

Module 2, Unit 1: How to build a community around a common project?			
Learning hours: 5 hours			
Learning outcomes		<p>At the end of the workshops, learners should be able to:</p> <ul style="list-style-type: none"> - Create Personas embodying the different categories of people involved in the process: users, partners, beneficiaries, public bodies etc. - Target the relevant stakeholders in their area - Find the appropriate way and language to communicate with each stakeholder, identifying the key idea for its engagement 	
Duration	Material Needed	Activity/Tips to the tutor	Resource
10mn	1 chair per participant displayed in circle	<p>Ice breaker: Rather than</p> <ol style="list-style-type: none"> 1. Get all participants sat in a circle. 2. Start by telling everyone one thing that you like to do (e.g. jog for one hour). 3. The person to your left repeats what you have just said and then says something that he/she would rather do (e.g., jog for one hour, eat a vanilla ice-cream). 4. The next participant restates what was said and adds what he/she would rather do (e.g., jog for one hour, eat a vanilla ice-cream, read a book). 5. The game continues until every participant has stated the whole list and added an item to the list. 6. Finally, participants will raise a hand if what they said they wanted to do was improved on by a later suggestion. They identify the latest suggestion and give a 	N/A

		<p>'thumbs-up' to the person.</p> <p>This ice-breaker indicates the power of consultation and collaborating on ideas.</p>	
10mn	<p>PaperBoard</p> <p>Markers</p>	<p>Summary of previous sessions</p> <p>Ask the participants what they have retained from Module 1, going unit by unit:</p> <ul style="list-style-type: none"> - Module 1, Unit 1: <i>What is commons? Attempt of conceptual definition</i> - Module 1, Unit 2: <i>Identify commons in your local area and the relationship between them and local sustainable development</i> - Module 1, Unit 3: <i>How to manage commons, how to organize yourselves?</i> - Module 1, Unit 4: <i>How to raise money and other kinds of resources?</i> <p>Write on the Paperboard the key concepts the participants retrieve from the discussion.</p>	N/A
30mn	<p>PC</p> <p>Projector</p> <p>Paper and pen for participants to take notes</p> <p>Paperboard</p> <p>Markers</p>	<p>Start the session with showing the video [18:07]:</p> <p>Then launch a discussion with the participants:</p> <ul style="list-style-type: none"> - What have they learned about the idea of community? - What features bring people together? - What is needed in the creation of a community? <p>Take notes on the Paperboard of what has been said during the discussion. Identify the key words</p>	<p>https://www.youtube.com/watch?v=a5xR4QB1ADw&ab_channel=TEDxTalks</p>

		that come up during the discussion.	
20mn	PC Projector	Display the PPT presentation entitled “Steps to build a community” as an introduction into the core topic of this unit. Go slowly and allow the participants to ask questions and add ideas. Possibly make the Powerpoint ‘live’ by copying each of the five main slides to add one below it where the teacher can insert learner suggestions directly into the Powerpoint itself.	PPT “Steps to build a community”
10mn	PC Projector Paper and pen for the participants to take notes	Show the participants the video introducing personas technique.	https://www.youtube.com/watch?v=GNvLpfXCge8&ab_channel=Smapply
10mn	PC Projector Paper and pen for the participants to take notes	Show the participants the video about the importance of empathy in engagement.	https://www.youtube.com/watch?v=Z-oiYm4i3yk&ab_channel=HallmarkBusinessConnections
40mn	Persona Template (available below): one per participant Pen	Create your persona Ask each participant to select one type of stakeholder (public authority, citizen, NGO etc.) to be illustrated in the persona template and to complete the persona.	In order to help participants, you can show them an example of persona here: https://blog.alexacom/10-buyer-persona-examples-help-create/
10mn	N/A	Restitution Ask the participant to present their choice for the illustrated persona to the group.	N/A
20mn	Coffee Break Allow the participants a deserved break!		

30mn	1 PC per participant Paper and pen for participants to take note	Self-reflexion Ask the participants to carefully read the article, then note on paper how they can apply the advice that the article provides to engage the stakeholders who are identified in their chosen persona in their project idea.	https://www.artscapediy.org/guide/a-guide-to-engaging-the-community-in-your-project/
30mn	Paperboard Markers	Group restitution Ask the participants to share the result of their reflection and discuss the ideas among the group. Make sure to note the key words emerging on the paper board.	N/A
30mn	PC Projector Paperboard Markers	Show the video [13:15] illustrating how to engage an audience when speaking publicly. Then engage a group discussion and make sure that the group speaks about: <ul style="list-style-type: none"> - What makes this speaker engaging – or potentially disengaging? - When several listeners are not truly engaged, what might this say about applying the persona? - What qualities make a speaker eloquent to a broad range of listeners? <p>Make sure to consider three key elements to generate when speaking: Insight, Entertainment and good feelings.</p>	https://www.youtube.com/watch?v=5h0dHhJYx5s&ab_channel=TEDxTalk
30mn	Paper and per for participants	Practical exercise Ask the participant to write a short speech to engage the stakeholder they have chosen to embody in the persona. Think hard about the persona and what	N/A

		that stakeholder seeks in a speech. Allow participants 20 minutes to do so and save 10 minutes for presentation and feedback.	
20mn	Paperboard Markers	<p>Summary and wrapping-up</p> <p>Ask the participants what they have learned during this session. Be prepared and ready to nudge and stimulate discussion if necessary.</p> <p>Take notes on the paperboard. Make sure that the group can ask any question they need.</p>	N/A

PERSONA TEMPLATE

<p>Name</p>	<p>Age</p>	<p>Picture (Find a copyright free picture to illustrate your persona, on Flickr for instance)</p>
<p>Family status</p>	<p>Level of Financial Independence</p>	<p>Limitations or Restrictions</p>
<p>Hobbies</p>	<p>Character Traits</p>	<p>Motivation to join your community enterprise?</p>
<p>Favourite social network</p>	<p>Need</p>	