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**Marine Knowledge Sharing Platform for Federating
Responsible Research and Innovation Communities**

Grant Agreement No. 710566



MS2 Report on international MML workshops

R1

by

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MML WORKSHOP	DETAILS
Date (DD/MM/AAAA)	30 May 2017
Duration (From 00:00 hrs to 00:00 hrs)	8 am- 6 pm
Location (Country, City)	Denmark, Copenhagen Aalborg University CPH. Adress: A.C. Meyers Vænge 15, 2400 Copenhagen South. Room nr.: Fkj 10B (C)/0.24
Title	Sustainable tourism in coastal areas: the challenge of urbanisation
The Marine Challenge that the MML workshop has tackled	Urbanisation and tourism sustainability in coastal areas
Type of workshop (local or international)	International
Round (first or second)	First
Selected methodology (Focus Group, World Café, Science Café, Delphi, Structured Democratic Dialogue Process, Future Search, etc.)	Structured Democratic Dialogue
Language of the workshop	English
Name of the organizing institution	AAU (Aalborg University), Denmark
Name of the person in charge	Jesper Rohr Hansen, researcher, PhD Mette Mechlenborg, researcher, PhD
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1 Purpose of the report

The purpose of this report is to highlight some of the answers that participants have come up with in an international workshop held at Aalborg University, May 30 2017, as part of the MARINA project.

The workshop focused on linking the EU-policy driven Responsible Research and Innovation-agenda in the context of maritime challenges related to urbanisation and sustainable tourism. Based on these conditions, the workshop answered the following question: **What networks and actions of innovation and research are necessary to ensure that coastal cities prosper and benefit from sustainable tourism and at the same preserve their cultural, environmental and social inclusionary qualities?**

First the MARINA project will be presented, next follows an explanation of sustainable tourism in coastal areas, followed by a presentation of ideas and the roadmap produced by participants.

In order to contribute to RRI and SDD methodology in the MARINA project, some results of an assessment based on a participant survey is also presented.

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3 Executive Summary

The international Mobilisation and Mutual Learning (MML) workshops held in the framework of the MARINA project have been part of a Mobilisation and Mutual Learning Process composed of two phases at local and international levels. Each phase includes 17 local MML workshops and 4 international MML workshops and is connected to the international RRI practitioner and policy-maker event. The second phase of the MML workshops will end by the high-level policy conference.

Aalborg University Denmark hosted a workshop which focused on **Urbanisation and tourism sustainability in coastal areas** on 30 May 2017 in Copenhagen, Aalborg University, Denmark.

The workshop was facilitated according to the Structured Democratic Dialogue (SDD) participatory method. This method allows for integrating contributions from individuals with diverse views, backgrounds and perspectives in a way that in a efficient way produces a roadmap to guide future collaborative action, and at the same time levelling out possible positions of power held by the diverse participatns. Participants were recruited based on their research, business or private experience with tourism and urban development.

The workshop laste done day. 30 actions were presented by participants and later on prioritised, generating a road map for how to answer the triggering question *What networks and actions of innovation and research are necessary to ensure that coastal cities prosper and benefit from sustainable tourism and at the same preserve their cultural, environmental and social inclusionary qualities?*

One key message was that higher-tier government initiatives are needed if local initiatives are to have the biggest impact. However, several actions of high quality were also identified that could be regarded as stand-alone activities with several benefits. All of these ideas can be found in the excel-appendix, appendix 2.

4 How MARINA partnership engaged societal actors in Responsible Research and Innovation for sustainable coastal and maritime tourism in Europe.

4.1 International Mobilisation and Mutual Learning Workshops

The international Mobilisation and Mutual Learning (MML) workshops held in the framework of the MARINA project have been part of a Mobilisation and Mutual Learning Process composed of two phases at local and international levels. Each phase includes 17 local MML workshops and 4 international MML workshops and is connected to the international RRI practitioner and policy-maker event. The second phase of the MML workshops will end by the high-level policy conference.

