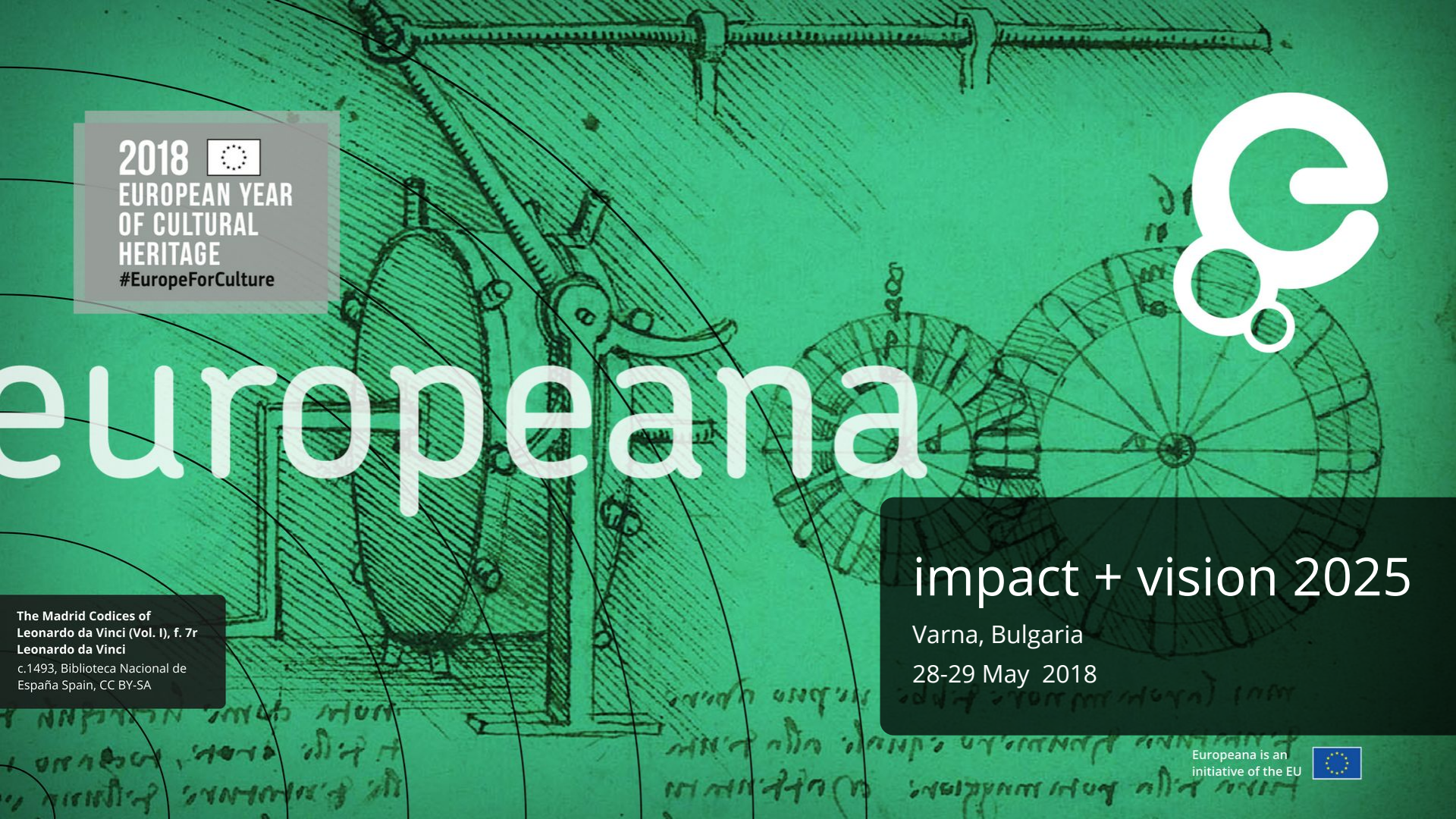

2018
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impact + vision 2025

Varna, Bulgaria

28-29 May 2018

The Madrid Codices of Leonardo da Vinci (Vol. I), f. 7r
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A VISION FOR EUROPEAN CULTURAL HERITAGE 2025
#Digital4Culture
28 - 29 May 2018 | Varna | Bulgaria
ВИЗИЯ ЗА ЕВРОПЕЙСКОТО КУЛТУРНО НАСЛЕДСТВО - 2025
РЕГИОНАЛНА БИБЛИОТЕКА "ПЕНЧО СЛАВЕЙКОВ" ВАРНА, 28-29 МАЙ 2018
Black sea. Varna bay : From the russian survey of 1829
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1883
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eu2018bg.bg
Bulgarian Presidency of the Council of the European Union
NATIONAL CULTURE FUND
BULGARIA
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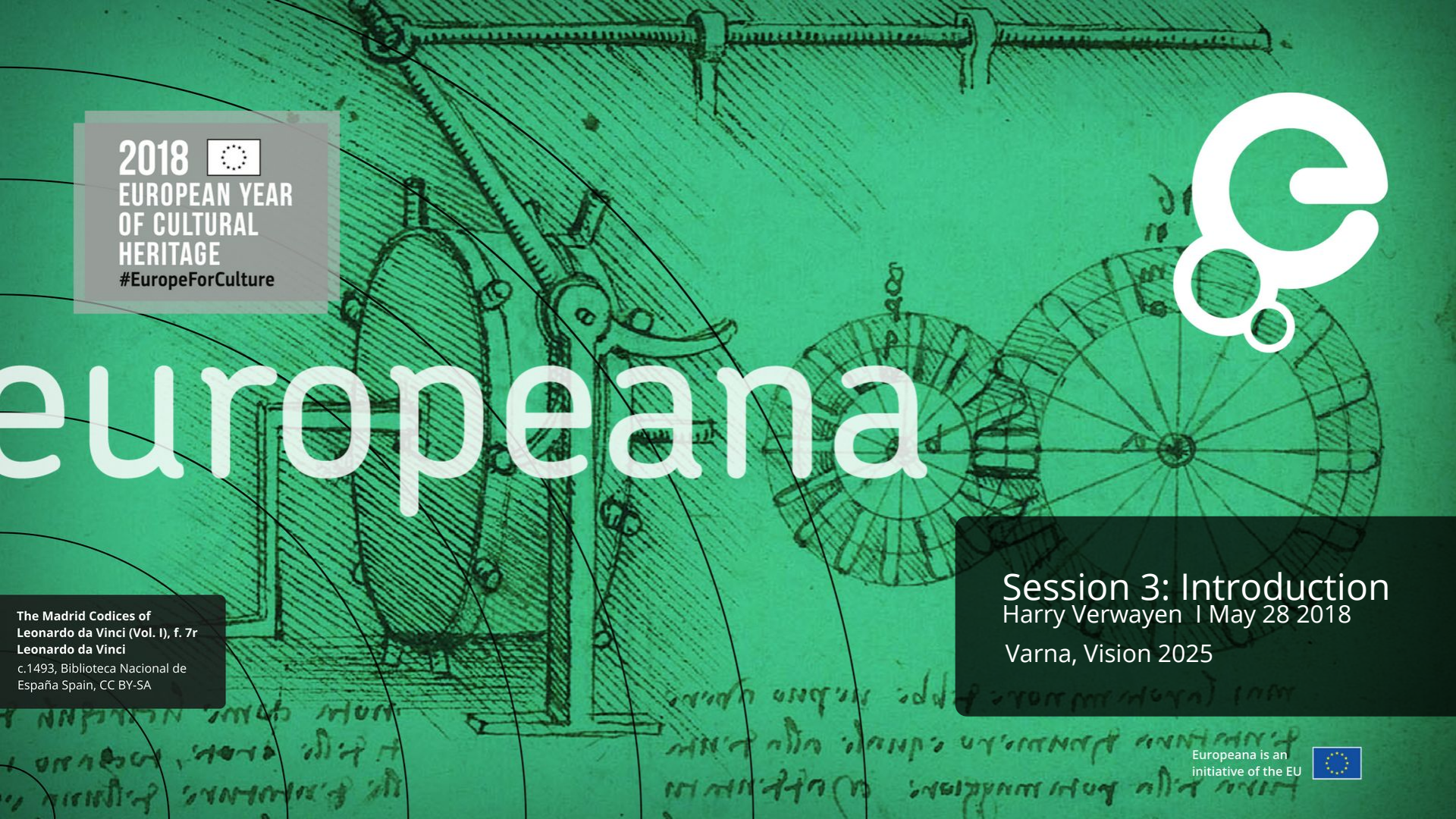

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Session 3: Introduction

Harry Verwayen I May 28 2018

Varna, Vision 2025

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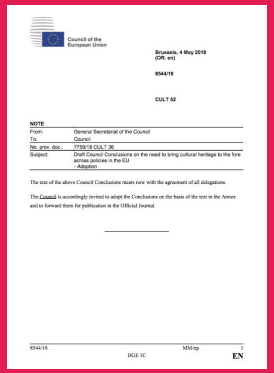
‘The New European Agenda for Culture is a key part of the Commission’s response to the mandate from the December 2017 European Council. It offers a framework for the next phase of cooperation at EU level to address current societal challenges through the t*ransformative power of culture.’*

Source: new European Agenda for Culture

Challenge: *how* can DCH contribute to the ‘to do list’ of Europe’?


Council of the European Union

Brussels, 4 May 2018
(OR. en)

8544/18

CULT 52

NOTE

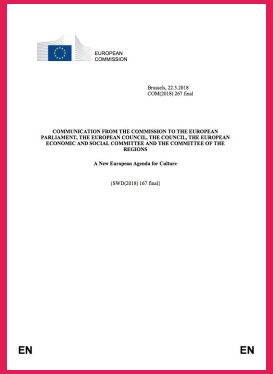
From:	General Secretariat of the Council
To:	Council
No. prev. doc.:	7759/18 CULT 36
Subject:	Draft Council Conclusions on the need to bring cultural heritage to the fore across policies in the EU - Adoption

The text of the above Council Conclusions meets now with the agreement of all delegations.

The Council is accordingly invited to adopt the Conclusions on the basis of the text in the Annex and to forward them for publication in the Official Journal.

8544/18 MM/mp 1
DGE 1C EN

Council Conclusions
27 May 2018


EUROPEAN COMMISSION

Brussels, 22.5.2018
COM(2018) 267 final

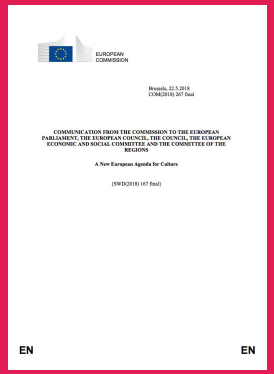
COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE EUROPEAN COUNCIL, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS

A New European Agenda for Culture

{SWD(2018) 167 final}

EN EN

New Agenda for Culture
22 May 2018


EUROPEAN COMMISSION

Brussels, 22.5.2018
COM(2018) 267 final

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE EUROPEAN COUNCIL, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS

A New European Agenda for Culture

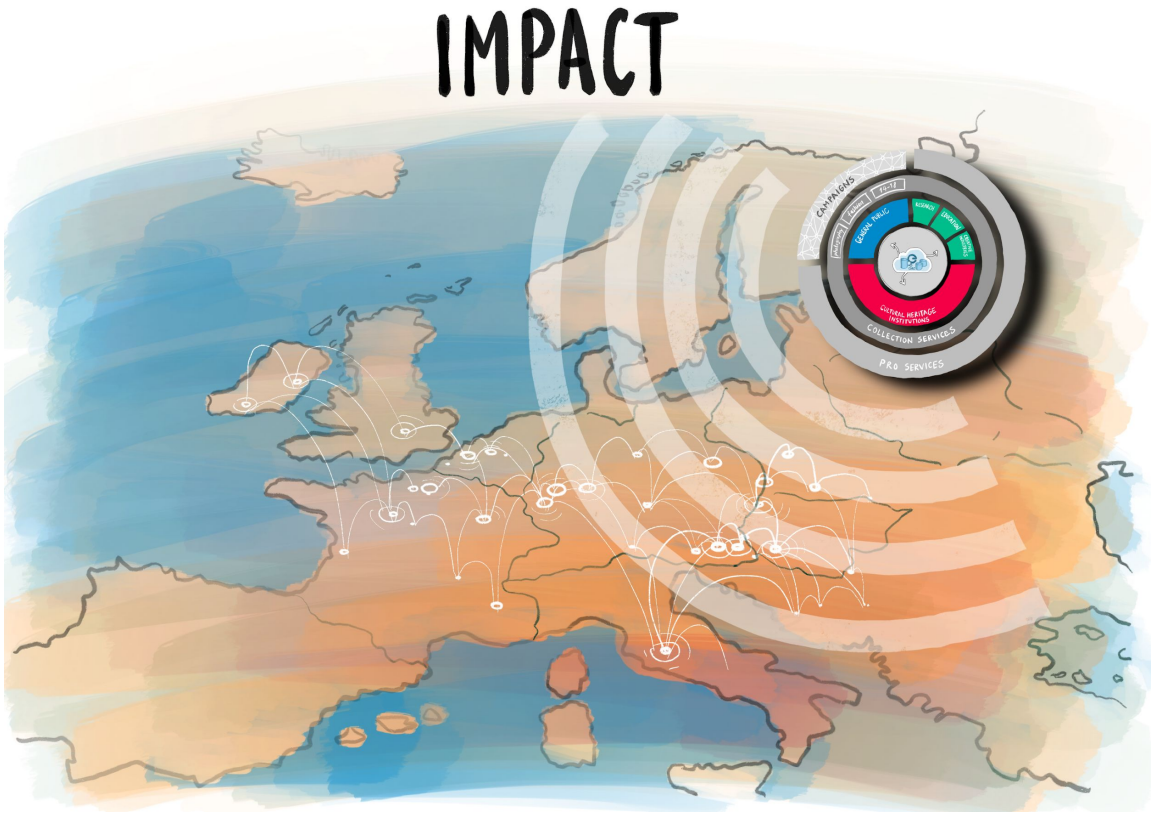
{SWD(2018) 167 final}

EN EN

#Digital4Culture
2020

SDGs
2017

Scope: Digital Cultural Heritage in Europe (not Europeana as a service)



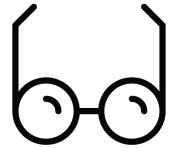
We transform the world with culture!

europeana

Definition

Changes that occur for our **Stakeholders** or **in Society** as a result of certain **actions** or **activities**

