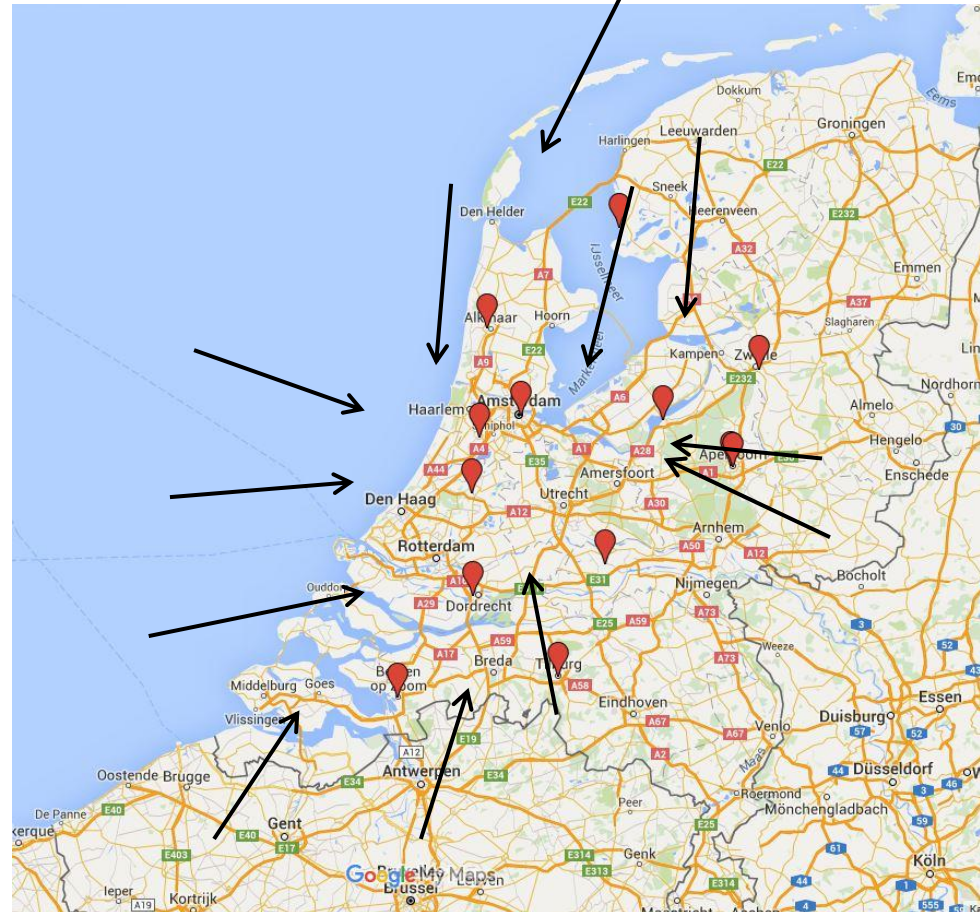




Evaluation intervision meetings for sustainable regional development

2012 - 2015

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1. Why regional intervision meetings?

- Strengthen positive forms of mutual interaction between nature & tourism in regions by exchanging knowledge & experience
- Assisting regions with questions concerning this theme
- Organised by and for practitioners and researchers/consultants
- To find out whether a long term productive and continuous knowledge infrastructure for tourism, landscape and innovative regional development can be realised

1. What did we do?

- 13 Intervision Meetings in several regions in the Netherlands
- One reflection session with participants
- LinkedIn group
- Wiki



1. Why perform an evaluation?

To find out what to maintain and what to improve in prospective 'Intervision Meetings 2.0' regarding:

- Content
- Process

By having half open interviews with:

- Guest regions
- Participants



1. Intervision meeting in short:

Process

- **Structure: 4 blocks**

Learning from the region

Inspiration from outside

Advising the region

Reflection

- **Selection of region and themes**
- **Participants → internal and external**
- **Revenue model**

