



Atlantic Social Lab

Cooperation for the promotion of Social Innovation

ATLANTIC SOCIAL LAB STUDY VISIT REPORT - STUDY VISITS HELD IN VILA NOVA DE FAMALICÃO

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A. GENERAL INFORMATION	
Date	27-11-2017
Location:	Vila Nova de Famalicão
Name	Famalicão Municipality – Vision 2025 ¹
Legal Status	Local Government / Public Organization
Contact Details	Responsible: Francisco Jorge Freitas / Andreia Mafra Email: http://camaramunicipal@vilanovadefamalicao.org Phone no.: +351 252 320 900 Website: http://www.cm-vnfamalicao.pt/

B. SHORT DESCRIPTION	
Objectives <i>(identify the main goals of the project and target groups addressed)</i>	The main objective of the project observed in the Municipality of Vila Nova de Famalicão is the integration and participation of its citizens in the strategic planning of the future vision for the city - Vision 2025. A plan of continuous construction was adopted by the Municipality based on the dynamics of the territory, a plan with Agendas that can improve the territory's capacity to generate a strategic perspective (Vision 25) in its own dynamics and where partners (including all citizens, companies, organizations, institutions) can set their own goals, ideas and perspectives. In short, the present project, observes the territory as an entity under construction. This entity is seen as being unique and shared, the population is called and encouraged to participate, all citizens can be included in this "construction", taking into account their own life projects, goals and aspirations for the future.
Methodology <i>(identify the methodological principles, mode of operation and level of intervention)</i>	The operation mode and the level of intervention had to take into account the desired future for the municipal territory, in order to create a collective, shared and mobilizing territorial identity. The solution to achieve this "territorial identity", was based on the social participation methodology - empowerment of citizens. Taking these assumptions into account, a strategic vision was conceived as a "road map", considering four agendas: People - for inclusive growth; Business - for smart growth; Territory - for sustainable growth and Governance - for better co-management. The strategy - Vision 2025 takes the challenge of enabling innovation and experimentation in the territory.

C. MAIN FINDINGS	
Social Needs <i>(identify the social needs the organisation intends to fill)</i>	The Vision 2025 project ² considers the territory as a global collective space, as a strategic identity project, where strategy is a product of collective action, considering participation as the center of the process. In this way, there are some social needs and challenges that this program intends to fulfil, in order to achieve the following objectives: <ul style="list-style-type: none"> ○ Produce a strategic and integrated vision, formalized and assumed by all local actors (reinforce territory identity and distinctive values and increase its competitiveness); ○ Implementation of innovative programs that together will bring strategic actions and that will therefore define the strategic "brands" of the territory (discuss and implement strategic proposals for the

¹ Photograph 1, Project LOGO - Famalicão Visão 25

² Photograph 2, ASL partnership attending the presentations of the Famalicão Vision 25 project

	<p>various domains);</p> <ul style="list-style-type: none"> ○ Establishment and dissemination of networking processes, which in turn will generate new perspectives of innovation and change in institutional and organizational standards. It will foster the creation and establishment of links and engagement processes between the different stakeholders (establish and articulate sectoral and inter sectoral programs and action plans, this will bring a variety of good practices and will provide access to new models and methodologies); <p>Empower the population with a creative, dynamic and entrepreneurial spirit, thus inducing the dissemination of innovations, qualification and training. (form the empowerment of the community, the vision expects an improvement in the quality of life due to the active and effective incentive for citizens and stakeholders to act).</p>
<p>Social Innovative Practices (<i>identify the main social innovative practices developed and the extent to which the work developed responds to those needs</i>)</p>	<p>In order to obtain the predetermined objectives that will meet the social needs mentioned, the municipality since 2014, did a panoply of activities and events that promoted the engagement and participation of the community:</p> <ul style="list-style-type: none"> ○ "Famalicão Visão'25 - 25 ideas for the future" - The first edition of the participation program lasted four weeks and took place in 2014. The general idea was the recognition of the needs and challenges that the city lived in. Thus, there was a collection of wishes, needs, ideas and wills that served to idealize and to realize the strategic vision for the future. The main objective was the participation and empowerment of the community, in this case, the whole community was called to participate, the "tools" were given to the population for them to participate and to easily share their needs, wishes and ideas. During the four weeks the municipality held 30 organized events which allowed the sharing and collection of ideas; <ul style="list-style-type: none"> ○ Inserted in the first edition of the participation program, the "Couch Vision'25" can be highlighted as the most creative and popular event. Taking into account all the promoted activities, perhaps this was the most mediated and participated event of all. It can be considered an icon of the participation and community mobilization. In 2014, the vision for 2025 was built from the voices, aspirations, ideas and wishes of citizens. The "yellow couch" toured the territory, interviewing citizens with the question "How do you want Famalicão to be 10 years from now?" With 956 participants and 528 testimonies collected from small marked blackboard that accompanied the sofa throughout the territory of Vila Nova de Famalicão. ○ "Famalicão Visão'25 – future brands/marks" – This was the second edition of the participation program, it lasted four weeks and took place in 2016. After the community participation in the definition of the Vision for 2025, the outputs received under the "Famalicão Visão'25 - 25 ideas for the future" were the inputs for this program. The community was invited to adapt to the strategic vision and its ambitions and to commit itself with the construction of the common desired future. During the four-week period, 30 events of different natures occurred (2 Contests, 2 Inquiries, 9 Conferences and Seminars, 10 Workshops and 3 Project support and ignition activities);