The Change Pathway

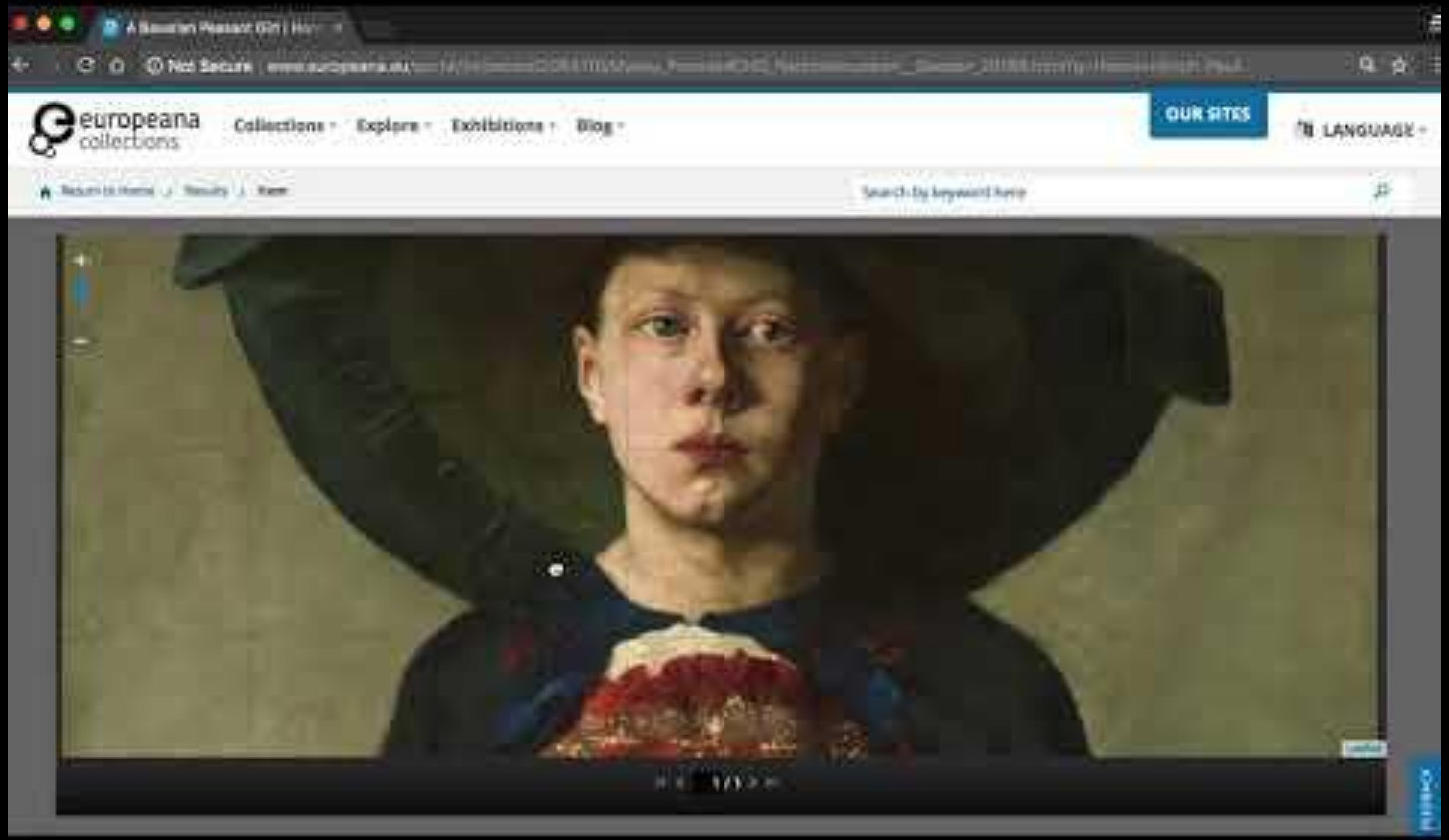


Stakeholder	Resources	Activities	Outputs	Short Outcomes	Long	Impact

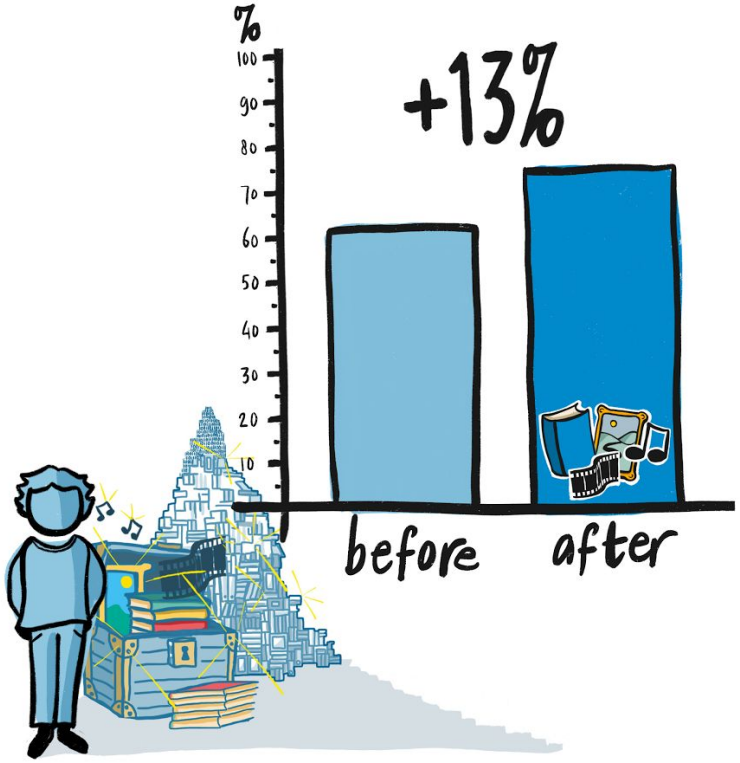
A tool to help us ideate, document and present the **relationship** between **the things that you do** and **your impact.**

Impact statement 1

Europeana contributes to the democratization of culture by providing a reliable platform for digital cultural heritage

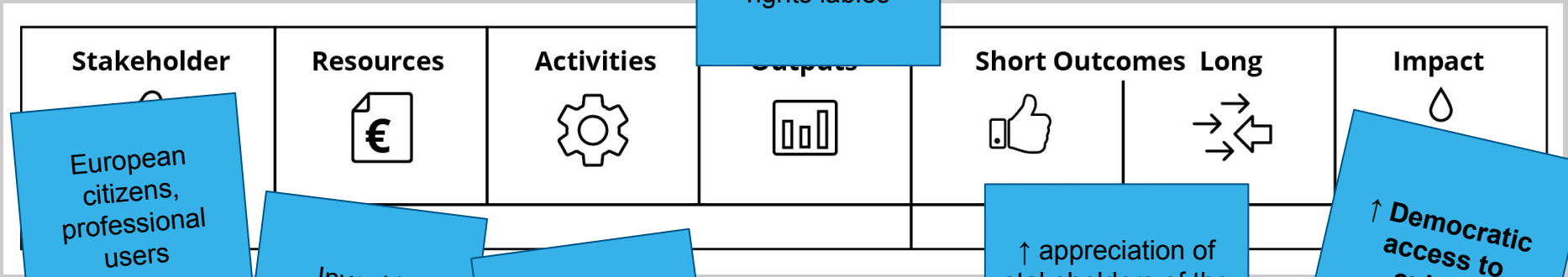

europeana
collections
Collections
Explore
Exhibitions
Blog
OUR SITES
LANGUAGE

europeana



Is having access to reliable and reusable material important to you?

Reliable platform pathway



Impact statement 2

Europeana acts as a catalyst of change for the digital cultural heritage sector

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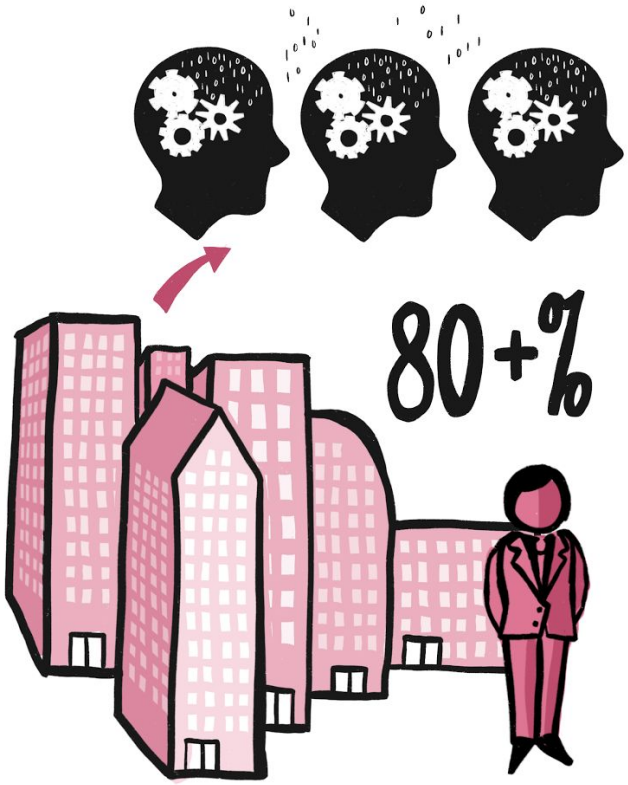
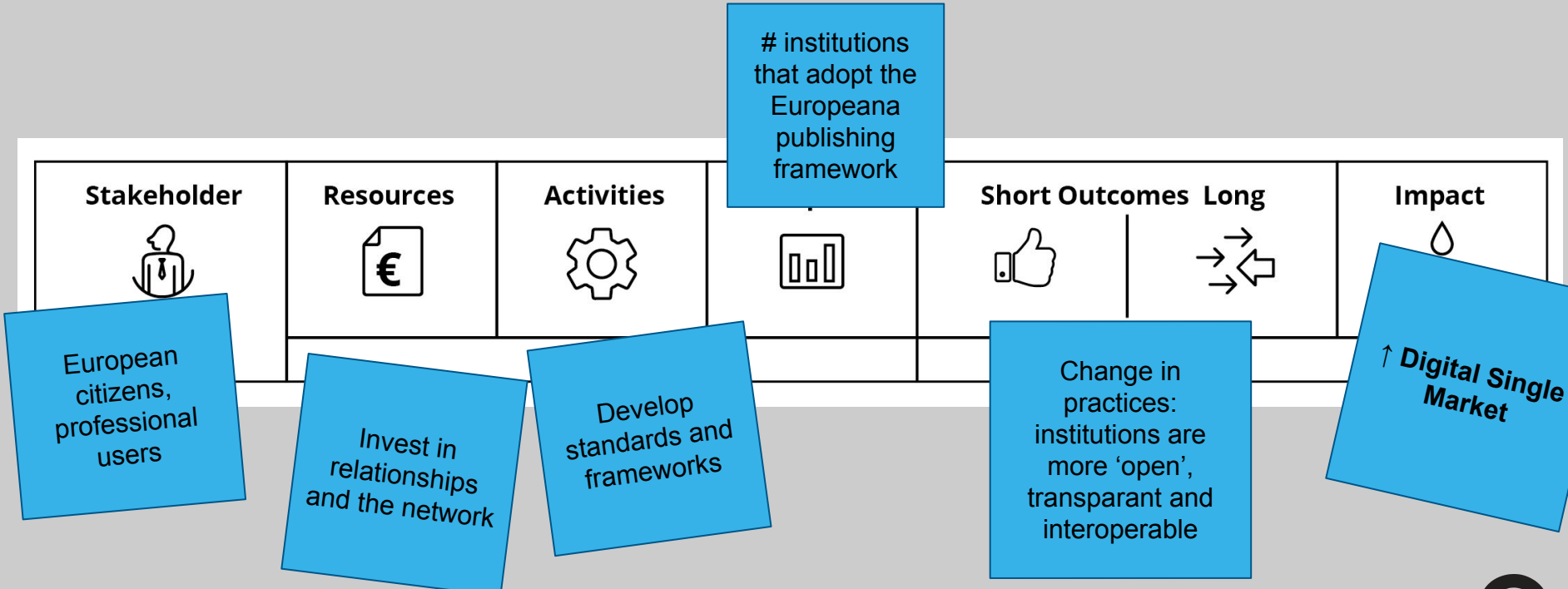


Did being part of the Europeana network increase your (institutions') knowledge of digitization issues and best practices?

Catalyst of change pathway



Impact statement 3

Europeana acts as a platform for digital transformation for European citizens

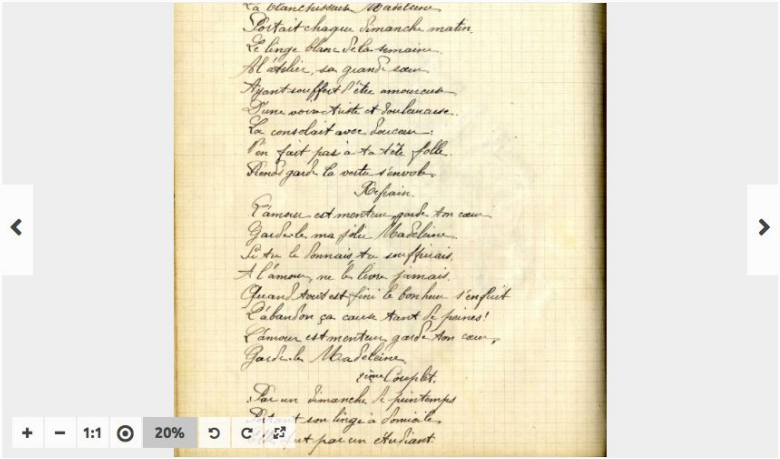
GET STARTED

27601 DOCUMENTS
6378 IN PROGRESS
8052 COMPLETED

SEARCH:
type and press <enter>

FRB – Recueil de chansons de
Secure | https://transcribathon.com/en/documents/id-13382/item-137221/
This page is in French Would you like to translate it? Nope Translate Options

FRB - Recueil de chansons de Léon Frédéric Boulin (Nevers, Caserne Pittié), item 82



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Login and add location

Transcription

76...