1. Intervision meeting in short:

Content

Themes have a focus on:
regional development with link to nature & leisure

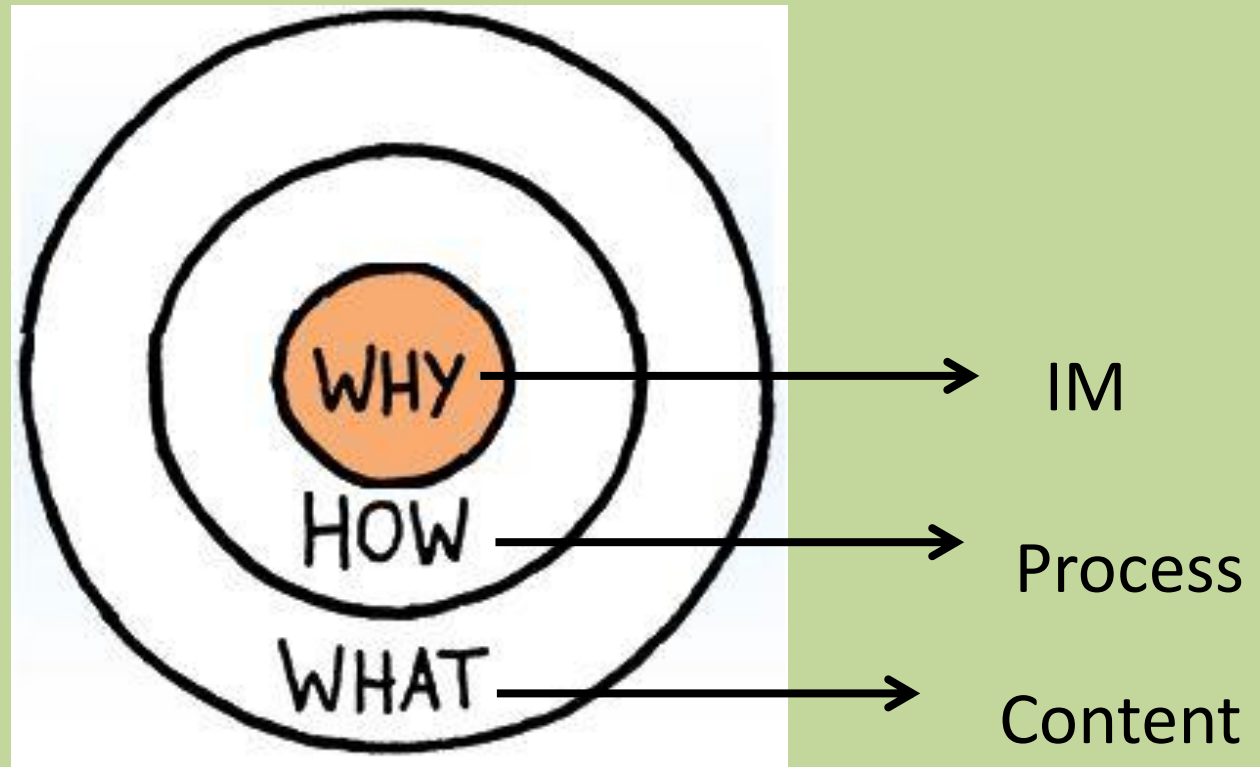
Examples themes:

- How to get tourism entrepreneurs in the role of 'maker' of spatial quality?
- What is the narrative of region X and how to make it productive?
- Can route structures be developed as business case(s) and if so, how to work together effectively in a public-private partnership?

2. Evaluation method



2. Sinek method as model



3. Outcomes Evaluation



3.1 Why

Regions want to learn how to deal with (aspects of) sustainable regional development in a setting of changing roles and responsibilities in society

Intervision meetings help in this learning process:
By exchanging knowledge and experience with people from other regions/sectors

3.2 How: to upheld

- Time and frequency (Friday, 3 to 4 times/ per year a whole day)
- Quality of contents
- 4 blocks and its working method:

Block	learn	inspire	advise	reflect
Working method	open questions	listening	converge	learn

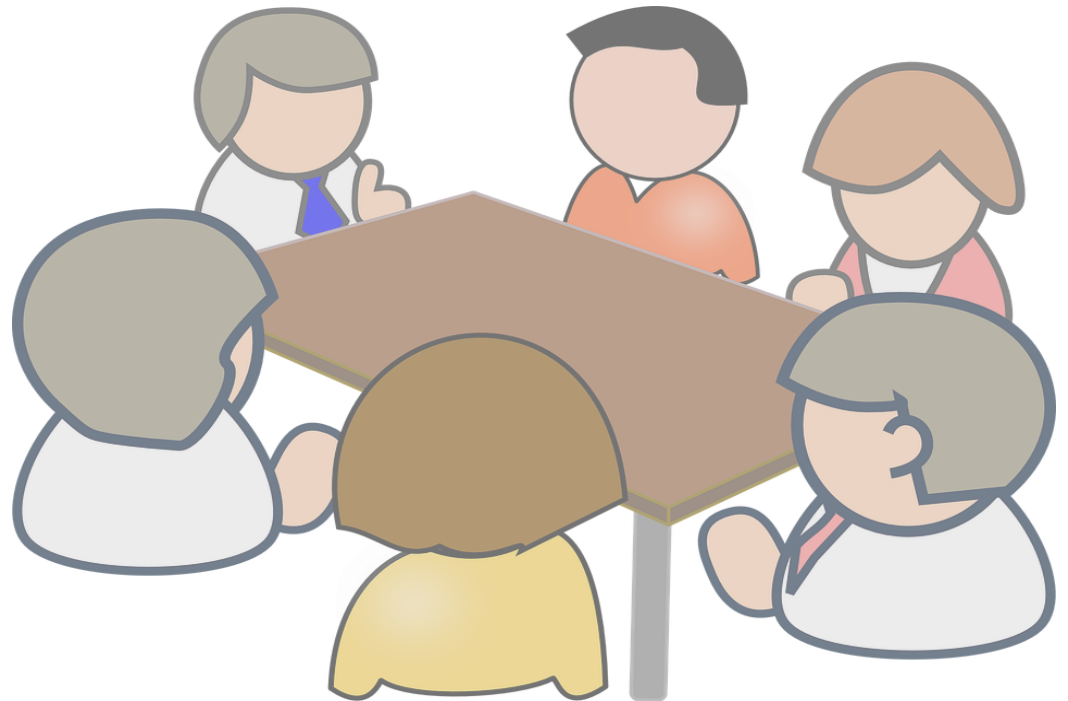
- Intervision model
- Fresh pair of eyes brings new perspectives