The first round of the international MML workshops was carried out from April 2016 to October 2017 and resulted from the local MML workshops that addressed similar or related topics. The outcomes of the international MML workshops will be related tightly to the international RRI practitioner and policy-maker events and the final high-level policy conference. The process can be illustrated as follows:



Fig.1. MARINA Mobilisation and Mutual Learning process

The international MML workshops:

1. Engaged European citizens and stakeholders in highly participatory debate, consultation and co-creation activities with regards to marine societal challenges.
2. Integrated citizens' visions, needs and desires into research and innovation processes in joint RRI-driven roadmaps.
3. Started the process of federating the existing communities and networks of researchers, Civil Society Organisations (CSOs), citizens, industry, policy-makers, research funders and communicators.
4. Set in motion inclusive mechanisms for sharing knowledge and best practice, building common understanding and co-creating solutions to marine societal challenges and base them on the RRI principles and socio-technical approach.
5. Facilitated joint co-creation of the Web Knowledge Sharing Platform.
6. Suggested policy options for embedding the RRI in the marine sectors at EU, national and sub-national levels.
7. Initiated spill-over to other activity sectors.

4.2 How can Responsible Research and Innovation contribute towards making tourism in coastal and marine areas of the European Union a driver for sustainability? - A pan-European Mobilization and Mutual Learning process to involve stakeholders and citizens in drawing roadmaps towards sustainable coastal and maritime tourism in Europe.

From November 2016 to March 2017, MARINA partner organisations held 17 local MML workshops attended by over 400 European societal actors all over Europe. They discussed marine societal challenges such as fishing and aquaculture, pollution caused by human land and sea pressures, renewable energy, tourism and coastal cities, and marine changes caused by climate and suggested Responsible Research and Innovation driven roadmaps to address these challenges. As a result, among several factors affecting coastal and marine ecosystems, tourism was identified both as a major source of pressures and as a driver of economic growth. Its correct management could encompass not only a

need to reduce its impacts, but it can also be a driver of sustainable development of economic activities and foster the protection of marine and coastal environments while maintaining economically and socially viable local communities.

In the Blue Growth strategy, the European Union has identified coastal and maritime tourism sector as an area with special potential to foster a smart, sustainable and inclusive Europe. Tourism is the biggest coastal maritime sector in terms of gross added value and employment and, according to the Blue Growth Study¹, it is expected to grow by 2-3% by 2020. It employs almost 3.2 million people, generating a total of € 183 billion in gross value added and represents over one-third of the maritime economy². In 2012, there were 534 million tourist arrivals in Europe, which is 17 million more than in 2011 and 52 % of all international arrivals worldwide. Revenue generated by inbound tourism reached € 356 billion, i.e. 43% of the world total.

In 2015 members of the United Nations Organisation adopted the 2030 Agenda for Sustainable Development, along with 17 Sustainable Development Goals (SDGs). They aim to end poverty, protect the planet, and ensure prosperity for all. The tourism industry can contribute to achieving several of these goals. Moreover, tourism, has been included as target in Goal 14 on the sustainable use of oceans and marine resources, thus requiring a clear implementation framework, financing and investment in technology, infrastructures and human resources.

Furthermore, the United Nations (UN) Organisation has declared 2017 as the International Year of Sustainable Tourism for Development. This represented a unique opportunity for the MARINA partnership to raise awareness among public and private sector, decision-makers and the general public about **tourism** as a catalyst for societal and environmental positive changes and to bring these stakeholders together to propose innovative and smart solutions to the multiple challenges facing the sector in the key areas identified by the UN:

- Inclusive and sustainable economic growth
- Social inclusiveness, employment and poverty reduction
- Resource efficiency, environmental protection and climate change
- Cultural values, diversity and heritage
- Mutual understanding, peace and security

Responsible Research and Innovation (RRI) can help to overcome the current marine and societal challenges and unlock the potential for Blue Growth. There is a strong need for redefining and refocusing the business model of tourism. Therefore, the future success of maritime and coastal tourism will depend on the ability of the European countries to develop sustainable and integrated value propositions that take into account the needs and ambitions of society and reflect its values. In this context, Responsible Research and Innovation (in processes, products, services and technologies) can provide valuable solutions. Its dimensions of public engagement, gender equality, science education, open access, ethics, governance and environment protection, can become a framework for allowing societal values and expectations as well as environment to be taken into account in the process of reshaping coastal and maritime tourism business models.