Garde ton cœur, Madeleine

1er Couplet

Aux jeunes gens du quartier latin
La blanchisseuse Madeleine
Portait chaque dimanche matin
Le linge blanc de la semaine
A l'atelier, sa grande sœur

ID	13382 / 137221
Source	http://europeana1914-1918.eu/...
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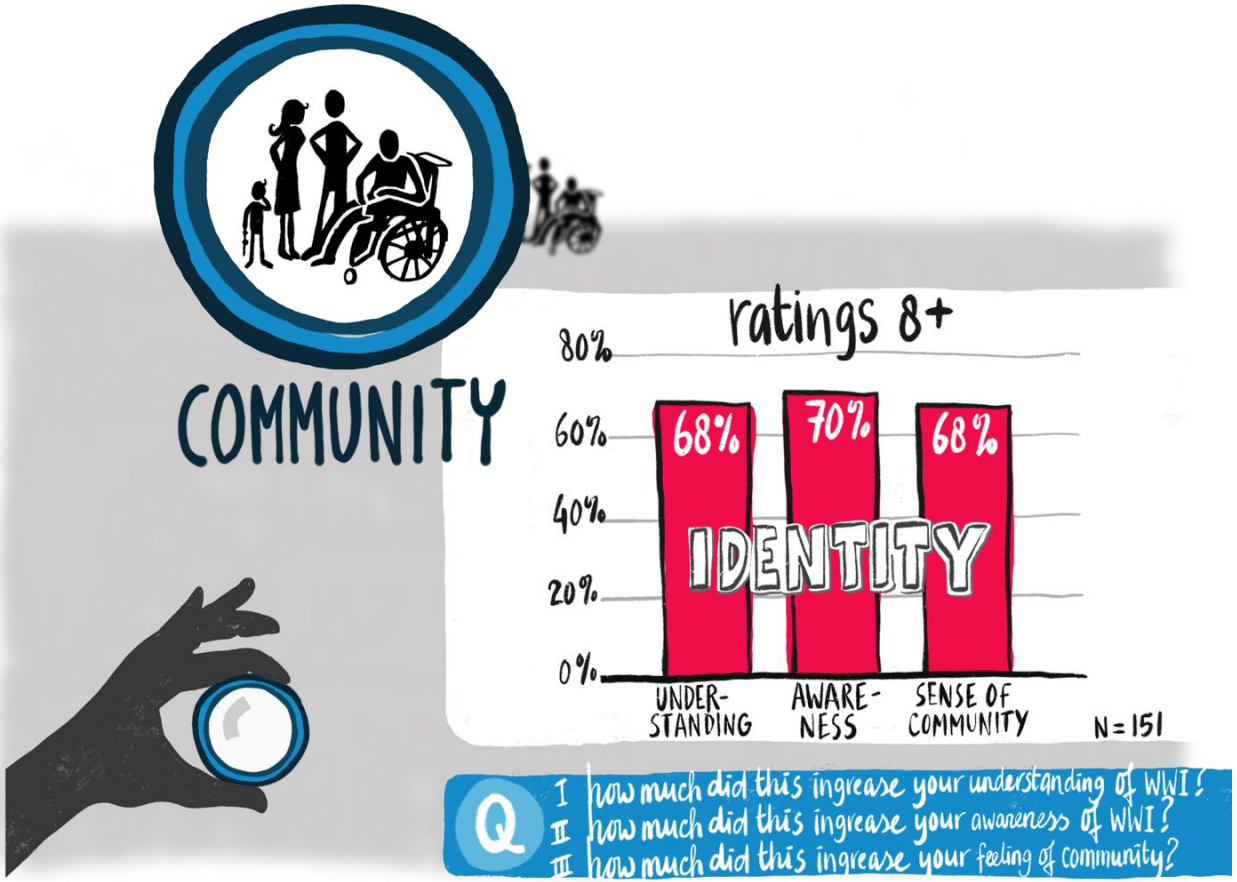
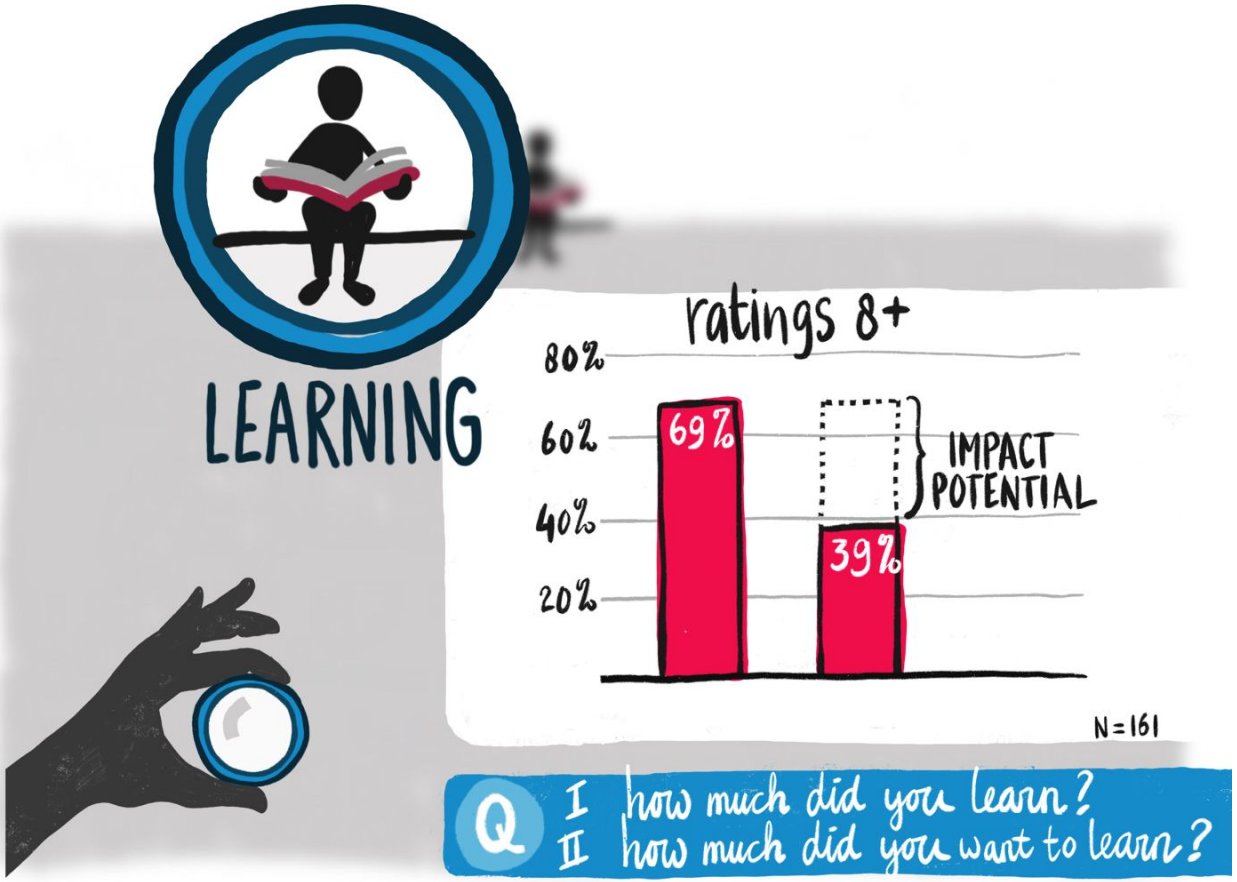
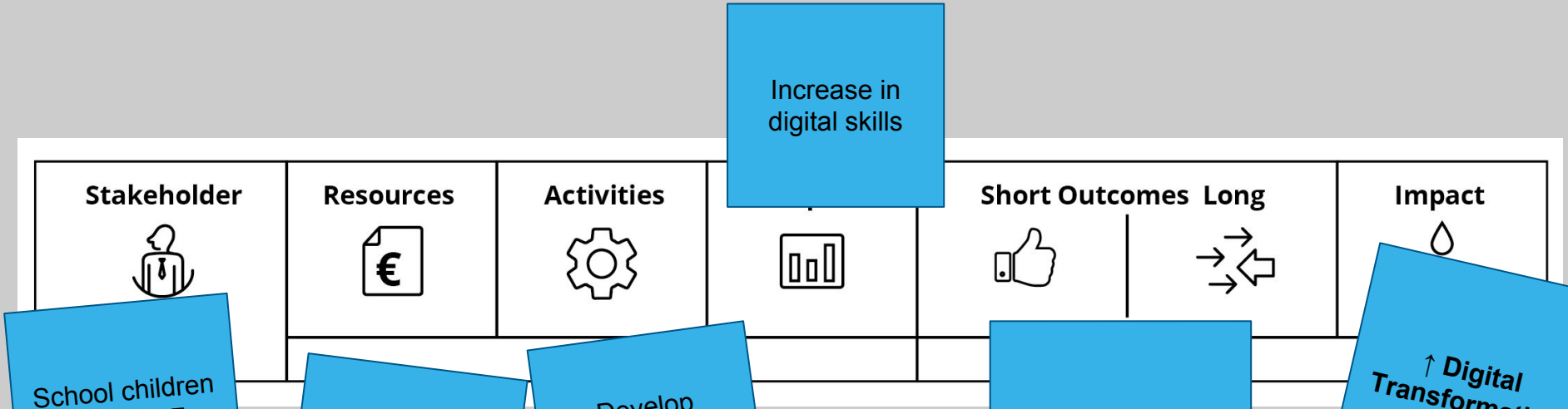
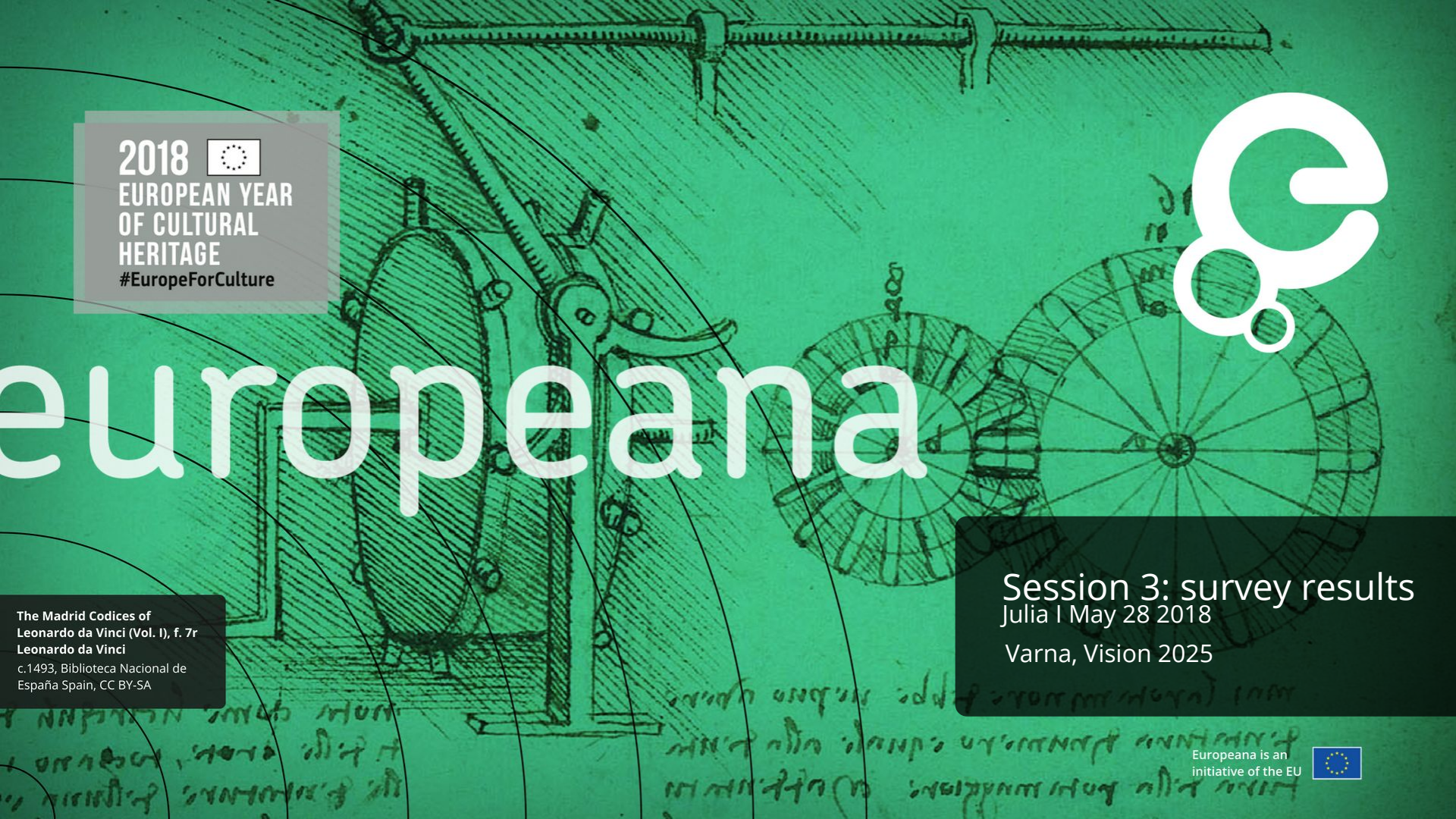

COMMUNITY
ratings 8+
80%
60%
40%
20%
0%
68%
70%
68%
IDENTITY
UNDER-STANDING
AWARE-NESS
SENSE OF COMMUNITY
N=151
Q
I how much did this increase your understanding of WWI?
II how much did this increase your awareness of WWI?
III how much did this increase your feeling of community?


LEARNING
ratings 8+
80%
60%
40%
20%
69%
39%
IMPACT POTENTIAL
N=161
Q
I how much did you learn?
II how much did you want to learn?

Digital transformation pathway



Coffee Break



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Session 3: survey results

Julia I May 28 2018

Varna, Vision 2025

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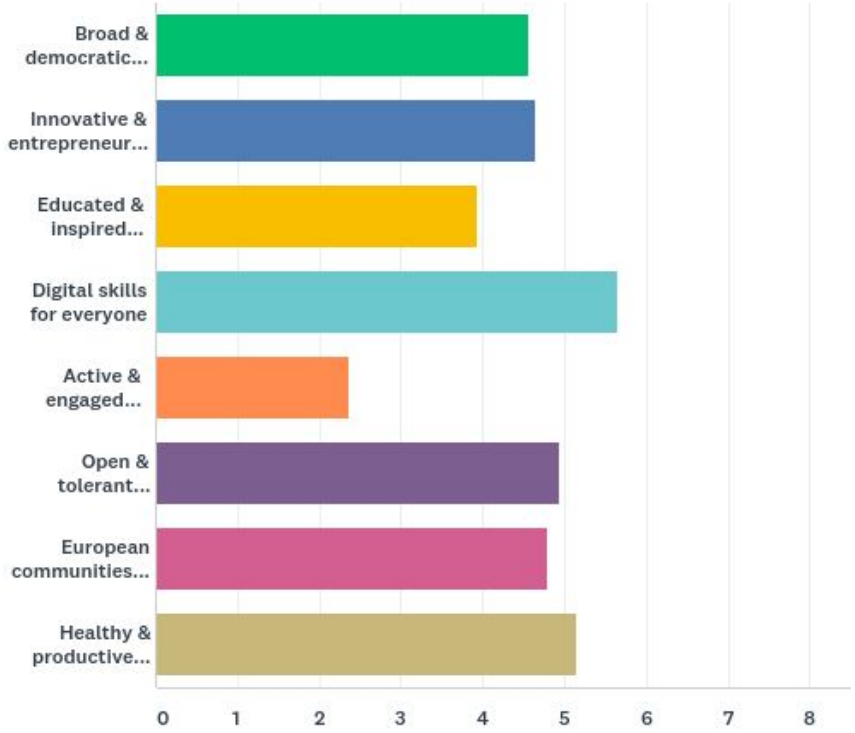
identifying the impact areas