3.2 How: to improve Participants

- Recruit participants more widely (different sectors)
- Invite more specifically i.r.t. theme
- Announcement: invite more widely, increase publicity
- Invite more unconventional thinkers
- There is no stable group of participants, but a core;
- Balance taking and contributing for categories of participants

3.2 How: to improve Tools

- More variety in working method tools, depending on question
- LinkedIn not used
- Wiki neither



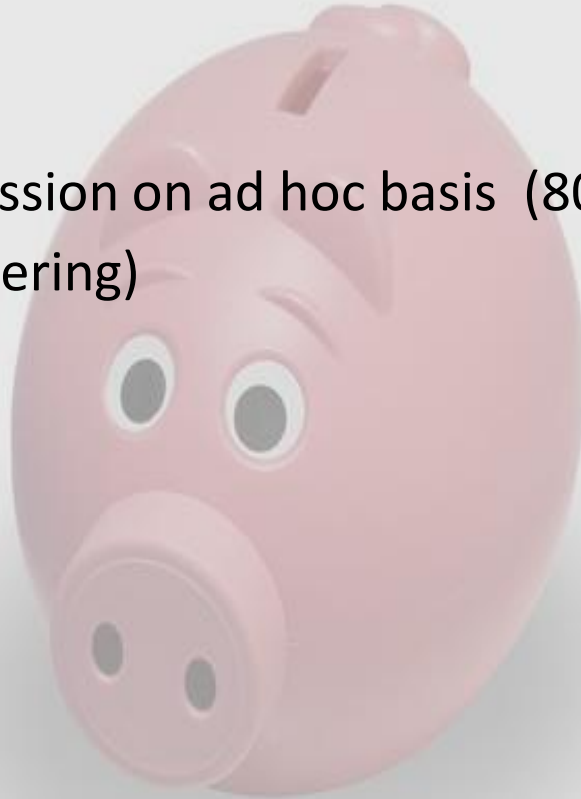
3.2 How: to improve Impact

- Passing on to a larger knowledge agenda and infrastructure has proved difficult
- Balance between spontaneity/freedom and result/persistence
- Gain/have real impact:
 - Activate (e.g. via social media)
 - Follow-up
 - Building /strengthening network
 - Build knowledge infrastructure