Stemming from the results of the local MML workshops and from the international agendas, the MARINA partners (ISPRA, Nausicaa, University of Aalborg and SmartBay) organized four International MML workshops for citizens, scientists, business and industry representatives and policy makers in Italy, France, Denmark and Ireland. They discussed the question

¹ https://ec.europa.eu/maritimeaffairs/sites/maritimeaffairs/files/docs/body/study-maritime-and-coastal-tourism_en.pdf

² Communication From The Commission To The European Parliament, The Council, The European Economic And Social Committee And The Committee Of The Regions; A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism, Brussels 2014, COM(2014) 86 final, https://ec.europa.eu/maritimeaffairs/sites/maritimeaffairs/files/docs/body/com_2014_86_en.pdf

“How can Responsible Research and Innovation contribute to implementing tourism as a driver for sustainability in marine and coastal areas of the European Union?”

taking into account the Horizon 2020 societal challenges in the context of four marine issues:

- A. **Sea pressures and marine environmental status** (*Sustainable Maritime and Coastal Tourism, Sea Pressures and Responsible Research and Innovation*, 4th April 2017, Venice, ITALY)
- B. **Food security, management of marine living resources and sustainable seafood** (*Maritime Cuisine Meets Sustainable Tourism*, 11th May 2017, Boulogne sur Mer, FRANCE)
- C. **Planning the uses and urbanization of coastal areas** (*Sustainable Tourism in Coastal Areas: the Challenge of Urbanisation*, 30th May 2017, Copenhagen, DENMARK)
- D. **Marine Protected Areas** (*Explore the Development of Sustainable Tourism Opportunities within Marine Protected Areas through Responsible Research and Innovation*, 5th October 2017, Galway, IRELAND)

4.3 Sustainable Tourism in Coastal Areas: the Challenge of Urbanisation

In the workshop the following question is answered, pursuing the link between RRI, sustainable tourism and urbanisation in coastal areas and coastal settlements (towns, cities):

How can Responsible Research and Innovation contribute to sustainable maritime and coastal tourism in relation to planning the urbanization and uses of coastal areas?

Coastal cities and areas have been subject to big changes in the last decades, involving modification in the city structures, change of destination of ports and docks, de-industrialization as a consequence of globalisation as well as intensive use of coastal areas due to the changing models of tourism from a low-profile or niche tourism to mass and cruise- tourism. Enhancing coastal and maritime tourism in Europe, adapting to the demographic changes, while maintaining the original vocation and atmosphere of the coastal cities is one of the challenge of all the European countries. Part of handling the challenge of tourism relates to governance, urban and regional planning (legislation, construction permits, investments), branding and the collaborative organisation and involvement of citizens and business networks around a shared vision.

Accordingly, if tourism is addressed in a sustainable way, the hot topic of ‘sustainable tourism in coastal areas: the challenge of urbanisation’ can contribute to the following Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development:

SD Goal 8 - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Devising and implementing policies to promote sustainable tourism that creates jobs and preserve and promotes local culture and products without harming the environment, will contribute to stimulating economy by 2030.

Goal 9 - Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Tourism development relies on good public and privately supplied infrastructure and an innovative environment. The sector can also incentivize national governments to upgrade their infrastructure and

retrofit their industries, making them more sustainable, resource-efficient and clean, as a means to attract tourists and other sources of foreign investment. This should also facilitate further sustainable industrialization, necessary for economic growth, development and innovation.

Goal 11 - Make cities and human settlements inclusive, safe, resilient and sustainable

A city that is not good for its citizens is not good for tourists. Sustainable tourism has the potential to advance urban infrastructure and universal accessibility, promote regeneration of areas in decay and preserve cultural and natural heritage, assets on which tourism depends. Greater investment in green infrastructures (more efficient transport facilities, reduced air pollution, conservation of heritage sites and open spaces, etc.) should result in smarter and greener cities from which not only residents, but also tourists, can benefit.

Coastal and maritime tourism, tourism's biggest segments, rely on a healthy environment, especially marine ecosystems. Tourism development can help conserve and preserve fragile ecosystems and serve as a vehicle to promote the blue economy. Tourism, however, can also be highly destructive in terms of aggressively exploiting recreational areas (beaches, oceans).