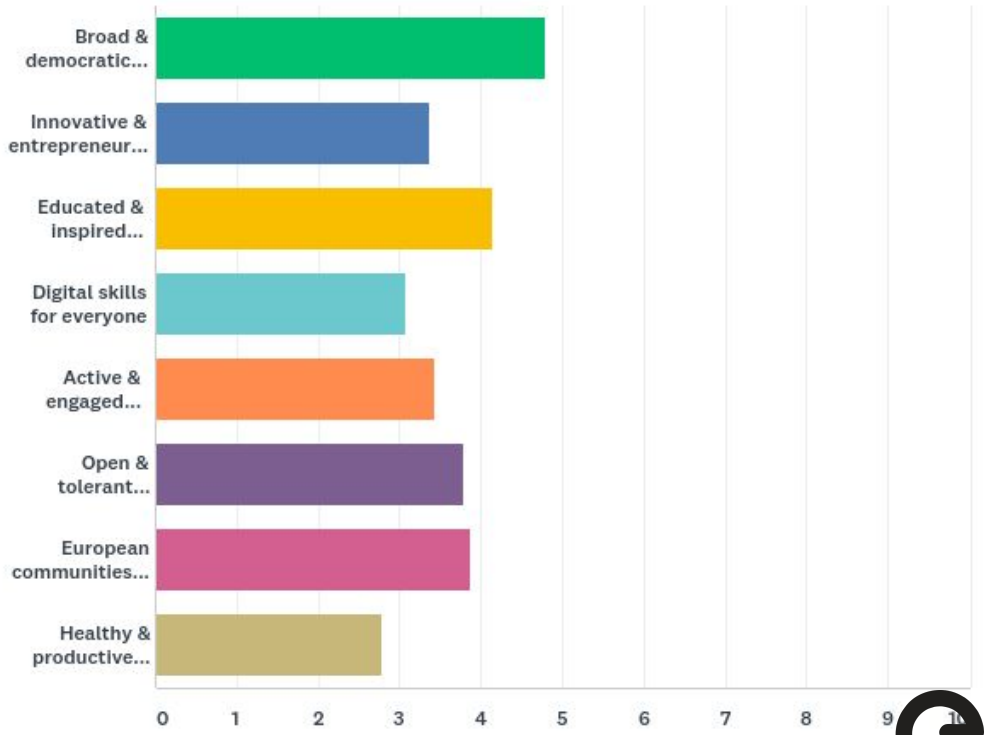
EU2020	2020 breakdown	Flagship initiatives	SDG	Digital4Culture	Agenda for Culture	Sacco 3.0
(P1) Smart growth: developing an economy based on knowledge and innovation.	Innovation	Innovation Union	11	(P2) Promotion, marketing, and valorisation of cultural heritage (P5) Accessing finance	(P2) Culture as a catalyst for creativity (re lisbon strategy: growth, employment, innovation, competitiveness)	Innovation - receptiveness to new ideas New entrepreneurship culture
	Education & LLL	Youth on the Move	4	(P4)Skilling and nurturing talents		Life long learning
	Digital Society	A digital agenda for europe		(P3) Helping the cultural sector to embrace digital tools		

impact areas

- Broad & democratic access to trustworthy cultural heritage for all
- Innovative & entrepreneurial communities
- Educated & inspired citizens
- Digital skills for everyone
- Active & engaged communities
- European communities with a common identity
- Healthy & productive citizens
- Open & tolerant communities

Importance of DCH v confidence DCH can deliver





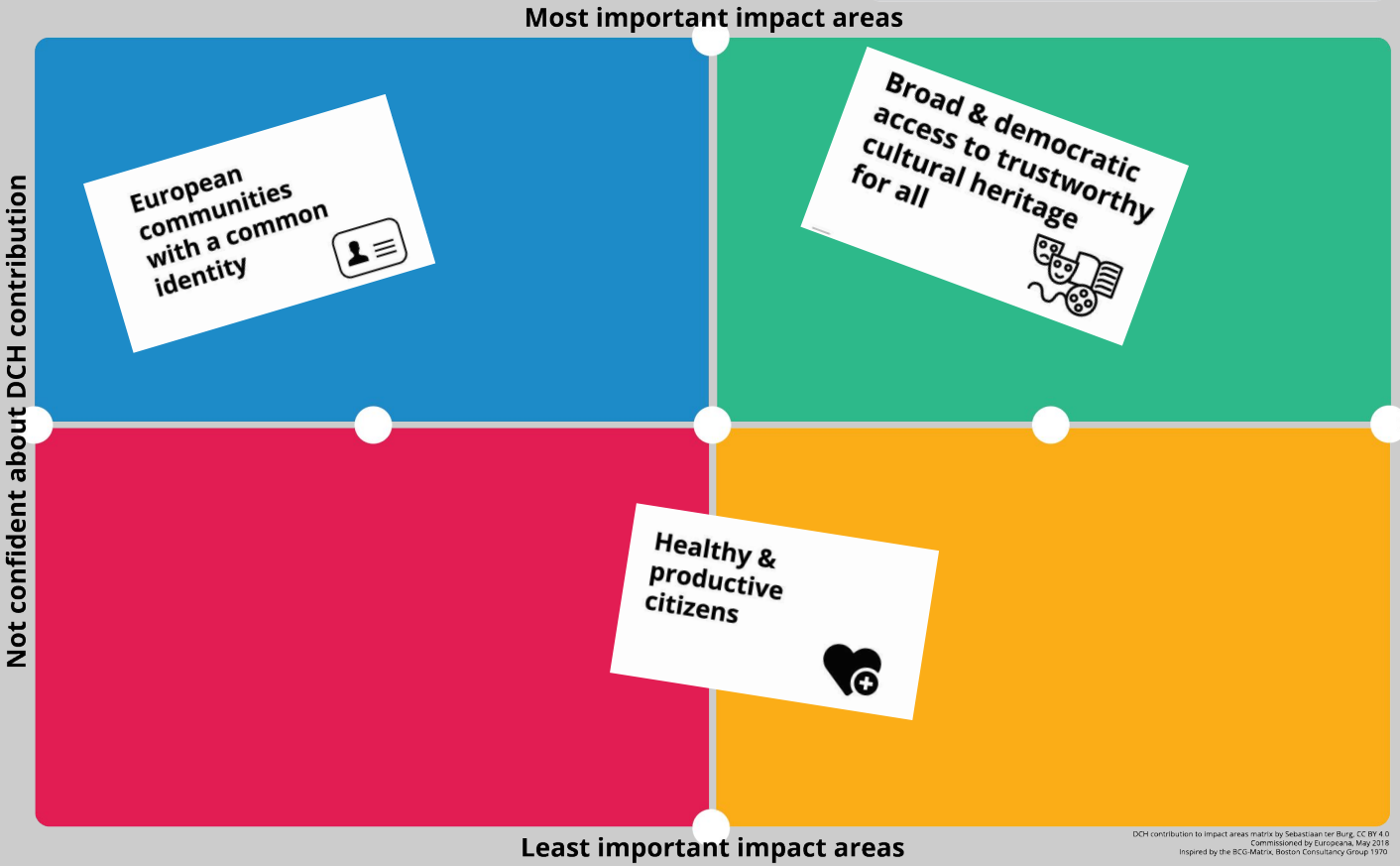
instructions: defining the impact

Round 1: top 5 impact areas

15:15 - 16:15, May 28

Discussion

1. Do you agree with the outcomes that these are the 5 most important impact areas where DCH can contribute?
2. If not, how would you position the impact areas on the canvas?
3. How did the results compare with your answers, what consequences does this have?



DCH contribution to impact areas matrix by Sebastiaan ter Burg, CC BY 4.0
Commissioned by Europeana, May 2018
Inspired by the BCG-Matrix, Boston Consultancy Group 1970

instructions: defining the impact

time: 45 minutes

Do you agree with how these are classified? If not, how would you change them? **Move the cards on the canvas to reflect the group consensus**

How do they compare to your answers, what are the consequences of this difference?

go to menti.com

add code: **13 77 95**

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Session 3: developing change

Julia I May 28 2018

Varna, Vision 2025

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How To Use This Playbook

Jump to the section that catches your eye. Flick backwards and forwards through the pages following your instinct. When you decide to do an impact assessment, read it cover to cover. The playbook has a clear and simple structure, designed to help you every step of the way.

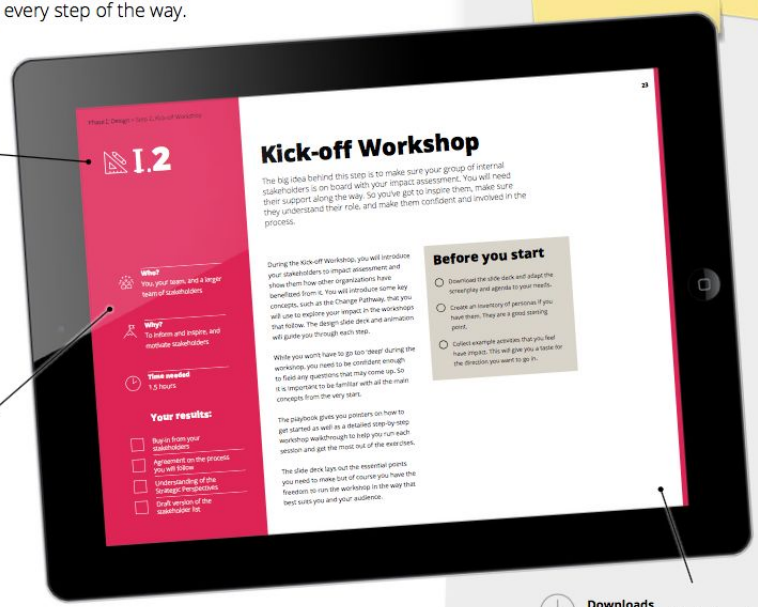
Type of activity

Homework
Guide to what you need to do to get the most out of the data.

Tools
Templates and resources to help you do the job

Theory
Introduction to the ideas behind each step of your impact assessment.

Workshop
A step-by-step approach to running your workshops.



What you need

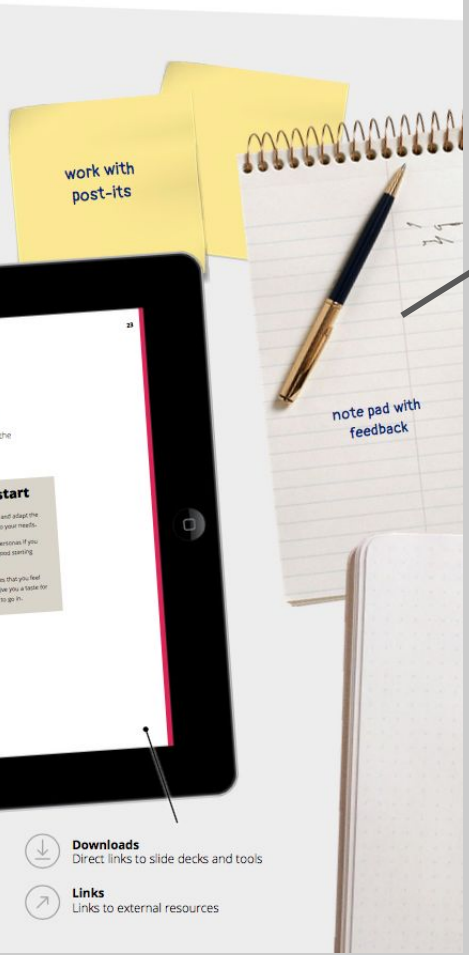
Who?
Who do you need for this exercise?

Why?
What is the goal of this exercise?

Time
How much time do you need?

Downloads
Direct links to slide decks and tools

Links
Links to external resources



Practical, hands on method

what is impact?

changes that occur for our **stakeholders** or **in society** as a result of our **actions** or **activities**

Anecdotal → systematic

Positive
or
Negative

Intentional
or
unintentional

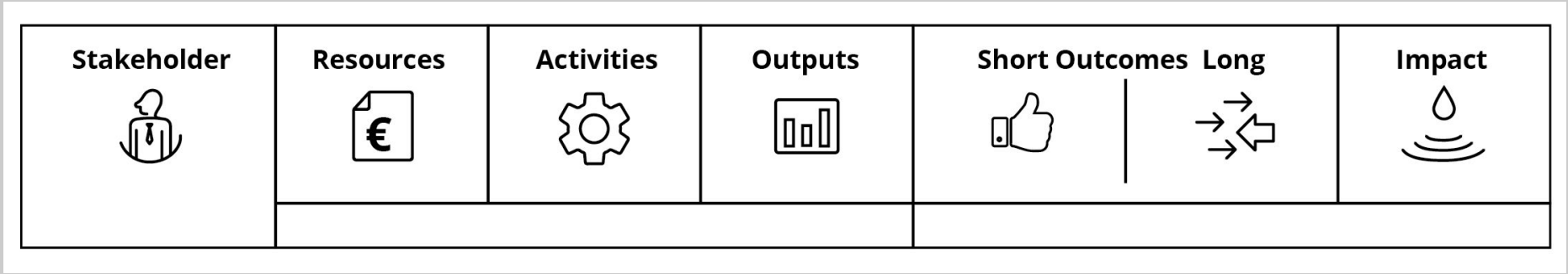
Immediate
or
long-term

Is additional:

Would not have happened without your activities!

> output ≠ > impact

change pathway

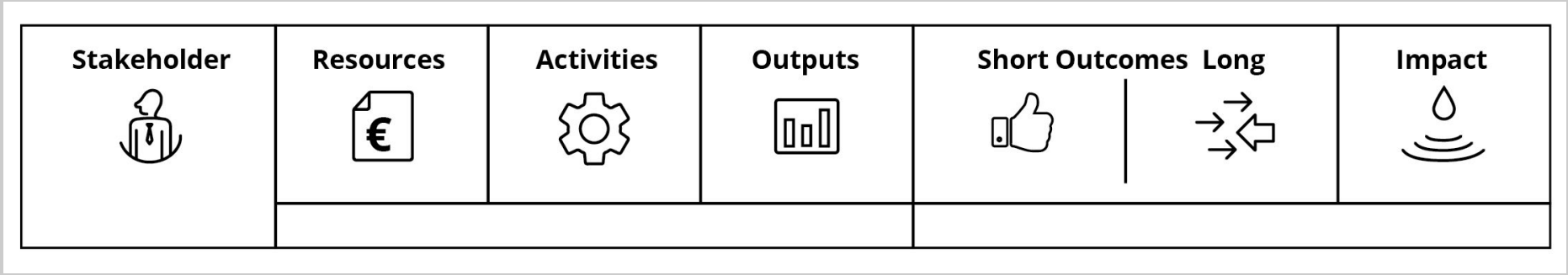


a tool that helps you ideate, document and present the **relationship** between **the things that you do** and **your impact**

our goal

use **change pathways** to develop an **understanding** of how **our activities** across our sector **connect** with the **impact** we expect to achieve

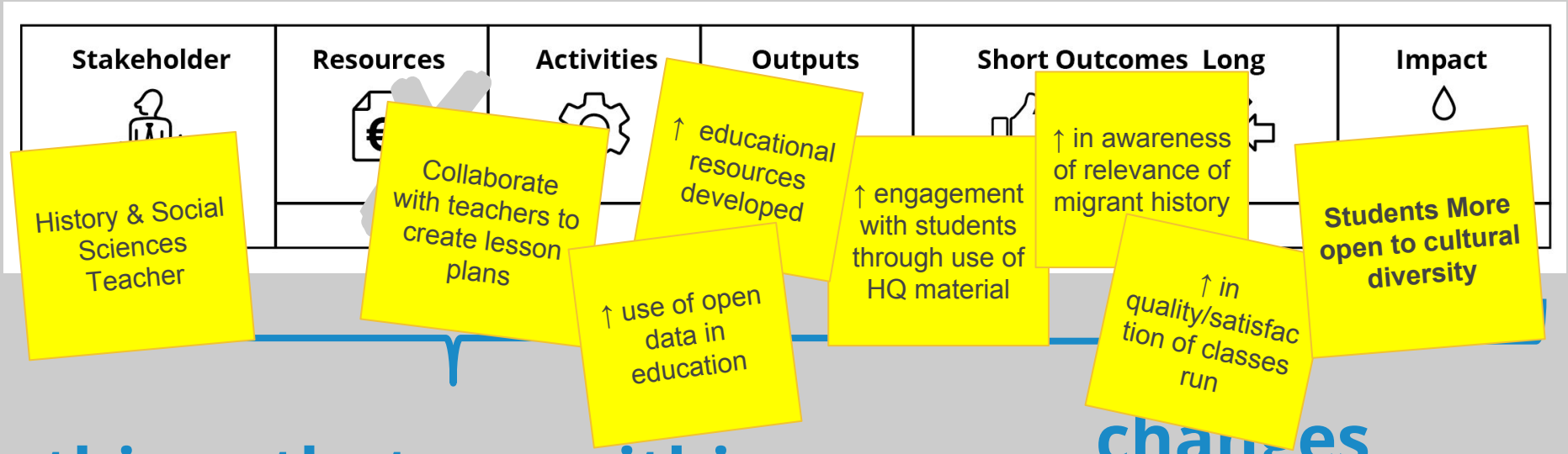
two sides to the coin



things that are within our control

changes experienced by stakeholders

example: migration + teacher



things that are within our control

changes experienced by stakeholders

instructions: identifying changes

time: 45 minutes

what **changes** do know we seek to bring about?

