 Welcome and greetings</p> <p>16:15 What is a MAC VILLAGE?</p> <p>16:25 Presentations / getting to know each other</p> <p>16:50 Sharing of local resources</p> <p>17:00 Sharing of ideas from phase 1 groups</p>



	<p>17:15 Creative collaboration: Working in groups to develop cooperative cooperative business ideas</p> <p>17:55 Quick break</p> <p>18:00 Plenary presentation of business ideas</p> <p>18:45 Questionnaire and next meeting</p> <p>19:00 End of work</p> <p>BAI created a shared folder on Google Drive where all WS materials has been stored. PPT Templates have been prepared to be used from participants during the team work for the creation of participant profiles, resources map and business ideas</p> <p><a href="https://drive.google.com/drive/folders/1Vp9YUmwCjDH6HLSGg2qm3_r32Q4C9Gcx?usp=sharing">https://drive.google.com/drive/folders/1Vp9YUmwCjDH6HLSGg2qm3_r32Q4C9Gcx?usp=sharing</a></p> <p>The work carried out and results are showed in the Mirò Board created for the utilization in the Phase II workshops</p> <p><a href="https://miro.com/app/board/o9J_lYdzKpA=/">https://miro.com/app/board/o9J_lYdzKpA=/</a></p> <p>The 2<sup>nd</sup> meeting on 22/01/2021 saw the participation of 17 stakeholders coming from 5 traditional enterprises ;5 CCI; 5 participants from 3 local NGO active in the tourism and agriculture field; 1 participant from Higher education and research</p>														
<p><b>Type of audience reached (project target groups)</b></p>	<p>Numbers of reached target groups in the framework of event:</p> <table border="1" data-bbox="416 1216 1342 1704"> <thead> <tr> <th>TARGET GROUP</th> <th>VALUE</th> </tr> </thead> <tbody> <tr> <td>Local public authority</td> <td></td> </tr> <tr> <td>Regional public authority</td> <td></td> </tr> <tr> <td>SMEs</td> <td>11</td> </tr> <tr> <td>Interest groups including NGOs</td> <td>5</td> </tr> <tr> <td>Business support organisation</td> <td></td> </tr> <tr> <td>Higher education and research</td> <td>1</td> </tr> </tbody> </table>	TARGET GROUP	VALUE	Local public authority		Regional public authority		SMEs	11	Interest groups including NGOs	5	Business support organisation		Higher education and research	1
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<p><b>Annexes (photo, media coverage web-links ect.,...)</b></p>	<p><input checked="" type="checkbox"/> Attendance list</p> <p><input checked="" type="checkbox"/> Photo</p> <p><input type="checkbox"/> Media coverage (web links)</p> <p><input type="checkbox"/> Other: workshop materials</p>														