4.4 The MML workshop methodology: Structured Democratic Dialogue

The international MML workshops were facilitated according to the Structured Democratic Dialogue (SDD) participatory method. A week before the workshop the participants provided their input in response to the triggering question by e-mail or published it on the MARINA Knowledge Sharing Platform. The face-to-face workshop lasted one day and was carried out by a professional facilitator from Cyprus Neuroscience and Technology Institute. The SDD method ensured that the participants developed a joint roadmap based on a common vision and focused on the RRI-driven solutions and actions addressing an aspect of the sustainable maritime and coastal tourism.

The Structured Democratic Dialogue (SDD) was developed by Aleco Christakis (Christakis, 1973), John Warfield (Warfield, 1982) and Hasan Özbekhan (Özbekhan, Jantsch & Christakis, 1970) in the Club of Rome in the 1970s. The method enables a *democratic* and *structured* dialogue among a heterogeneous group of stakeholders in a limited amount of time. It is effective in resolving multiple conflicts of purpose and values, in identifying obstacles as well as generating action plans to sufficiently respond to complex questions. The SDDSM allows for integrating contributions from individuals with diverse views, backgrounds and perspectives through a process that is structured, inclusive and collaborative.

Avoiding “Groupthink” and the “Erroneous Priorities Effect”

Whenever no measures are taken for the protection of the authenticity of all ideas, there is a risk that some participants might support ideas that represent the majority of the group simply because they would not want to “go against the flow”. Consequently, the participants end up with an apparent agreement which in reality, represents the views only of the “dominant group”. This phenomenon, known as “Groupthink,” is eliminated in the SDDSM as it exploits a scientific methodology known as the Nominal Group Technique (NGT). The NGT is based on equal time and emphasis allocated to each idea ensuring thus, that the “Groupthink” phenomenon does not appear.

If several stakeholders discuss, propose and then choose ideas that are viewed as more important by the majority, it is very likely that they will decide to invest in solving sub-problems that at first seem to

be important (as viewed by the majority). However, judging these ideas under the prism of how influential they are with other ideas that have been submitted, the likelihood is that those initially viewed as more important are not really the most important as they are less influential than others. This phenomenon, known as the Erroneous Priorities Effect (EPE), is eliminated in the SDDSM by exploiting the Interpretive Structural Modeling (which is embedded into the CogniscopeTM software), the designed algorithms of which, prioritize ideas based on the influence they have over each other.

Structure and Process in a SDD workshop

The process of a typical SDDSM session, with its phases, can be viewed in the following figure and is explained in detail below:

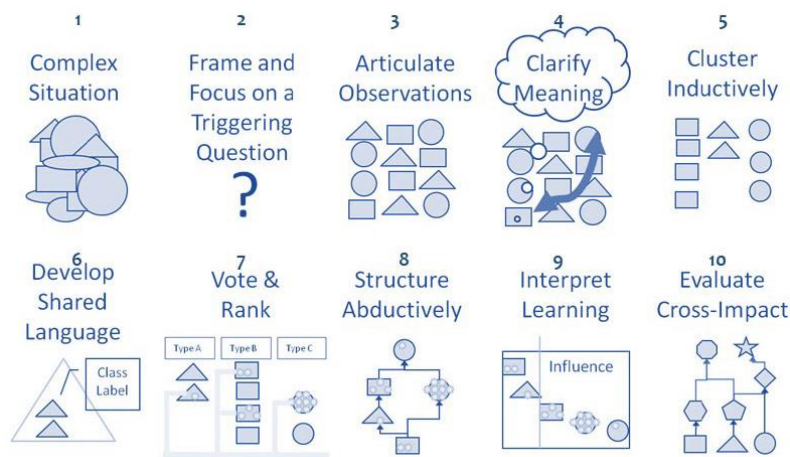


Fig.2. Phases of the SDDSM session

The dialogue was constrained and sharpened with the help of a **Triggering Question** [Fig.2, Shapes 1&2]. It was formulated by the Knowledge Management Team composed by the owners of the complex problem (i.e. the workshop organiser and the MARINA MML workshop coordination team) and the SDDSM expert. The triggering question was emailed to all participants one week before the MML workshop, who were requested to respond with at least three contributions either on the MARINA Knowledge Sharing Platform or by email before the meeting.