Which activities do we already do that contribute towards these changes?

Round 2: change pathways

16:15 - 17:15, May 28

Activity	Change	Impact
		Broad & democratic access to trustworthy cultural heritage for all

session 3

feedback

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Session 4: recap day 1

Harry I May 29 2018

Varna, Vision 2025

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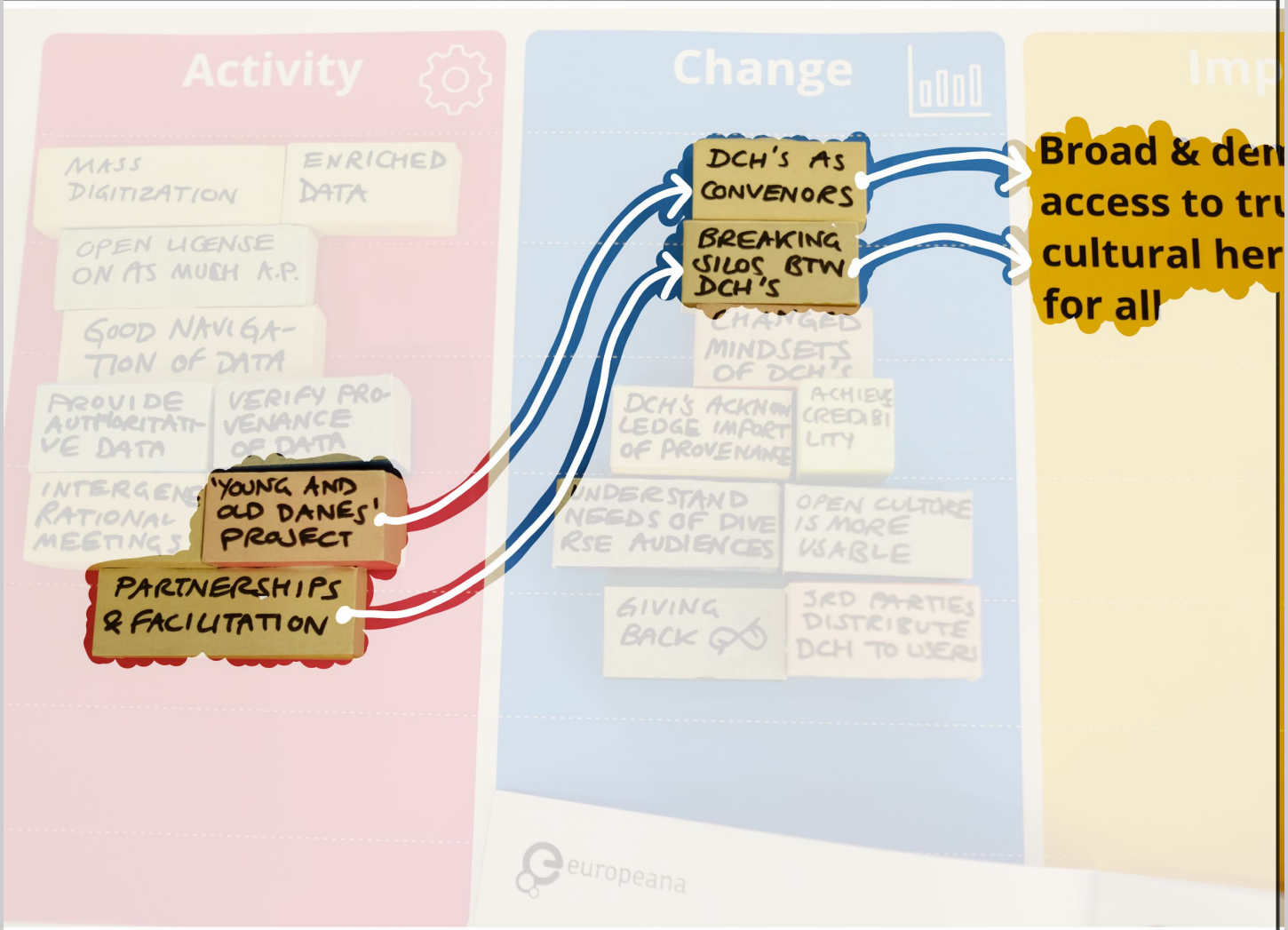
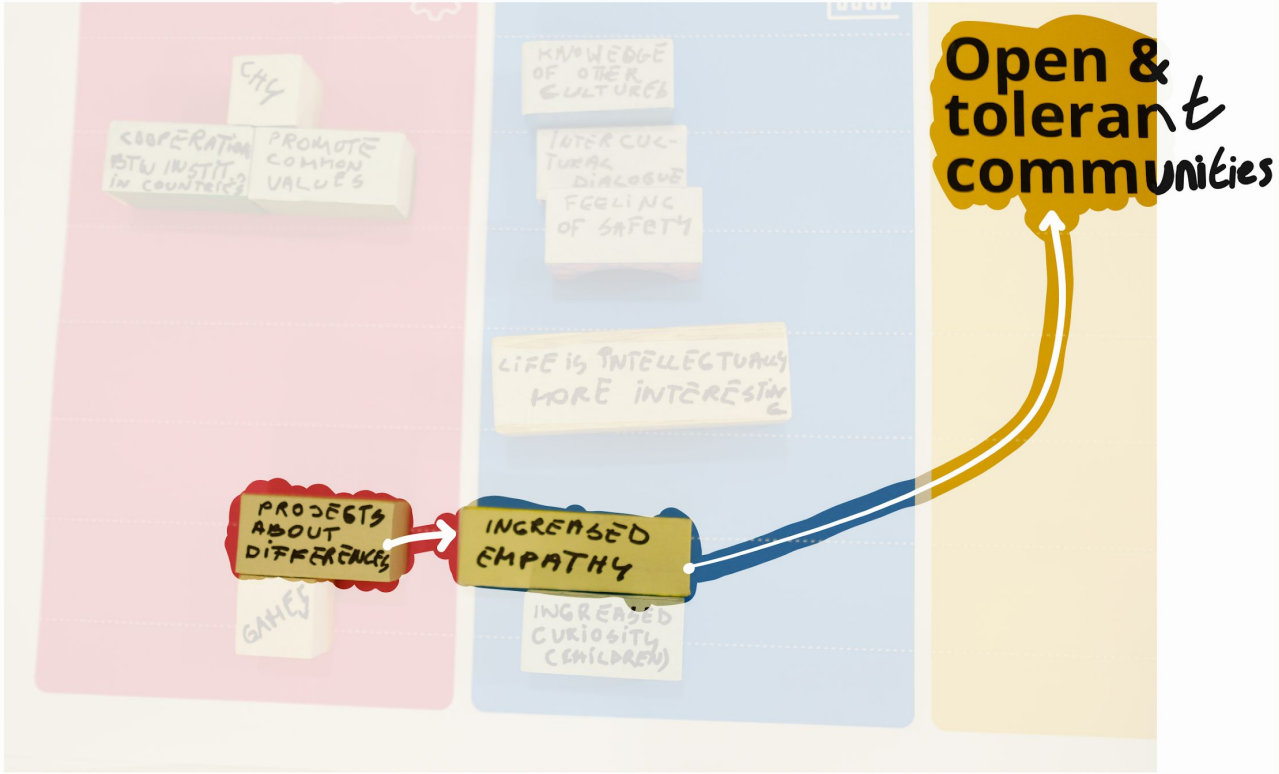
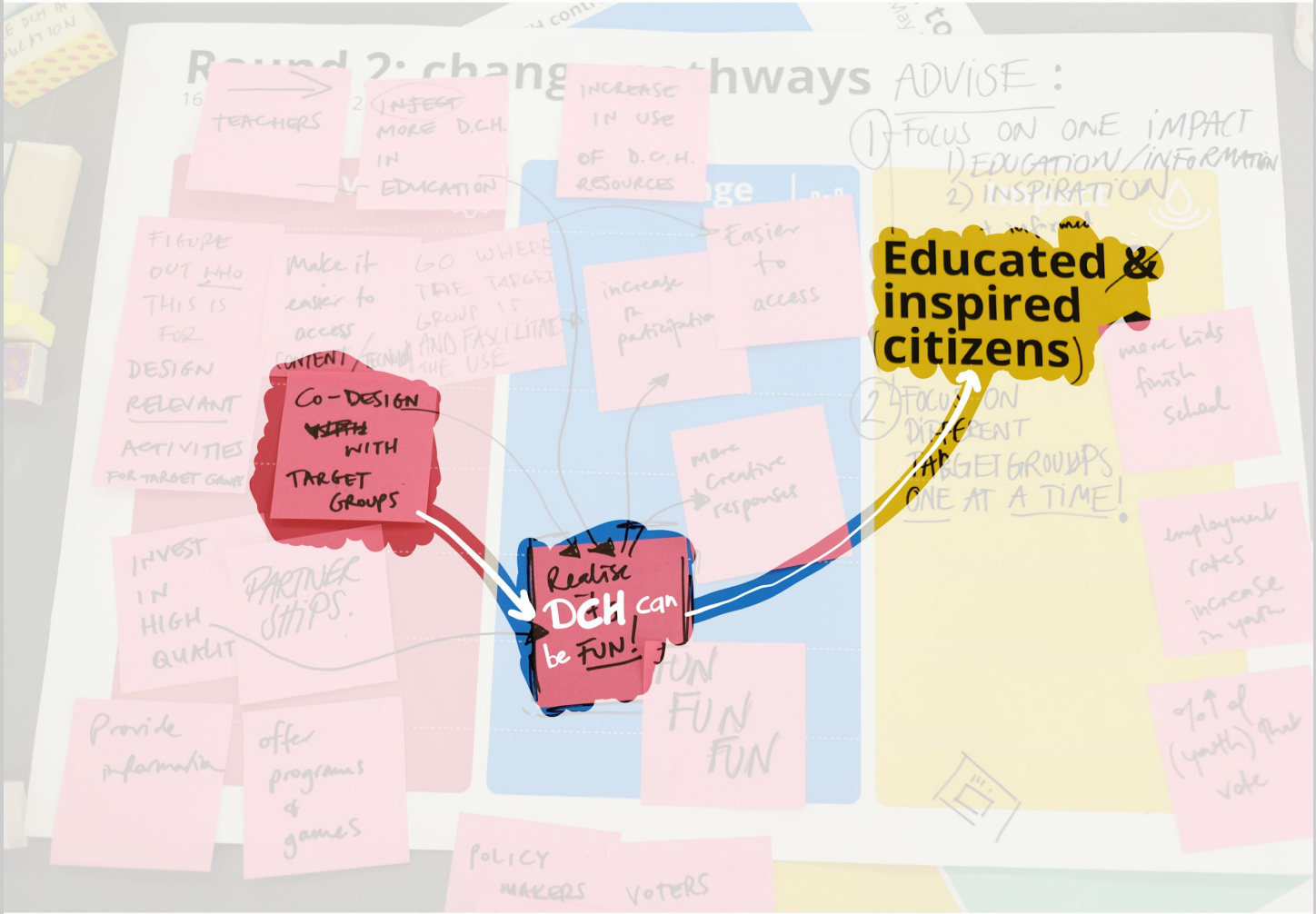
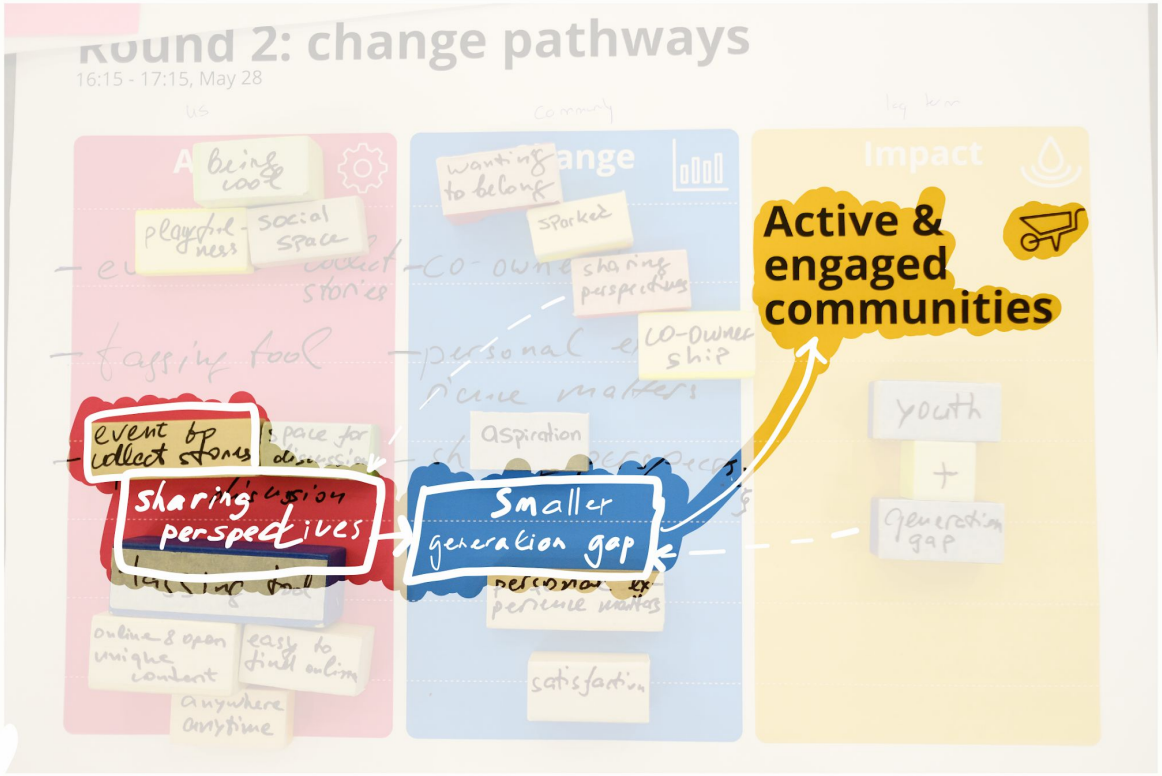
Change pathways for day 1

