

ARCHETHICS

GDANSK 9-10 APRIL 2024
SANDRA RAINERO - ad hoc expert



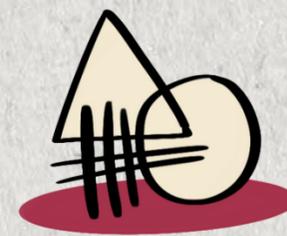
PEOPLE



ARCHITECTURE



HISTORY



ETHICS

URBACT



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UNCOMFORTABLE NARRATIVES

EXPLORING COMMUNICATION CONCEPTS FOR
INCLUSIVE AND ENGAGING APPRECIATION OF
DISSONANT HERITAGE



Who is telling the story about whom?

Representation vs. appropriation



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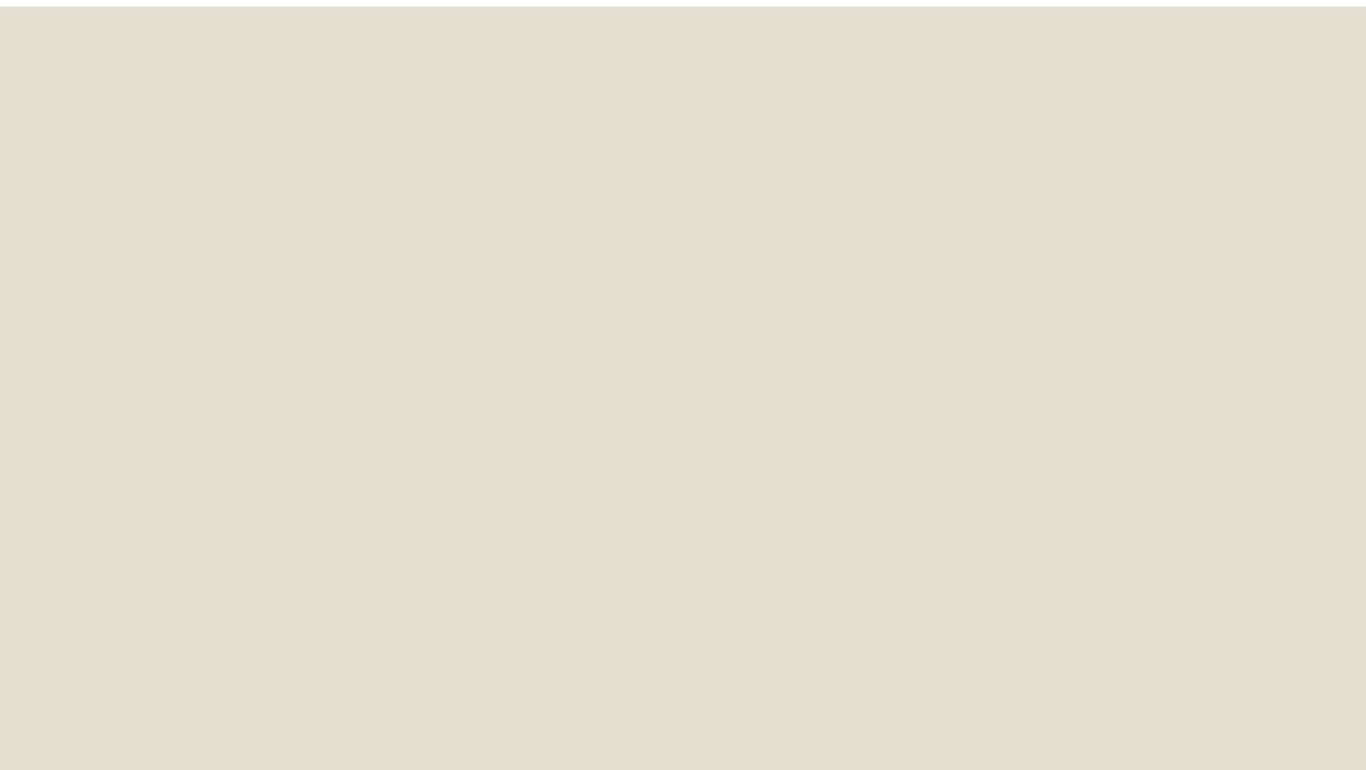