All contributions/responses to the triggering question were recorded on the Knowledge Sharing Platform or/and in the *Cogniscope III*TM software. They were submitted in two forms: a short and concise phrase (one idea in one sentence) and a paragraph where the authors clarified their ideas in a few additional sentences [Fig.2, Shapes 3&4].

The ideas were clustered into categories based on similarities and common attributes. If time was short, this process was carried out by small groups [Fig.2, Shapes 5&6].

All participants were given five votes and were asked to choose the ideas that were most important to them. Only ideas that received votes went to the next phase [Fig.2, Shape 7].

In this phase, the participants were asked to explore influences of one idea on another. They were to *decide whether solving one problem would significantly contribute to solving another problem*. An influence receiving a majority was established on the map of ideas. Thus, the items at the bottom of the map were the most influential factors and the priority actions to take [Fig.2, Shapes 8&9].

Using the root factors, stakeholders developed an efficient strategy and came up with a road map [Fig.2, Shape 10].

5 Sustainable Tourism in Coastal Areas: the Challenge of Urbanisation

5.1 *The Hot Topic description*

Coastal cities are facing urbanization challenges. This goes for those large cities exposed to population growth and mass tourism, but also those coastal cities facing the opposite – loss of population and work places, as well as reduced competitiveness when it comes to attracting citizens and tourists. The urbanized areas have been subject to big changes in the last decades, involving modification in housing and infrastructures, change of destination of ports and docks as well as intensive use of coastal areas due to the changing models of tourism from a low-profile or niche tourism to mass and cruise- tourism. Enhancing coastal and maritime tourism in Europe, while maintaining the original atmosphere and population diversity is one challenge; a second is preserving and/or strengthening the environmental and place-based qualities of the coastal cities and towns. These are two key challenges of most European countries.

Sustainable tourism could be a driver for generating types of more long-term business models that could have social, ecological and economic benefits, generating new types of jobs, help preserve environment and wildlife, reduce pollution and improve place-based qualities. For this to happen, research and innovation can support building European societies able to deal with challenges of social inclusion, responsible growth and sustainability. That being said, efficient cooperation between groups as different as researchers, innovative businesses, politicians and citizens are difficult to establish. This is also true when it comes to sustainable tourism in coastal areas affected by urbanisation, in which planning for urban development needs to be related to social, ecological and economical aspects. On this basis, it is vital to develop good ideas for ways of cooperating and develop sustainable business models.

As part of EU's Blue Growth strategy, the coastal and maritime tourism sector has been identified as an area with special potential to foster a smart, sustainable and inclusive Europe. It is the biggest coastal maritime sector in terms of gross added value and employment and, according to the Blue Growth Study³, it is expected to grow by 2-3% by 2020. It employs almost 3.2 million people, generating a total of € 183 billion in gross value added and representing over one-third of the maritime economy⁴. In 2012, cruise tourism alone represents 330,000 jobs and a direct turnover of €15.5 billion and is expected to grow.

In 2012, there were 534 million tourist arrivals in Europe, which is 17 million more than in 2011 and 52 % of all international arrivals worldwide. Revenue generated by inbound tourism reached € 356 billion, which is 43% of the world total. In 2013, the number of nights spent in tourist accommodation establishments in the EU28 reached a peak of 2.6 billion nights, up by 1.6% from 2012. More than four out of nine nights spent in accommodation establishments in the EU are spent in coastal areas. Coastal and maritime tourism is clearly an important economic activity, especially in many maritime and coastal regions². So

³ https://ec.europa.eu/maritimeaffairs/sites/maritimeaffairs/files/docs/body/study-maritime-and-coastal-tourism_en.pdf

⁴ Communication From The Commission To The European Parliament, The Council, The European Economic And Social Committee And The Committee Of The Regions; A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism, Brussels 2014, COM(2014) 86 final, https://ec.europa.eu/maritimeaffairs/sites/maritimeaffairs/files/docs/body/com_2014_86_en.pdf

clearly this type of economic activity puts great pressure on marine resources as well as cities and towns located in those areas.

