

## DIGITAL AGENDA STAKEHOLDER DAY 25 OCTOBER 2010

### DESCRIPTION OF THE WORKSHOP METHODOLOGY AND FACILITATION

The participants will be divided into small groups according to their idea and the theme/pillar they have chosen. Each participant will get a name tag indicating the workshop they are taking part in, as well as information where the workshop is taking place.

All participants find their correct workshop room and group following guidelines and the code on their name tag.

#### First workshop session

The group work process is as follows:

##### 1. Step 1 (presentation of the initial ideas and cross-fertilisation)

All ideas are copied and reflected on the wall of the workshop rooms. They will be shortly presented by their author. The presentation is a quick overview to the idea. **No formal presentation material is needed.** The ideas are treated as initial ideas and they will be further developed during the workshops. The aim of the workshops is to collaborate and create new ideas together.

##### 2. Step 2 (presentation of "developed" ideas)

The results of the new developed ideas are presented in mixed groups. 2-3 members of each initial group present their results, other participants are free to listen to which ever presentation they are interested in.

##### 3. Step 3 (evaluation of the "developed" ideas)

The ideas will be prioritised. Prioritisation of ideas in each room will be done in pairs. Prioritisation criteria will be made clear for all in advance.

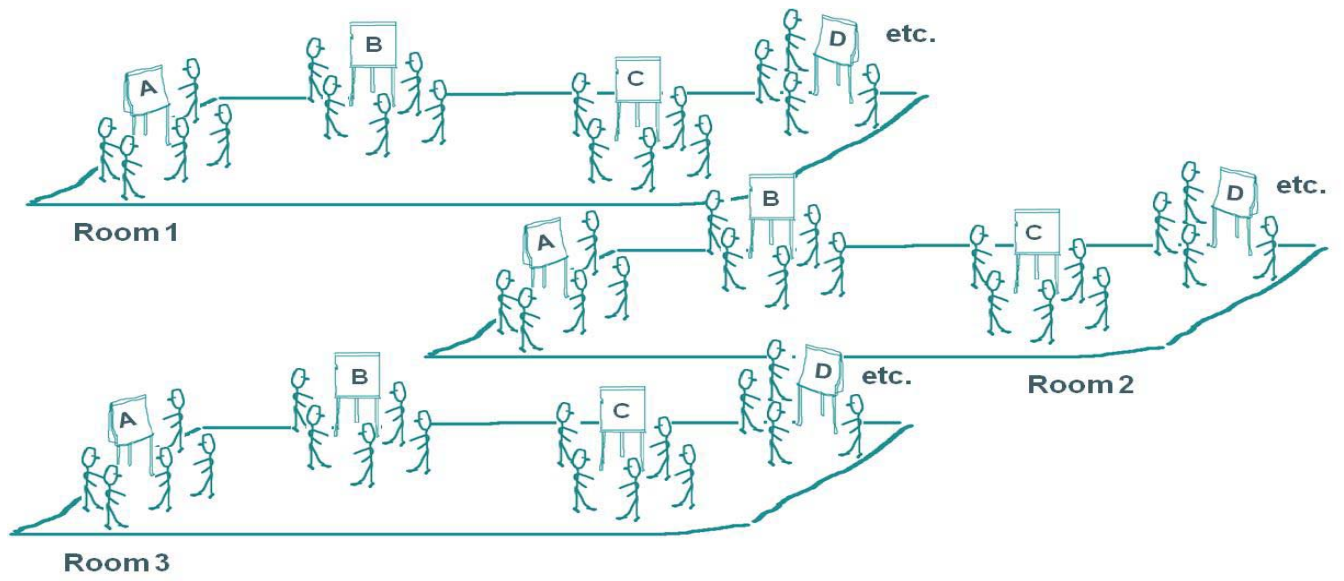
#### Second workshop session

##### 4. Step 4 (cross-fertilisation of the prioritised ideas)

Participants return to their rooms after the coffee break and choose amongst the highest prioritised ideas the one they want to continue developing in a new group. These new groups develop more defined idea concepts based on the original ideas.

##### 5. Step 5

The idea concepts of each group are presented to the other groups in the room. Two "best" idea concepts (according to the prioritisation criteria) from each room are chosen to be presented in plenary.



Visual representation of the workshops