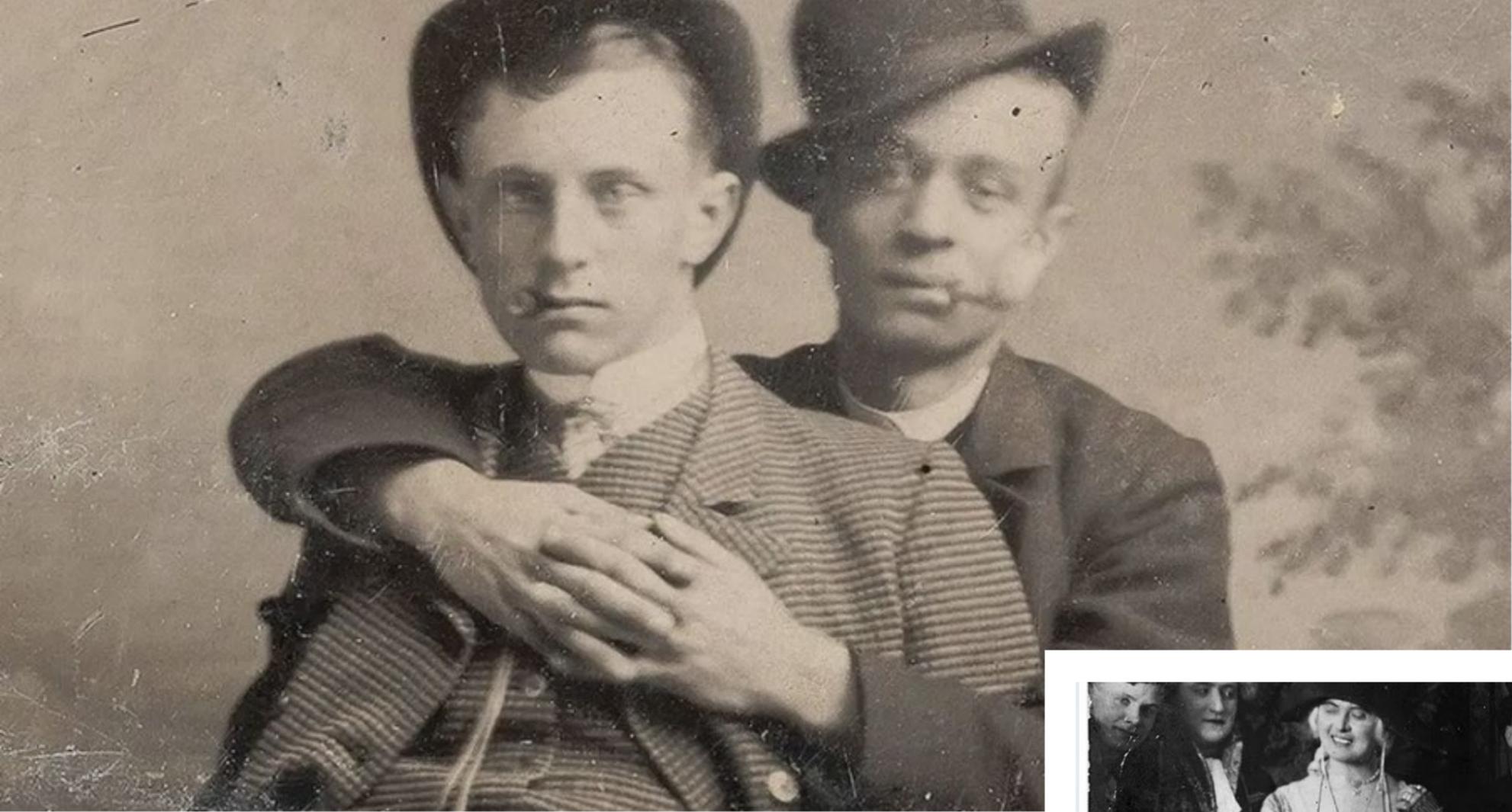
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LA DONNA ITALIANA
COLLE SUE RINUNCE



DARKIE

TOOTH PASTE



WITH
MONOFLUORO
PHOSPHATE

商 號：	21010220
品 名：	黑人牙膏
規 格：	144 公克
原價 21.50	售價 22.00
福利品禁止轉賣，七天內包退換	

HAWLEY & HAZEL

DARLIE TOOTH PASTE 0\$ 7.10



DARKIE
IS NOW
DARLIE

DARLIE

TOOTHPASTE



Full Fluoride
Protection





Gendering dissonant heritage

EACH TIME A GIRL OPENS A
BOOK AND READS A
WOMANLESS HISTORY, SHE
LEARNS SHE IS WORTH LESS.