In terms of the environmental impact, tourism impacts can globally have devastating impacts on the environment in terms of depletion of natural resources, pollution and physically on attractive landscape (Global Development Research Center: Environmental Impacts of Tourismⁱ). In Europe, the overall impact is increased CO₂ emissions, waste water management, waste management, increased water consumption and higher levels of diseaseⁱⁱ. Concerning the social and cultural negative impacts of tourism, it is a seasoned fact from the mid-90s that increased tourism have negative effects, especially on cities with a cultural heritage; the impacts can be summarized as ‘traffic and parking problems, pollution, crowding out of the inner city, occasional irritation of the local population and the wear and tear of heritage’ (Borg et. al 1996: Tourism in European Heritage Cities. *Annals of Tourism Research*, p. 320); in this respect, tourism in urban areas increasingly faces local resistance, not only because of tourism in itself, but because tourism is one among several factors that threatens existing urban population’s right to stay in the cities, upholding quality of life and existing identities (Colomb, C & Novy, J. 2016: Protest and Resistance in the Tourist City. Taylor & Francis). Politically, strategically and legally, knowledge is improving on the fact that tourism is rapidly taking an ‘unprecedented’ role in shaping economic development in urban areas, requiring new integrated, collaborative solutions; tourism is penetrating and influencing policy decisions in all fields of city-development: land-use, site development, building regulations, infrastructures, innovation, environmental quality, social inclusion, entrepreneurship, urban governance (Bellini, N & Pasquinelli (2017) (eds.): *Tourism in the City. Towards an Integrative Agenda on Urban Tourism*. Springer.)

5.2 How the workshop topic is related to Responsible Research and Innovation?

The hot topic relates to RRI as research can contribute with knowledge that helps increase public value or business spin-off from marine-related tourism development. Research can do so by suggesting new stakeholder constellations in order to increase the amount of collaborative innovation; and to point to examples of path-dependencies, new lines of discussions, emergent concepts and already documented solutions.

Furthermore, research can contribute with knowledge concerning how each stakeholder may re-interpret positions and ways of collaborating. Accordingly, such research engagement can spur ideas and locate barriers/drivers about how to:

- Make urban planning and tourism-development more engaged and democratic by involving citizens and business in envisioning urban futures
- Educate planners, Civil-society leaders, business industry in order to take upon them a more collaborative, place-based leadership and responsibility
- Contribute to reflections about urban how governance can interact with stakeholders in other ways
- Environmentally by making more sustainable, long-term tourism strategies.

5.3 The triggering question: What networks and actions of innovation and research are necessary to ensure that coastal cities prosper and benefit from sustainable tourism and at the same preserve their cultural, environmental and social inclusionary qualities?

5.4 Generating ideas

Participants were to submit 2-3 short ideas in advance of the workshop, coming up with ideas of how to answer the triggering question. In total 27 ideas were submitted. The ideas and their descriptions can be seen in the excel appendix of this report. In general, all ideas had a high

quality and several of these also being highly original and innovative in terms of proposing new activities and ways of overcoming short-comings and problems related to coastal tourist areas.

5.5 Clarifying and merging ideas

In general the participants and facilitators spend most time on understanding, presenting and clarifying the ideas. No ideas were merged as such, since the ideas were quite specific and concrete, resulting in a minimum of overlap. Instead, the ideas were clustered. Several rounds of voting, each participant having a minimum number of votes, helped prioritise the ideas.

5.6 Clustering and prioritizing ideas

Five clusters were identified, as displayed in the figure below. As can be seen, the Policy & Planning cluster became quite huge, obviously relating the theme of the workshop; but most likely also reflecting the lesson-learned fact that in successful urban planning, efficient policies and interventions require comprehensive strategic-framing approaches that potentially involve a large set of components and stakeholders to succeed, covering dynamics within and across all societal sectors. This is especially so in coastal settlements. To exemplify, without having strategic and good working relations between citizens, business and local governmental bodies it will be difficult to deal with the negative environmental consequences in coastal settlements (e.g. congestion, pollution, waste management, urban sprawl, precarious employment, hollowing-out of local cultures, pushing out the local citizens due to rising prices of dwellings etc.). Further, the policy and planning cluster was dominant due to the thematic component of ‘sustainability’. Sustainability in its most basic form, dealing with environmental and climate issues, is a highly contested policy issue that on top of this also involves contributions from sophisticated, technical knowledge-based professions. As a result, the ‘measurability/monitoring’ issue was prominent, even more so when related to local developments in coastal areas, making sustainability impacts and the causal linkage to local interventions difficult to establish.