	<ul style="list-style-type: none"> ○ During the second edition of the participation program, the "yellow couch" was used once again to question citizens about their own commitment to the vision goals. The question that the participants had to answer when they sat on the couch was "What is your contribution to a better Famalicão?" There were 198 participants that accepted the 124 commitments; ○ In this edition, there was also an activity called "Sustainable Future Street", the main objective was arranging and promoting a panoply of activities, which would and should promote business, culture, employment, innovation taking into account several themes, in which, the city streets assumed various functions: informative, educative, creative, incubator, markets, traditions, mobility, efficient and inclusive. ○ During the 2nd edition, a survey was promoted about citizen's satisfaction with the territory and the services provided, which will be the tool to test and improve the quality of life in the territory. And, throughout the planning process, several seminars, conferences and meetings were promoted, with the objective of bringing forward the plan and the vision to citizens.
<p>Collaboration and Networks (<i>identify the main connections of the organisation</i>)</p>	<p>The Municipality of Famalicão during this project, is working directly with the political parties, companies, organizations, firms, NGOs, citizens, institutions and others. The main objective of the program is the participation and empowerment of the population. So, with all things considered, the Municipality of Famalicão, has to consider and include all possible stakeholders in the region.</p>

<p>D. MAIN CONSTRAINTS TO SUCCESS</p>	
<p>Challenges and Barriers (<i>identify the main problems that the organisation faces: financial resources, human resources, networks, innovative environment...</i>)</p>	<p>The main problems, challenges and barriers that the Municipality of Famalicão has encountered during the implementation of its strategic plan are the following:</p> <ul style="list-style-type: none"> - It is the first time the Municipality is making a strategic plan, therefore more doubts, errors and increased risks can exist; - It is difficult to get and to follow the commitment from the citizens - Bureaucracy in the Municipality of Famalicão; - Resistance from the oldest employees of the Municipality in doing different tasks; - It is necessary to "run after" the citizens so that they can participate, meaning that their empowerment is often forced; <p>Citizens and other stakeholders, know how to "ask," but do not take any actions. (lack of commitment)</p>

<p>E. CONCLUSIONS</p>	
<p>Key Concluding Lines</p>	<p>In conclusion, the Municipality of Famalicão hopes that its strategic plan and the future vision of the territory will be implemented. (taken into account the wishes, plans, interests and desires of its population.) The Municipality also intends to have a sustainable development for the region, and considering the real needs of the population. It was possible to observe that within the participation program, there were several events, practices and activities that were a "light" of what is the social innovation. In all the program, events and</p>

	<p>activities there was a concern to collect and to know what the needs of the population were, to make a vision from these needs and then try to fulfil them, from innovative, entrepreneurial and "out-of-the-box" measures, according to the strategic planning process of Vila Nova de Famalicão 2014-2025 – Vision 2025.</p>
<p>Other information considered relevant</p>	<p>In 2018 the 3rd edition of this community program will happen, Where the goal is to promote and consolidate the community dynamics.</p>

Study Visit Photos



Figure 1 - Project LOGO - Famalicão Visão 25



Figure 2 - ASL partnership attending the explanation of the Famalicão Visão 25 project

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