- xxx


Activity
Change
Imp
MASS DIGITIZATION
ENRICHED DATA
OPEN LICENSE ON AS MUCH A.P.
GOOD NAVIGA-TION OF DATA
PROVIDE AUTHORITATI-VE DATA
VERIFY PRO-VENANCE OF DATA
INTERGENE
RATIONAL MEETINGS
'YOUNG AND OLD DANES' PROJECT
PARTNERSHIPS & FACILITATION
DCH'S AS CONVENORS
BREAKING SILOS BTW DCH'S
CHANGED MINDSETS OF DCH'S
DCH'S ACKNOW LEDGE IMPORT OF PROVENANCE
ACHIEVE CREDIBI LITY
UNDERSTAND NEEDS OF DIVE RSE AUDIENCES
OPEN CULTURE IS MORE USABLE
GIVING BACK
3RD PARTIES DISTRIBUTE DCH TO USERS
Broad & den
access to tru
cultural her
for all
europeana


CHG
COOPERATION BTW INSTIT. IN COUNTRIES
PROMOTE COMMON VALUES
GAMES
KNOWLEDGE OF OTHER CULTURES
INTER CULTURAL DIALOGUE
FEELING OF SAFETY
LIFE IS INTELLECTUALLY MORE INTERESTING
INCREASED CURIOSITY (CHILDREN)
PROJECTS ABOUT DIFFERENCES
INCREASED EMPATHY
Open & tolerant communities


Round 2: changeways
ADVISE :
1) FOCUS ON ONE IMPACT
1) EDUCATION/INFORMATION
2) INSPIRATION
TEACHERS
INJECT MORE D.C.H. IN EDUCATION
INCREASE IN USE OF D.C.H. RESOURCES
FIGURE OUT WHO THIS IS FOR
DESIGN RELEVANT ACTIVITIES
Make it easier to access
GO WHERE THE TARGET GROUP IS
Easier to access
increase participation
Co-DESIGN WITH TARGET GROUPS
Realise DCH can be FUN!
Educated & inspired citizens
2) FOCUS ON DIFFERENT TARGET GROUPS ONE AT A TIME!
more creative responses
more kids finish school
employment rates increase in youth
INVEST IN HIGH QUALITY
PARTNERSHIPS
Provide information
offer programs & games
FUN FUN
POLICY MAKERS
VOTERS


Round 2: change pathways
16:15 - 17:15, May 28
Impact
Active & engaged communities
Sharing perspectives
Smaller generation gap
youth
+
generation gap

Educated & Inspired Citizens
Broad & Democratic access to trustworthy Cultural Heritage For All
Open & Tolerant Communities
Active & Engaged Communities
Digital Skills for Everyone
Realise DCH can be fun
Increased Empathy
DCH as Convener
Critical Thinking in Digital
Co-design with Target Group
Projects about Differences
Young & Old Danes Project
Smaller Generation Gap
Sharing Perspectives
Wikipedia edit-a-thons
Greetings from the Theory of Change
May 28, 2018

Overarching ToC emerging

- xxx

Mountain imagery

- xxx

fresh pair of eyes

instructions: shared vision

time: 45 minutes

what changes if you look to the future to what we should or could do? Is anything missing?

what are the most promising pathways that begin to emerge from your discussions?

2018
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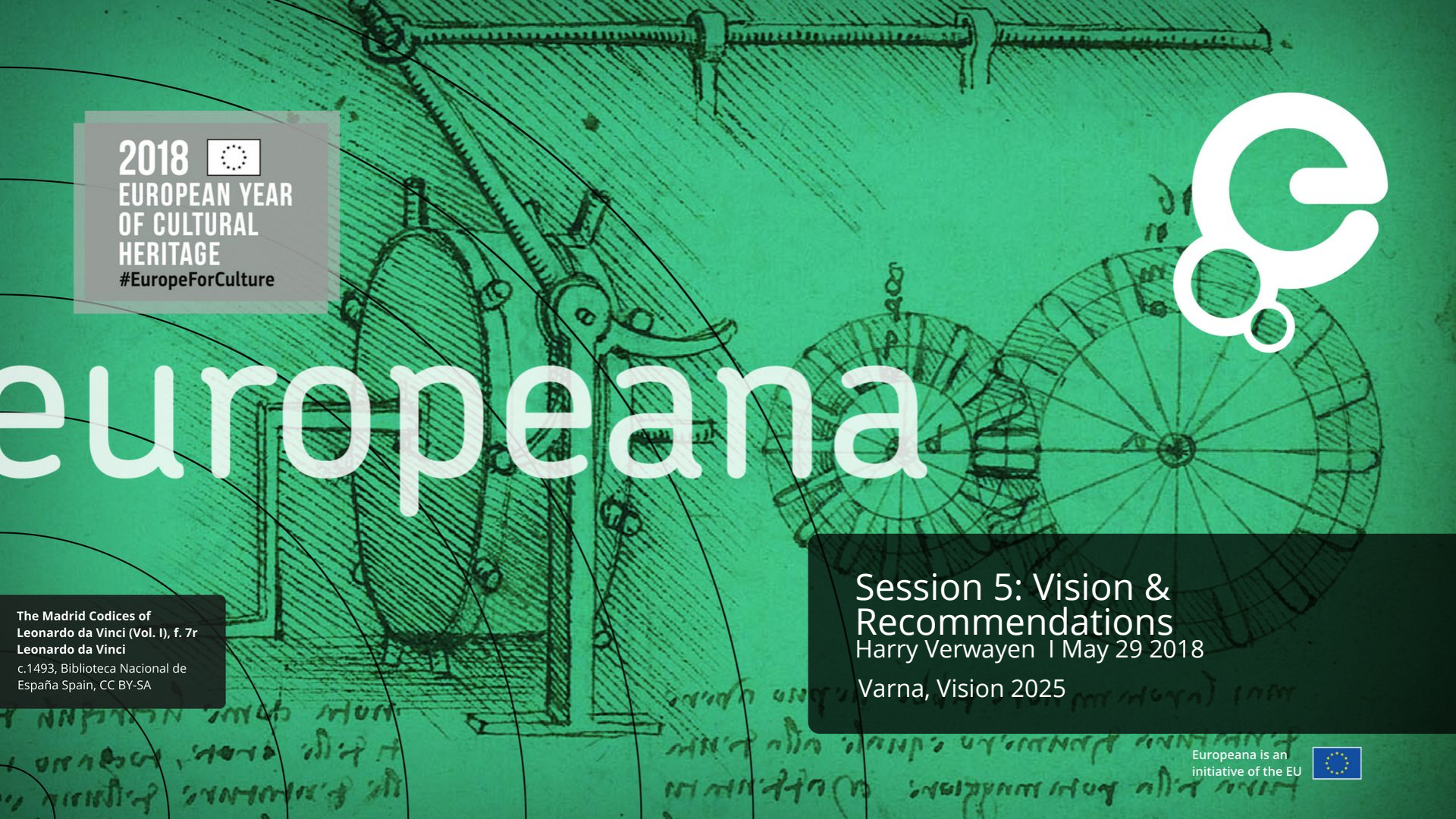

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Session 5: Vision & Recommendations