The ideas finally reflect the background and knowledge of participants, coming from different parts of Europe, bringing with them different experience in relation to tourism, (lack of) sustainability and efficient planning as well as ideas related to efficient business and engagement models.

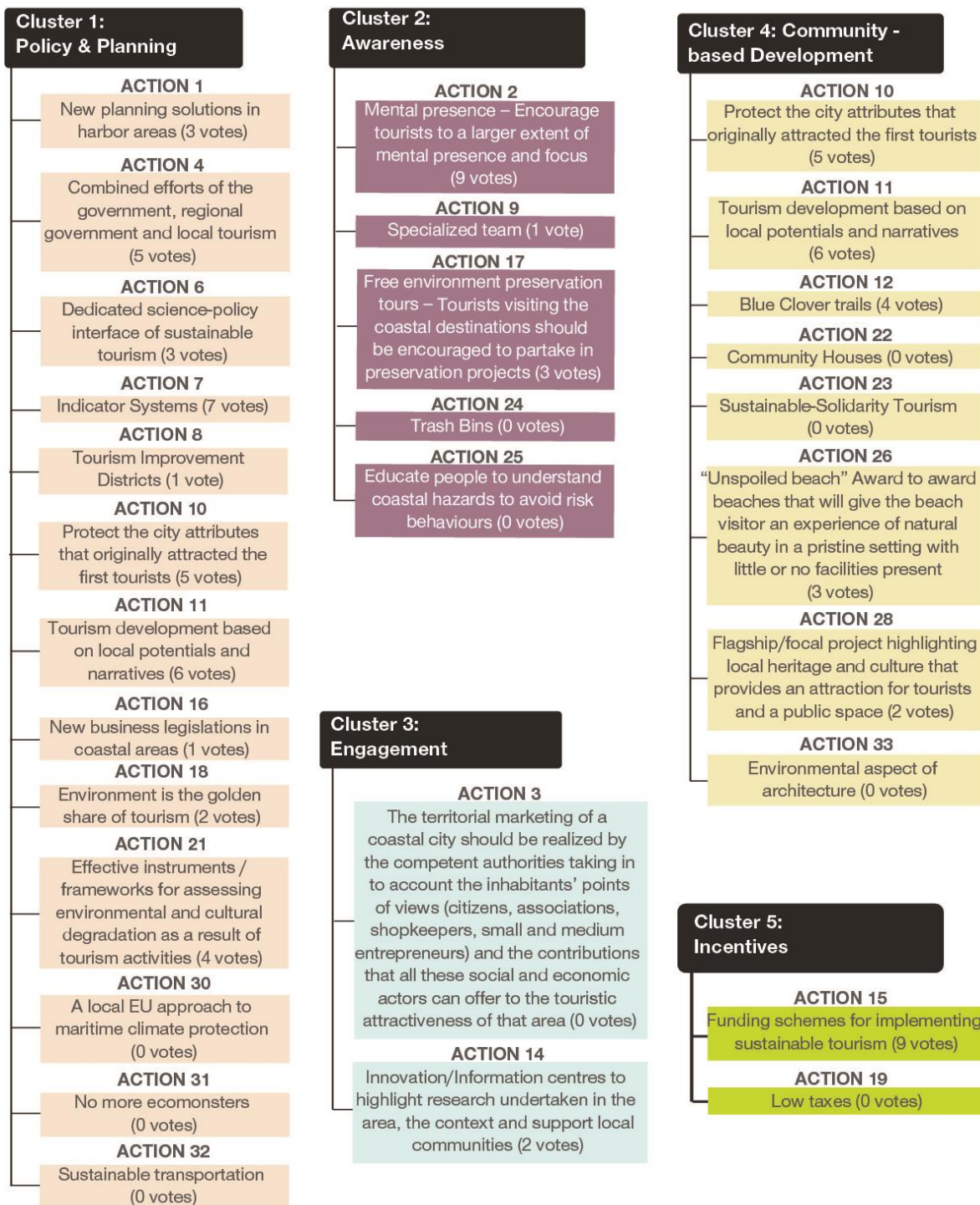