Myra Pollack Sadker



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Gender (and other socially-constructed categories) in dissonant heritage

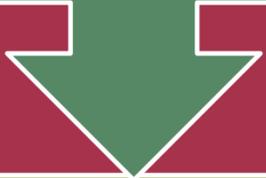
appropriation



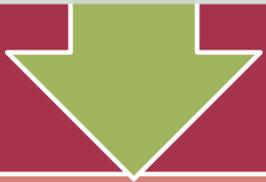
Main related concepts

Representation vs. appropriation

From HISTORY
(HER-STORY)



TO STORY
Storytelling



TO NARRATIVE
Storymaking (or doing)



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WHEN HISTORY BECOMES STORYTELLING



Multiple narratives

Opposing narratives

Semiotics (stories about objects and places) - > sense making, decoding

Individuals and people are at the core of the story

Social and anthropological, ethnographic approach

Characters' Struggles (internal and external)

Sources or artifacts: Diaries, letters, pictures, family histories, interviews



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STORYTELLING VS STORY-MAKING (DOING)

Participatory process



Can be a part of storytelling or add on it



Enhances engagement, but also critical and creative thinking

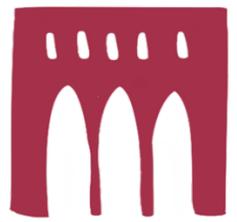


Requires a good facilitator



Be careful not to create **fake** stories, the goal is to create plausible stories





Constructivist Story-making

Cognitive and creative embodiment

Task



FAMILIARIZE
WITH MATERIAL



WORK ON YOUR
CREATION



SHARE YOUR
CREATION



NARRATE YOUR
CREATION

YOU HAVE 10 MINUTES TO CREATE YOUR

NIGHTMARE HERITAGE

IDEAL HERITAGE

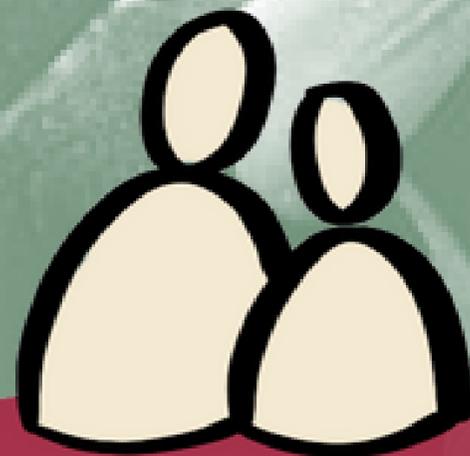
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ARCH ETHICS

Tools and methods to run an engaging ULG!



THE ROLE OF MULTISTAKEHOLDER LOCAL GROUPS IN URBACT APNS



PURPOSE

- Develop **integrated** urban policies
- Strengthen local stakeholders' **capacity** to shape the process

THROUGH

- **Analyzing** local challenges
- Sharing **knowledge** from other cities
- Contributing to **learning exchange**
- **Communicating** results locally
- **Developing** the INTEGRATED ACTION PLAN
- **Implementing** TESTING ACTIONS



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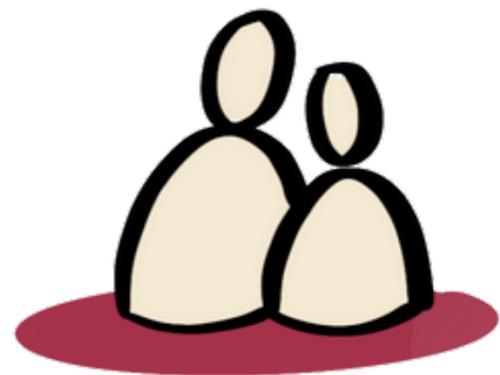
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What do they «hold»?