3.2 How: New revenue model

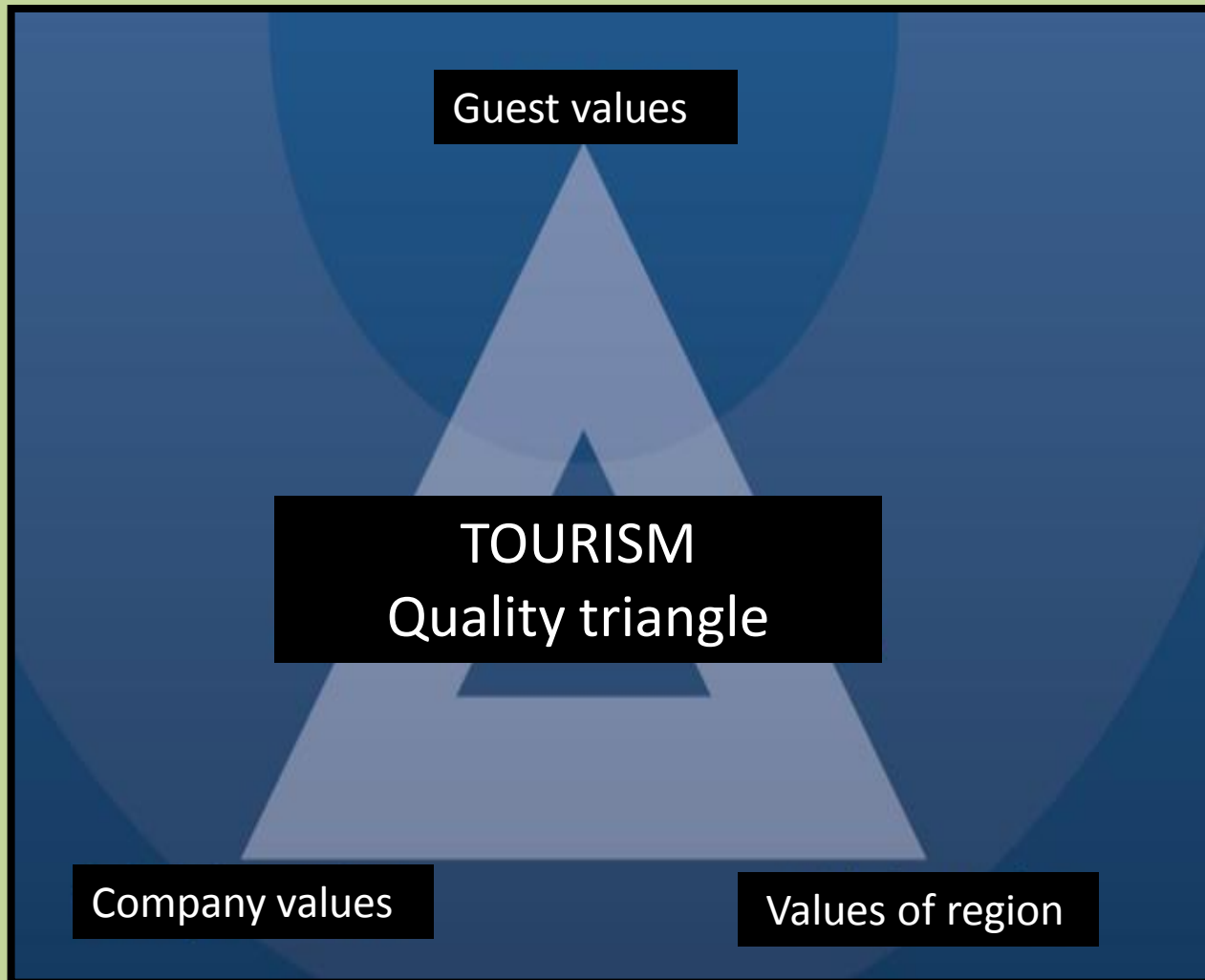
2 extreme models:

- Model 1: Pay session on ad hoc basis (8000 euro + provide for location and catering)
- Model 2: Subscription for approx. 3 year with 1 own session guaranteed (2500 euro/yearly + provide for location and catering)



3.3 What (Content)

Sustainable regional development



3.3 What (content)

Sustainable development is finding out

- Whom feels urgency at what point
- Identity
- Connecting values
- Who is target group
- Mutual agenda
- Honest distribution of benefits and burdens
- Revenue models
- Role of market, government and knowledge institutions
- Monitoring based on learning

3.3 What (Content)

- Many regions struggle with the same question
 - Identity
 - Regional mutual interaction with changing roles and responsibilities
- Finding the actual and mutually shared question is difficult
- A fresh pair of eyes brings new perspectives
- There is a fine balance between 'one approach fits all' and 'every region is unique'.

3.4 Summarising:

- 13 regions have been visited
- In which stakeholders want to develop sustainably in relation to tourism & nature
- Intervision is key in the sessions
- As is advising the region about a particular problem
- And defining structural questions that return frequently (= knowledge agenda) and structure to tackle them (mainly the latter proved to be difficult)
- Well visited and appreciated sessions

4. IM 2.0



4. IM 2.0

- There is a need for a “fresh pair of eyes” that help shape sustainable development in a region in the context of changing roles and responsibilities
- Which means there is a need for IM 2.0
- That uses the core methodology of IM 1.0
 - Intervention- like setting
 - 4 separate blocks
 - Diversity in participants
 - who consider a question posed and beared by the guest region

4. IM 2.0

- Area of concern is financing future sessions
- Areas of improvement are a.o.:
 - Organising a core group of participants
 - Cumulative learning
 - Formulating a knowledge agenda
 - Safeguarding the follow-up

4. IM 2.0: Who dares?

- New region
- A follow up session in a region we already visited

More information? www.stirr.nl