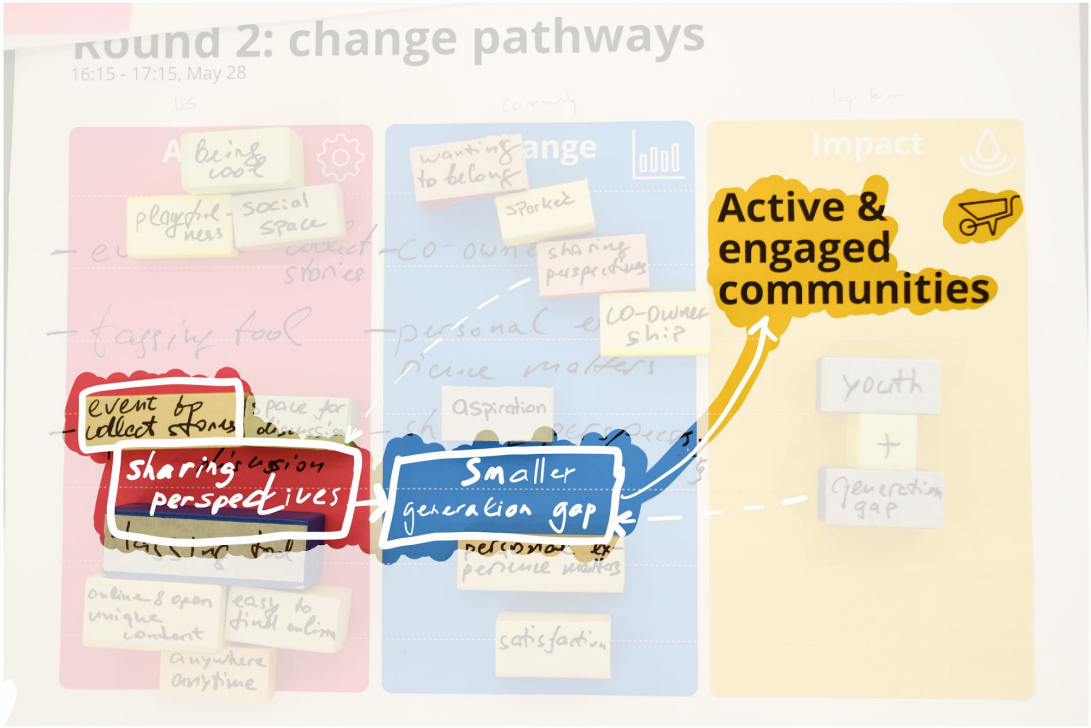
Harry Verwayen I May 29 2018

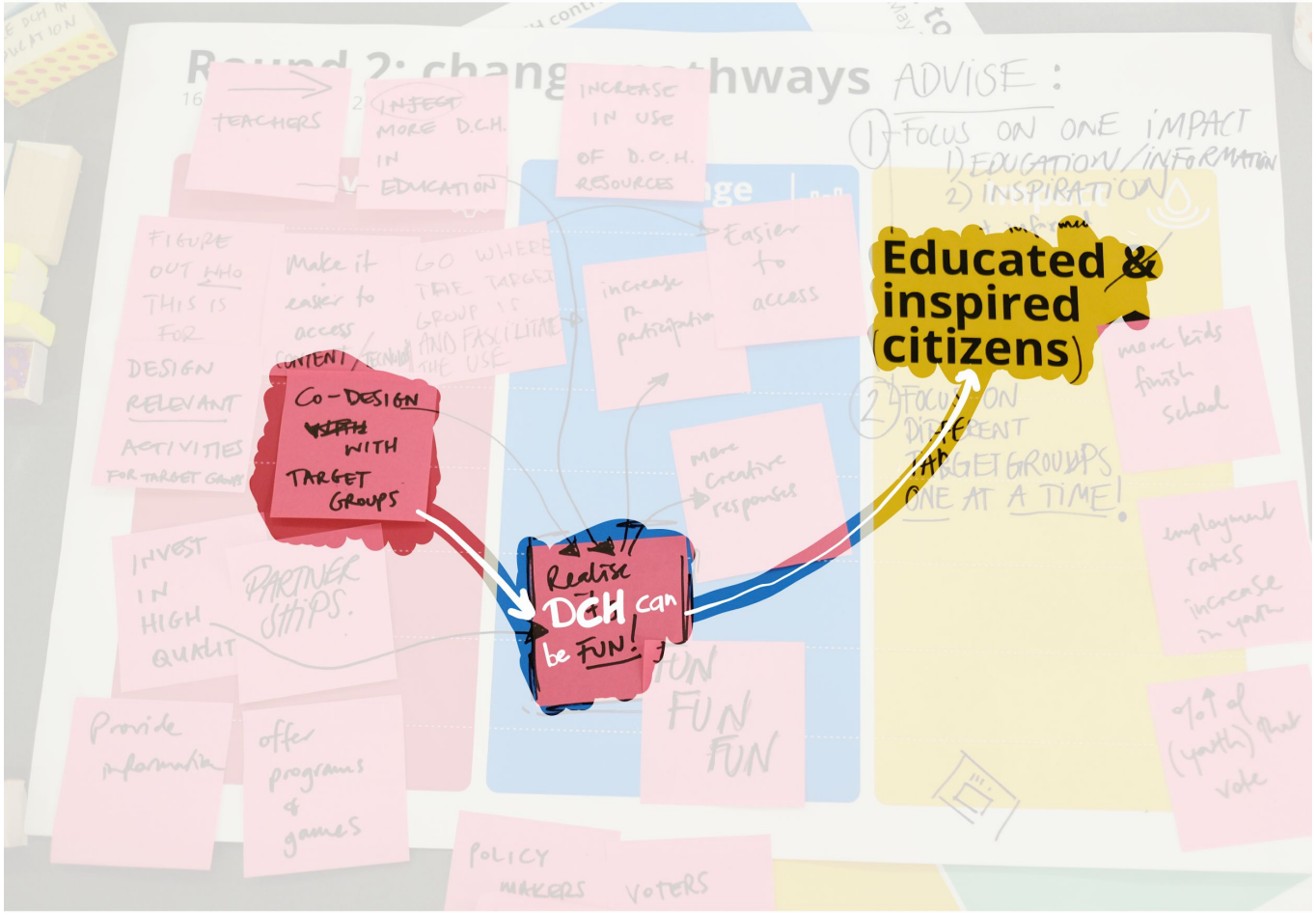
Varna, Vision 2025

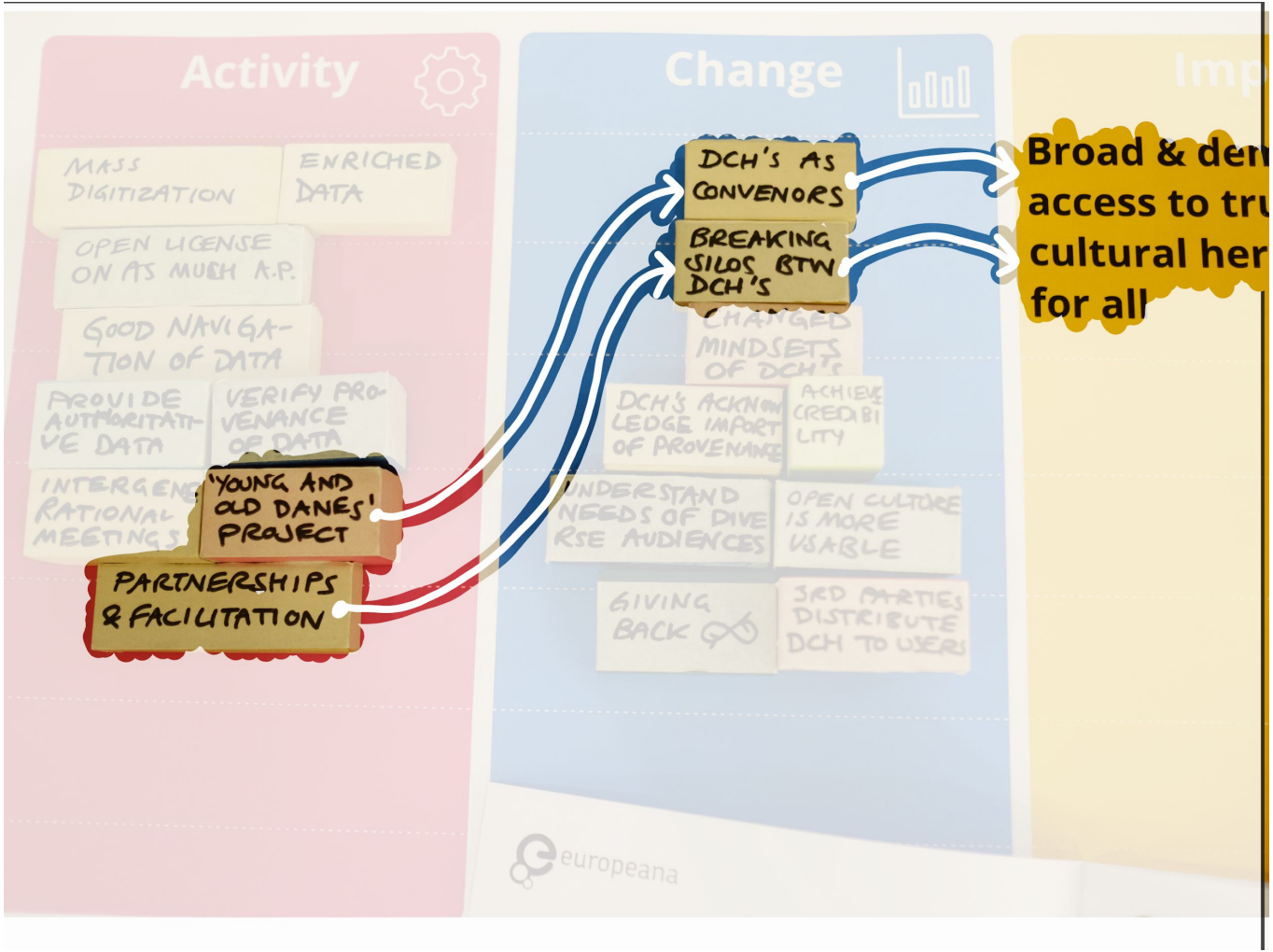
Europeana is an initiative of the EU

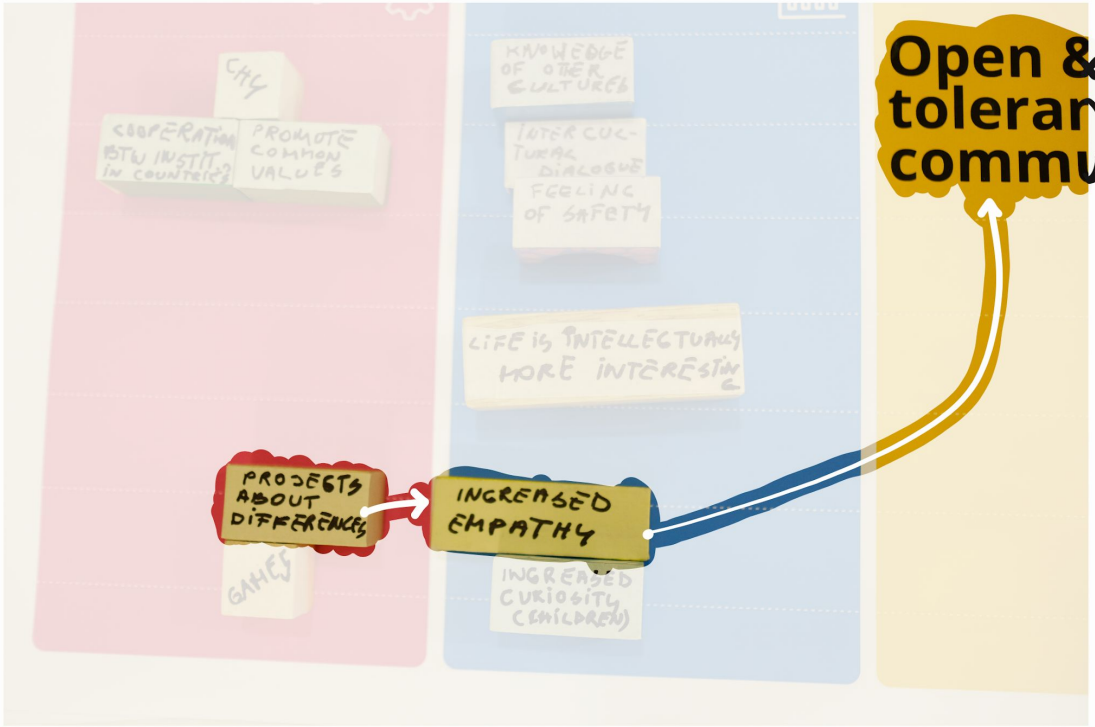
SESSION 4&5 - DEVELOPING A SHARED VISION

Time	What	Who?	Format
0930 - 0945	Reflections & Provocations	Pier Luigo Sacco	Presentation
0945 - 1015	Enriching your change pathways	Julia	Breakout Groups
1015 - 1030	Trends - do we need to respond?	Harry	Presentation
1030 - 1100	Enrichments round 2	Julia	Breakout Groups
1100 - 1130	Pathway pitch	Julia	Plenary
1130 - 1145	***Coffee***		
1145 - 1200	Saved knowledge	Krasimira Aleksandrova	
1200 - 1230	Bringing it all together	Julia	
1245 1330	Wrap up and next steps	Harry	
1330	***Lunch***		

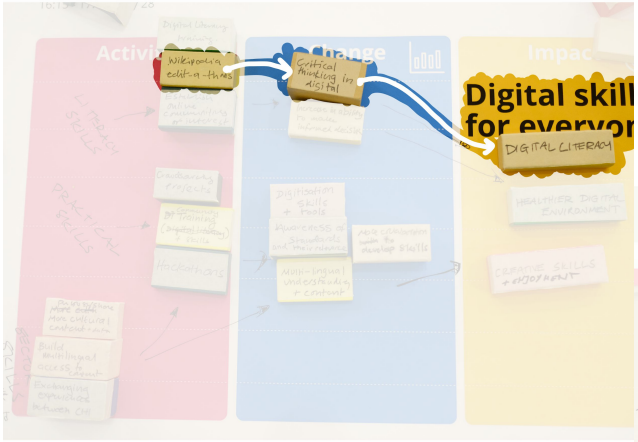

Round 2: change pathways
16:15 - 17:15, May 28
Impact
Active & engaged communities
event to collect stories
Sharing perspectives
Smaller generation gap
youth
+
generation gap
wanting to belong
sparked
sharing perspectives
co-owner ship
aspiration
satisfaction
being cool
playfulness
social space
tagging tool
online & open unique content
easy to find online
anywhere anytime

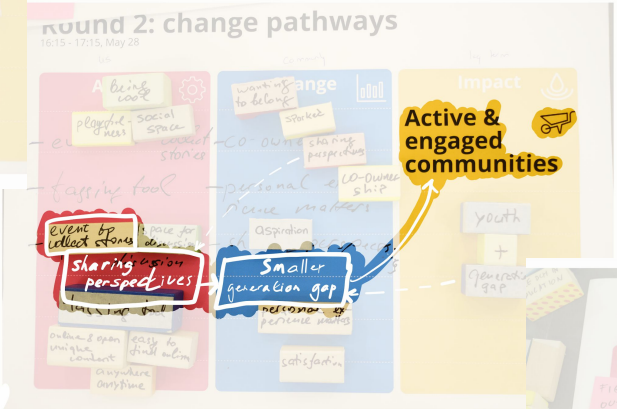

Round 2: changeways
ADVISE:
1) FOCUS ON ONE IMPACT
1) EDUCATION/INFORMATION
2) INSPIRATION
2) FOCUS ON DIFFERENT TARGET GROUPS ONE AT A TIME!
TEACHERS
INFECT MORE D.C.H. IN EDUCATION
INCREASE IN USE OF D.C.H. RESOURCES
FIGURE OUT WHO THIS IS FOR
DESIGN RELEVANT ACTIVITIES
Make it easier to access
GO WHERE THE TARGET GROUP IS AND FACILITATE THE USE
increase participation
Easier to access
Educated & inspired citizens
Co-DESIGN WITH TARGET GROUPS
Realise DCH can be FUN!
more creative responses
more kids finish school
INVEST IN HIGH QUALITY
PARTNERSHIPS
employment rates increase in youth
Provide information
offer programs & games
FUN
FUN
FUN
% of (youth) that vote
POLICY MAKERS
VOTERS

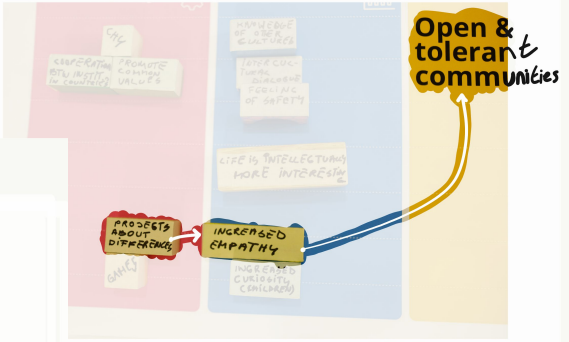

Activity
Change
MASS DIGITIZATION
ENRICHED DATA
OPEN LICENSE ON AS MUCH A.P.
GOOD NAVIGATION OF DATA
PROVIDE AUTHORITATIVE DATA
VERIFY PROVENANCE OF DATA
INTERGEN
RATIONAL MEETINGS
'YOUNG AND OLD DANES' PROJECT
PARTNERSHIPS & FACILITATION
DCH'S AS CONVENORS
BREAKING SILOS BTW DCH'S
CHANGED MINDSETS OF DCH'S
DCH'S ACKNOWLEDGE IMPORT OF PROVENANCE
ACHIEVE CREDIBILITY
UNDERSTAND NEEDS OF DIVERSE AUDIENCES
OPEN CULTURE IS MORE USABLE
GIVING BACK
3RD PARTIES DISTRIBUTE DCH TO USERS
Broad & den
access to tru
cultural her
for all
europeana

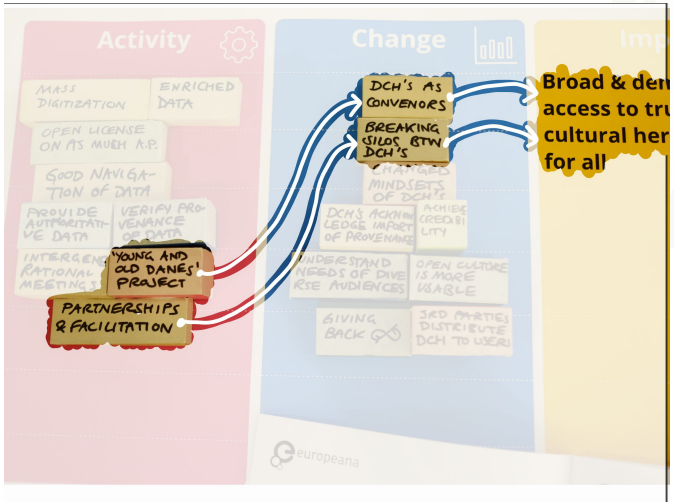

Open & tolerant communities
PROJECTS ABOUT DIFFERENCES
INCREASED EMPATHY
KNOWLEDGE OF OTHER CULTURES
INTERCULTURAL DIALOGUE
FEELING OF SAFETY
LIFE IS INTELECTUALY MORE INTERESTING
INCREASED CURIOSITY (CHILDREN)
COOPERATION BTW INSTIT. IN COUNTRIES
PROMOTE COMMON VALUES
GAMES

Activi
Change
Impac
Wikipedia edit-a-thons
Critical thinking in digital
Digital skill
for everyor
DIGITAL LITERACY
Crowdsourcing projects
Hackathons
Digitisation skills + tools
Awareness of Standards and their relevance
Multi-lingual understanding + content
HEALTHIER DIGITAL ENVIRONMENT
CREATIVE SKILLS + ENJOYMENT
More cultural content + data
Build multilingual access to content
Exchanging expertise between CHI


Digital skill
for everyo
DIGITAL LITERACY


Round 2: change pathways
Active & engaged communities
Sharing perspectives
Smaller generation gap