Different types and roles

Different engagement strategies



Stake holders



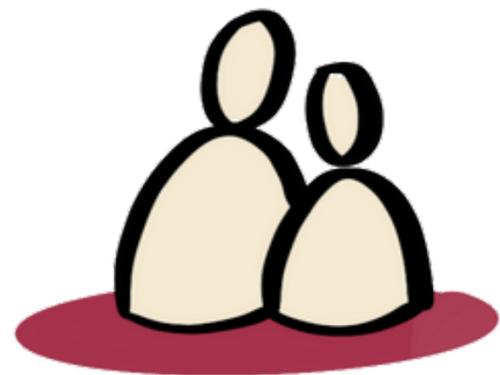
Steak holders



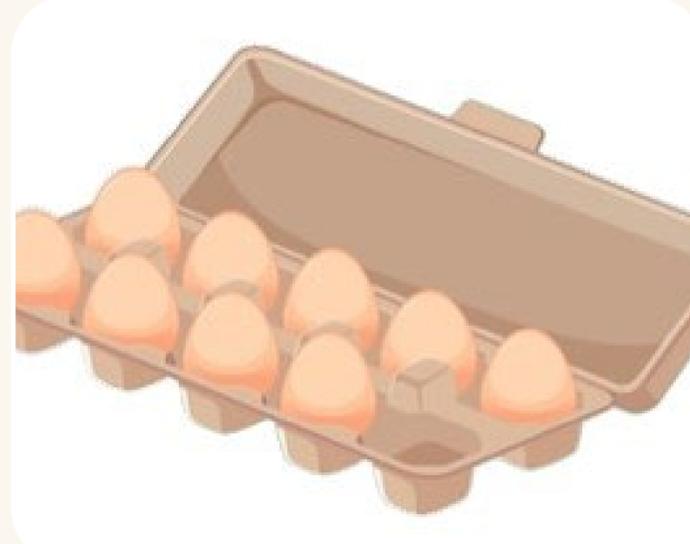
Stuck holders

Different types and roles

Different engagement strategies



Shake holders



Shape holders



Shock holders

Participation... What does it mean?

Co-responsibility	Equal and balanced engagement of local stakeholders.
Co-production	Citizens are involved in the creation of local policies and strategies
Co-management	Actors from different sectors work together to deliver a project
Co-governance	Equal relationship between citizens and the municipality
Engaged partnership	Stakeholders have influence but the municipality makes the final decision
Formal partnership	Organisation of formal meetings but no decision-making power for the citizens
Minimal engagement	Information and occasional consultation of citizens (also known as "tokenism").



It's important to understand the reasons for participation



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LET'S BRAINSTORM

The main issues
of your ULG

WRITE THEM DOWN

The main assets
of your ULG

WRITE THEM DOWN

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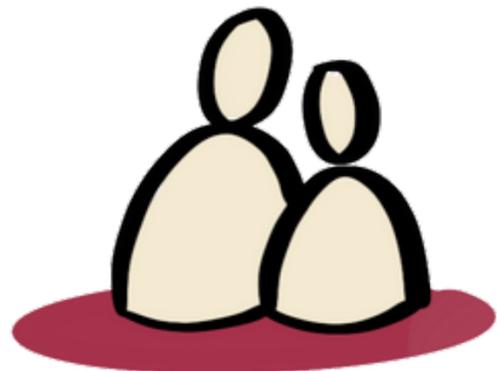
Typical ULGs dynamics

DIFFERENT EXPECTATIONS

UNCLEAR GOALS

POWER DYNAMICS

DOMINANT PERSONALITIES



EMOTIONAL TENSION: Dissonant heritage can evoke strong emotions like anger, sadness, or guilt.

CONFLICTING VIEWPOINTS: There will likely be diverse perspectives on how to interpret and utilize dissonant heritage sites.

CONFLICTING INTERESTS: Stakeholders might have different priorities. Citizens might prioritize community uses, while tourism professionals might favor attracting visitors.

HISTORICAL ACCURACY VS. INCLUSIVITY: Striking a balance between factual accuracy and incorporating diverse voices can be tricky.

