



STRATEGY

AMBITION SETTING

The aim of the Ambition Setting workshops is to set the ambitions for a project. For this purpose, the ambitions of a series of cities are defined/refined in a co-creation process, using existing policy documents as a basis for workshops with the cities. In interviews with policy makers, internal and external stakeholders, the ideas are phrased as strategic ambitions.



FORMAT
Workshop



TIMEFRAME
3 days



GROUP SIZE
20-25



FACILITATION LEVEL
Medium



REQUIRED MATERIALS
Policy documents, Canvas, Post-its

STEPS

- 1 Workshops with policy-makers.
- 2 Workshops with strategic members of the municipality.
- 3 Workshop with external stakeholders. Through the networks in the cities the local stakeholders (companies, citizens, public and private organisations and knowledge institutes) are invited to participate in the workshops.
- 4 All workshops are held to get a deep understanding of the ambitions and specific contexts of the cities.
- 5 The results of the separate workshops are discussed in a team setting with different stakeholders to prioritise all ambitions and phrase them as main strategic ambitions for the city.

Benefits

- Strategy development.
- Ambition definition.
- Stakeholder Commitment.

Tips

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Sources

- 1 Technische Universiteit Eindhoven University of Technology (TU/e)