Open & tolerant communities
INGRAINED EMPATHY


Activity
Change
DCH'S AS CONVENORS
BREAKING SILOS BTW DCH'S
YOUNG AND OLD DANES' PROJECT
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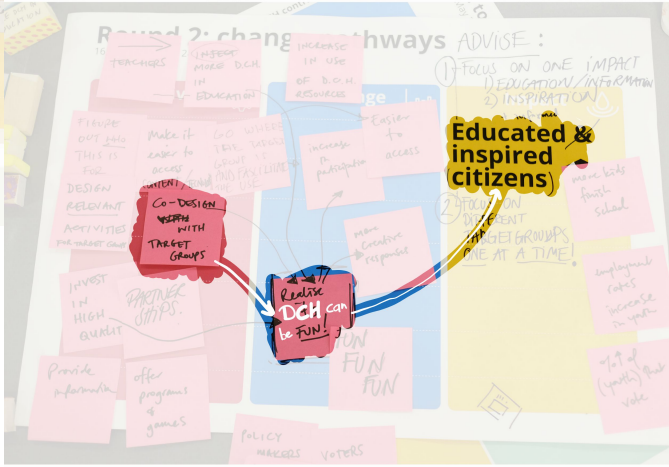
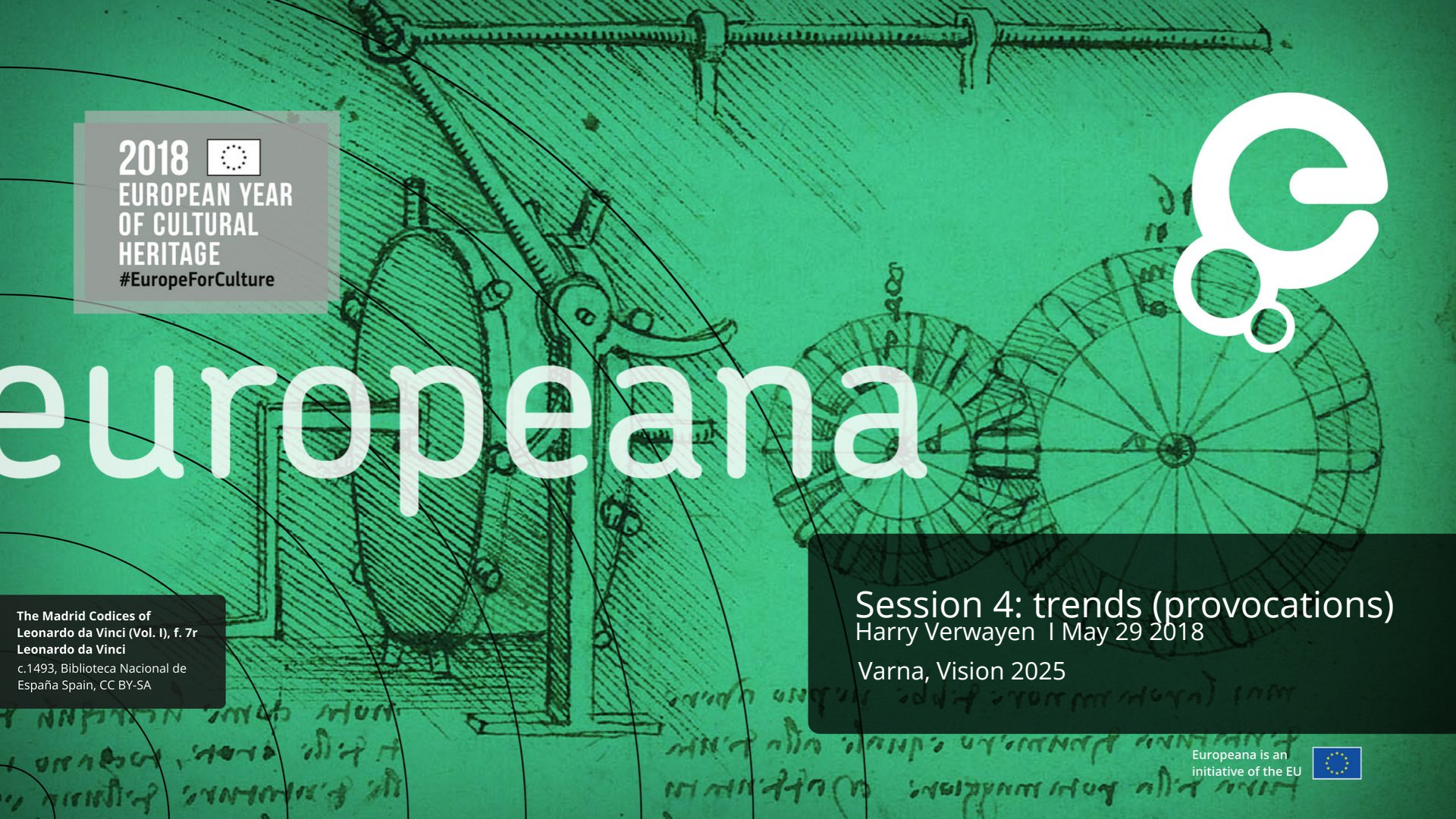

Educated & inspired citizens
Co-DESIGN WITH TARGET GROUPS
DCH can be FUN!

Enriching your pathways

time: 30 minutes

Re-familiarize yourselves with your pathways. **How can you refine and enrich what you have?** Is anything missing?



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Session 4: trends (provocations)

Harry Verwayen I May 29 2018

Varna, Vision 2025

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(1) Political and sociological environment

“In a ‘post-truth’ society the demand for trustworthy sources will increase. This is a huge opportunity for CHI.”

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(2) Political and sociological environment

“CHI can contribute massively to the reduction of inequality.“

Context: Because of growing inequality, in particular of assets (1% of the population owns 50% of the assets), cultural heritage institutions, and Europeana in particular, have a huge opportunity to contribute to reduced inequalities by redistributing wealth in the form of access to cultural heritage.

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(3) Regulatory environment

“CHI should continue to contribute to more open and harmonized copyright regulation.“

Context: while there has been much talk about the Digital Single Market and the importance of education, there have been little substantial improvements of the copyright situation for cultural heritage.

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(4) Regulatory environment

“As in the physical world, the online platforms of cultural heritage institutions can and must be a safe haven.“

Context: The increased demand for transparency and accountability of our public institutions and the invasion of privacy by the Google’s, Facebook’s and the NSA’s data collection on an unprecedented scale are two sides of the same coin: An erosion of trust in a society under constant economic pressure.

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(5) User/customer needs

“CHI should focus on the use of video to open up collections to sustain and grow its audience reach.“

Context: Big platforms invest heavily in video. In 2016 Mark Zuckerberg announced Facebook’s aggressive move into video. Cisco predicts that in 2020 over 80% of consumer web traffic will be video. Europeana can use video without the need for massive investments. Video is not like games, VR et cetera, areas where Europeana needs large funds and still can’t compete in the long run. Quite the contrary, we could start with modest financial means.

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(6) Economy/impact

“The CH sector should be recognised for its Social Return on Investment, rather than its direct commercial value to the economy”

Context: in addition to culture’s direct contribution to the GDP and employment (eg tourism, creative industries) it seems a broader view of the economy is taking root where contributions to for instance education, equality, health, wellbeing and identity are increasingly accepted as important contributions to society (see The Donut Economy).

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(7) Technology

“CHI should accelerate its investments in Narrow Artificial Intelligence”

Context: In the past 20 years we have slept through two of the major revolutions in our field: search engines and Wikipedia. After a steady but slow rise over the past 30 years, the progress with Narrow Artificial Intelligences has very recently switched into exponential mode. Let’s not sleep through this revolution, too.

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(8) Competition

“We need a Cultural Commons as a public alternative to Google and FB”

Context: there is a strong tendency towards tech monopolisation (Facebook, Google, Amazon, …) in general. Google Arts & Culture is manifesting itself more strongly than before. If CHI’s only worry about their own brand and bottom line we will see investments only in the glossy but not necessarily in enduring management of their digital collections. Unless we are able to bring CHI together in a cultural commons, we will lose the battle against the googles.

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Enriching your pathways

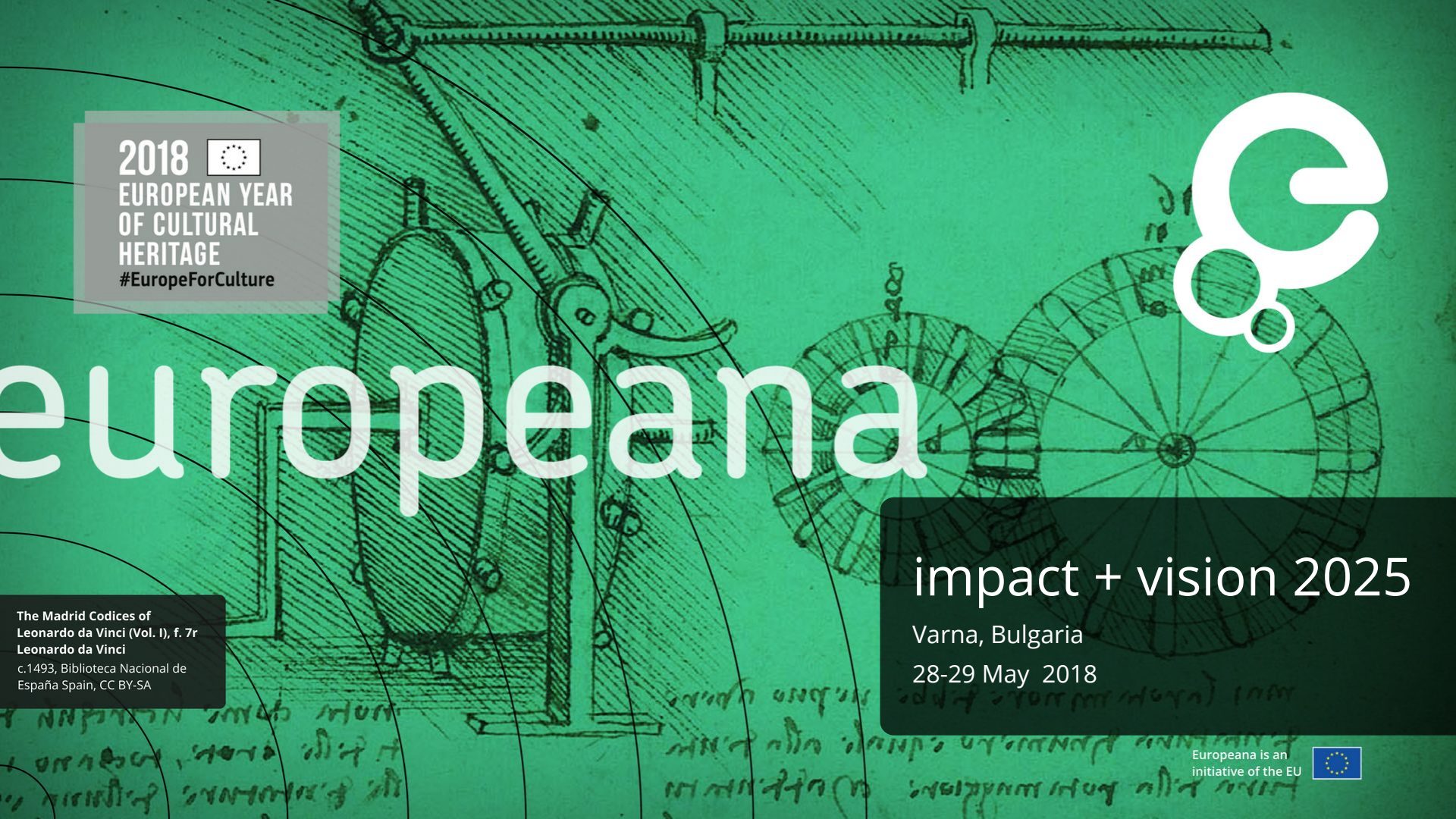
time: 30 minutes

How do these trends affect what you have discussed? Which are most relevant? Is anything missing?

pathway pitch

Shared knowledge

Krasimira Aleksandrova



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28-29 May 2018

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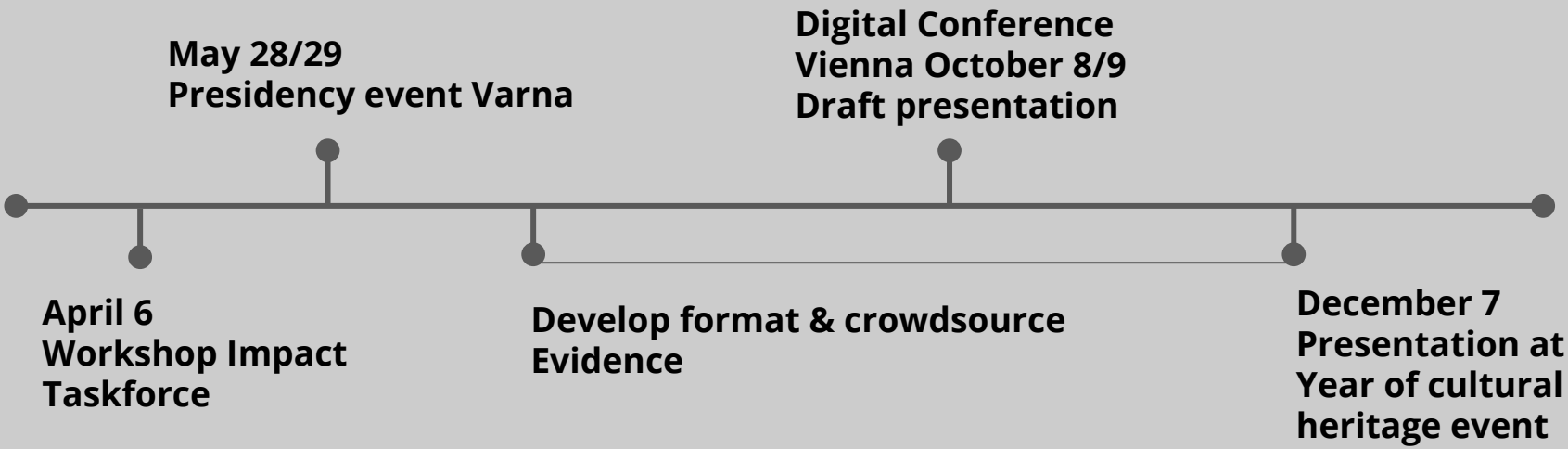
Broad & Democratic access to trustworthy Cultural Heritage For All
Open & Tolerant Communities
Active & Engaged Communities
Digital Skills for Everyone
Realise DCH can be fun
Increased Empathy
DCH as Convener
Critical Thinking in Digital
Co-design with Target Group
Projects about Differences
Young & Old Danes Project
Smaller Generation Gap
Sharing Perspectives
Wikipedia edit-a-thons
Greetings from the Theory of Change
Version 01
May 28, 2018

Timeline


May 28/29
Presidency event Varna
Digital Conference
Vienna October 8/9
Draft presentation
April 6
Workshop Impact
Taskforce
Develop format & crowdsource
Evidence
December 7
Presentation at
Year of cultural
heritage event

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Brainstorm: tangible actions

time: 15 minutes

What do we need to do to make these change pathways a reality? Which trends do we need to respond to? And how?

Identify 3-5 clear actions to take

Bringing it together

time: 15 minutes

Place each tangible action on the mountain, where it best relates.

Step back. What does this look like now?

SESSION 3 - WORKSHOP: DEVELOPING A VISION

Time	What	Who?	Format
Preparation (Monday AM): - Analyse & report survey results to HV, JF, NK - Sebastiaan - Prepare canvases for Round 1 - Sebastiaan - Agenda on flipchart			
1430 - 1500	**Introduction: workshop programme** Inc: change pathway + 3 examples	**Harry**	**Presentation**
1500 - 1515	*Coffee Break*		
1515 - 1615	**Defining the impact areas** 10 min Intro & Survey results 2m Instructions 45 min Discussion: 3Q's 1. Give them all 8. Do you agree these are the top 5? 2. If not, how would you move them about? 3. How do they compare to your answers, what are the consequences of this difference? 10 min Feedback from 2 tables	**Sebastiaan/Julia** Julia/Nina Sebastiaan	**Breakout**

SESSION 3 - WORKSHOP: DEVELOPING A VISION

Time	What	Who?	Format
1615 - 1715	**Developing change** 10 min instructions 50 min change pathway exercise: one impact area per table, - what changes to be already seek to effect, and - what activities do we already do that contribute towards this impact area?	**Julia**	**Breakout**
1715 - 1800	**Group Feedback**	**Julia**	**Discussion**

Follow up:

- *Review the change pathways, draw some preliminary conclusions from that to use in the Day 2 reporting - goal to draw an overarching ToC, identify overlaps and connections (Julia & Nina)*
- *Circulate to HV & STB (Julia & Nina)*
- *Document and add sample CP's to Day 2 slidedeck (Julia)*