HIDDEN AGENDAS: Some stakeholders may have specific interests for repurposing dissonant heritage sites

Dissonant Heritage Working Groups - Scenario Role-Play



НА КРАК
О ПАРИИ ПРЕЗРЕНИ
НА КРАК О РОБИ И ТРУДА!
ПОТИСНАТИ И УНИЖЕНИ
СТАВАЙТЕ СРЕШУ В АГА!
НЕКА ЕЗ МИП С... ША
НЕ... НЕ...

ВЛИЗАНЕТО
ЗАБРАНЕНО!
ENTRY PROHIBITED!

РАБОТНИЦИ
РАБОТНИЧКИ
ОГВСИ СТРАНИ СПЛОТЕТЕ СЕ!
НАПРЕД ПРУГАРИ СМЕЛО
ДА ГРАДИМ НАШ ВЕЛИК ДЕЛ!
ДА А... ИМ И ДА... ИМ... ТИМ





SCENARIO 1: CLASHING NARRATIVES

The group is discussing how to interpret a historical building related to the dissonant heritage. The historian wants to present a neutral account, while the community activist argues for emphasizing the suffering of specific groups, therefore it should be removed. The tourism representative worries about negative connotations impacting visitor numbers.

SCENARIO 2: UNHEALED WOUNDS

During a discussion about repurposing a building associated with a painful historical event, a descendant of victims becomes emotional and expresses concerns about disrespecting the memory of those who suffered. The architect feels pressured to stay within budget constraints, while the public relations specialist worries about negative media coverage.

SCENARIO 3: UNEQUAL VOICES

The group is discussing a communication strategy for the project. The city council member pushes for a particular narrative that aligns with their political agenda. The local business owner is concerned about potential economic repercussions and wants a say in the messaging. The grassroots organizer feels their community's perspective is not being heard.



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How it works

1. Let's create three mixed groups
2. Each group has 20 minutes to create a play out of the given scenario
3. Then each group will recite the play
4. Feedback from the others
5. Let's conceptualize the strategies and dynamics and create a list of strategies or techniques to use



How to set-up and run a multi-stakeholder group

<https://urbact.eu/toolbox-home>

Share it!



HOW TO SET-UP AND RUN MULTI-STAKEHOLDERS? This guide aims at providing policy-makers and city-practitioners with method and tools to work with stakeholders and build a participatory way of working.

Who is this tool for ?

Any city practitioner in charge of multi-stakeholder groups or willing to work in a participative way.

When should the tool be used?

This guide is divided in two parts:

- one about setting up a multi-stakeholder group which can be used at the beginning of the project cycle
- one about managing the group of stakeholders and maintaining momentum which can be referred to along the project cycle.



Three goals

Maintaining Momentum

Combating Demotivation

Reaching Objectives



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Maintaining Momentum

AGILE APPROACH

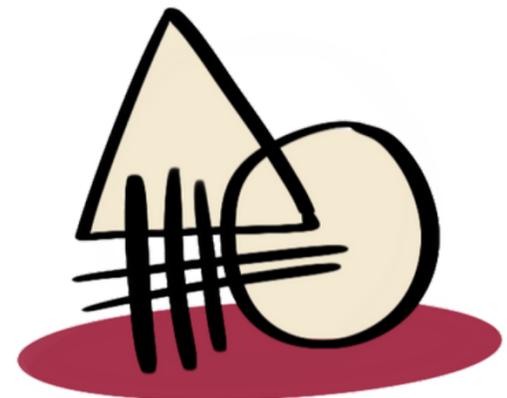
TOOLS-TECHNIQUES

brainstorming sessions,
site visits,
guest speakers,
workshops on relevant topics.

SHORT-TERM WINS: Break down the action planning into achievable milestones with clear deliverables. Celebrating each completed milestone helps keep the group motivated and reinforces progress.

VARIETY IN ACTIVITIES: Incorporate a mix of activities throughout the year to keep things engaging.

FOCUS ON PROGRESS: Regularly revisit the group's goals and highlight the progress made so far. This helps everyone see the bigger picture and stay invested.

