

Annex I: Participatory workshop event report – Hub Coordinator

Venue	RURAL HERITAGE HUB – Appignano del Tronto
Date	14.09.2019
duration	3h30m
Type and number of stakeholders involved	cultural associations: 3 farms/companies: 6 local hero: 1 pro-loco: 1 public-body: 1 Scientific partner: 2
Total number of participants	14
Number of female participants	8
Number of male participants	6
Number of disabled people	0
Number of migrants	0

Agenda of the event

- 16h30m 1st Introduction: Ruritage State of the art: Antonella d'Angelo (CoApp)
 16h45m 2nd Introduction: Ruritage State of the art at Appignano del Tronto + Business Model
 Workshop rules: Gianluca Vagnarelli PM (CoApp) and Tuomo Eskelinen (Savonia University)
 17h15m Business Model Workshop
 18h30m Evaluation of the actions through Into-Tool
 19h Final discussion and buffet
 20h End of Business Model Workshop

Photos of the event









Event assessment

- Very successful
- Fairly successful
- Not too successful
- Not successful at all

Please briefly describe the event including:

Your key takeaways from the BM workshop.

1st key takeaway:

the Appignano del Tronto stakeholders who attends local Ruritage activities are not always the same. First because some of them have not the possibility to attend every Ruritage event; secondly because, in some cases, people who participates at the event are not the same staff members. Given the above, in our experience at the beginning of each Ruritage activity (Serious Game, Partecipatory Workshop etc.) it is very useful to recap: 1) what Ruritage project is; 2) what are the aims of the project; 3) why Ruritage is a big opportunity for stakeholders involved in it; 4) what is the Ruritage state of the art at Appignano del Tronto. **The recap is very useful to even the stakeholder's level of information on Ruritage project and, consequently, to generate a better level of involvement in it.**

2ndkey takeaway:

In the preparation phase of the BM workshop, we gather the actions selected by the participatory workshop in 6 different CNH Canvas among which a Strategic one. To avoid any kind of influences on the generation idea process, we decided to reproduce a clean CNH Canvas on a whiteboard. Once stakeholders ideas generated, we shown them the Strategic CNH Canvas we already prepared in order to: 1) illustrate them what kind of actions were already included in it and the differences between the two; 2) announce them we're going to merge the two CNH Canvas taking away the duplicated actions. **This choice has encouraged stakeholder creativity and the emergence of new ideas without any kind of conditioning.**

3rd key takeaway:

In the preparation phase of the BM workshop, we decided to reproduce the CNH Canvas on a whiteboard in order to ask stakeholders to put their ideas directly on it. Consequently, at the beginning of the BM workshop, we delivered them post-it notes in different colors. In this way they had the possibility to fil in personally the different CNH Canvas sections (Value proposition, Key Activities etc.) of the whiteboard. **This choice has made the process of idea generation more informal, funny and engaging.**

4th key takeaway:

Similar what happen in the Serious Game (Amanda Anthony, Sistem Solutions) and Participatory Workshop (Claudia De Luca, UniBo), also for the Business Model Workshop (Tuomo Eskelinen, Savonia University), the personal presence of the Ruritage Knowledge Facilitator Partners (KFP) is a positive aspect because **it allows to show to the local stakeholders the national and international network they are involved thanks to the Ruritage project.**

Feedback on the CNH Canvas. How useful was it? How well did it fit in your local process and workshop?

In general, we can say that CNH Canvas has been a **very useful instrument**.

In the BM workshop of Appignano del Tronto, the sections "Key Resources", "Key partners", "Value propositions" and "Key Activities" have been the most successfully ones. The local stakeholder who took part to the BM workshops were in special local farms, companies (oil, wine, brad, cheese and ceramic producers) and associations for promoting history and local identity of Appignano. Considering their profile, they were able to identify a value proposition, a series of key activities, the capturing value etc without problems. More difficulties they had on the more "managerial" Canva sections such us "Cost structure" and "Governance".

In order to the **evaluation through INTO-Tool**, the local stakeholders just started the evaluation of the 72 actions already uploaded in the INTO platform during the BMW because: 1) there wasn't enough time to complete the all process 2) for some of them it was difficult to do evaluation through the smartphone and, in other cases, some stakeholders needs digital support to do the evaluation. They will complete the evaluation process of the total actions uploaded by 2 weeks.