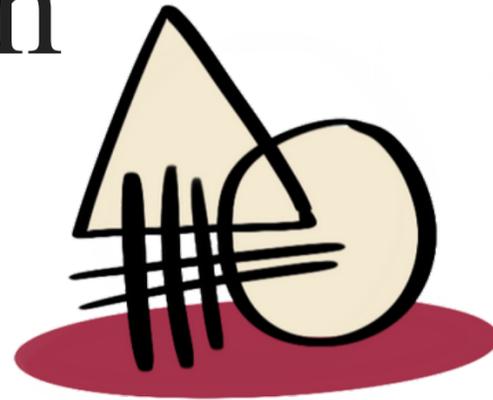


Combating Demotivation

FLEXIBILITY AND EMPATHY

TOOLS-TECHNIQUES

- Change venue, use the places of the ULG members
- Organize social moments
- Rotate leadership
- Peer to peer or individual tasks



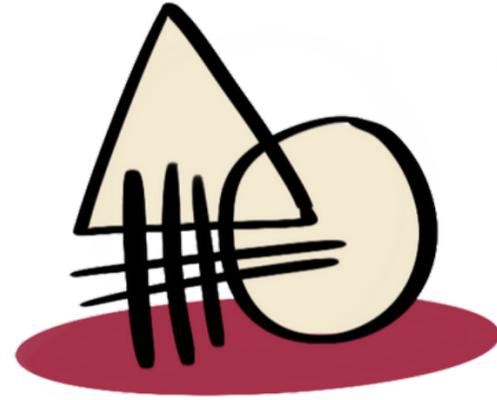
ADDRESS CONCERNS: Create a space for open communication and address any concerns or frustrations group members might have.

CELEBRATE PARTICIPATION: Recognize and appreciate the contributions of all members, not just those with the flashiest ideas.

TEAM BUILDING: Plan occasional team-building activities to foster camaraderie, a sense of shared purpose and informal moments.

Focus on SHARED GOALS: Frame the discussion around creating a plan that benefits the whole community, be it educational opportunities, social cohesion, or economic development.

Reaching Objectives



CLEAR ROLES AND

RESPONSIBILITIES: Clearly define roles and responsibilities for each member. This ensures everyone understands what's expected of them. Create sub groups if needed

ACTIONABLE STEPS: Break down the action plan into smaller, actionable steps with assigned deadlines. This promotes accountability and keeps the project moving forward.

REGULAR REVIEWS: Schedule regular review meetings to assess progress and identify any roadblocks. Adapt the plan as needed to stay on track. Occasionally revisit the group's shared goals and values

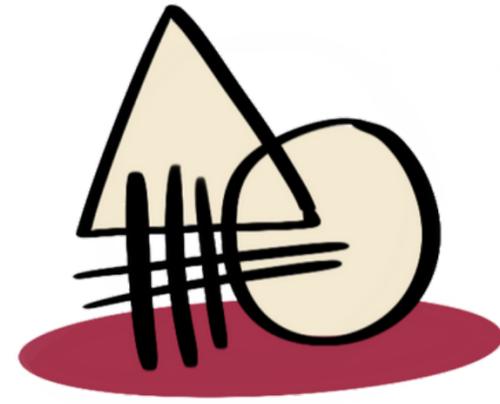
REALITY KICKS IN

TOOLS-TECHNIQUES

Project Management Tools: Utilize project management tools like online platforms or collaborative documents for efficient communication and progress tracking.

Outcomes and Evaluation: Establish clear indicators to measure the success of your action plan and activities. Conduct an evaluation at the end of the year to assess the impact and identify areas for improvement

Reaching Objectives



COMMUNICATION AND FEEDBACK:

Maintain open communication channels within the group. Encourage feedback and suggestions to improve the plan's effectiveness.

PUBLIC ENGAGEMENT:

Plan opportunities for public engagement to gather broader community feedback and perspectives throughout the process, invite politicians and elected representatives.

EXTERNAL SUPPORT NETWORK:

Develop an external support network of experts, community leaders, or stakeholders who can provide guidance and resources when needed, invite them periodically to join the ULG.

REALITY KICKS IN

TOOLS-TECHNIQUES

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Thanks

Sandra Rainero