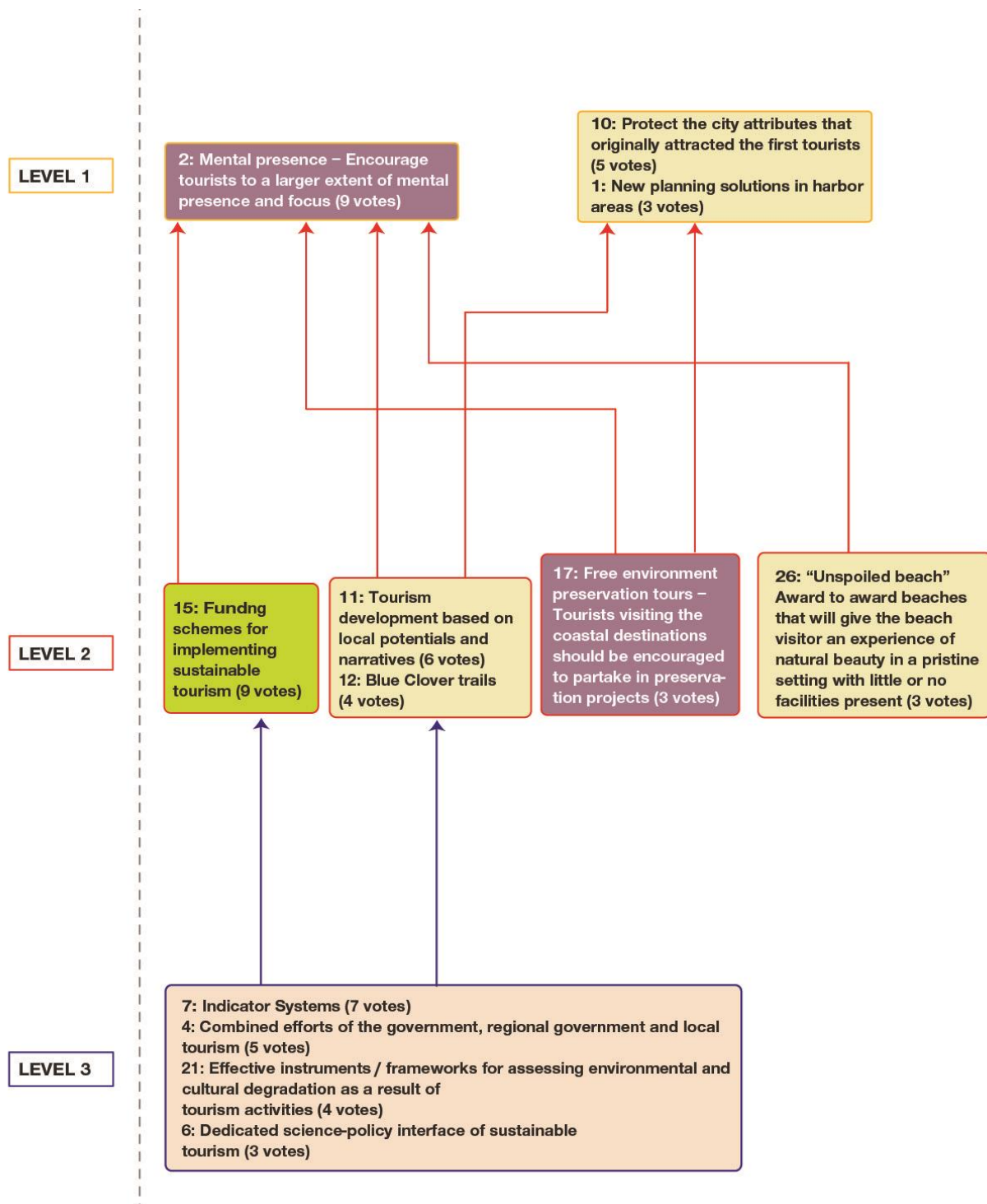
Figure 1: identified clusters based on participants' ideas – Copenhagen, Denmark

5.7 Mapping influences and building a roadmap

Based on a ranking-and-relation exercise (see the SDD section for elaboration of this exercise), the roadmap below was produced. The roadmap tells a rather ‘top-down’ dominated plan of action: that higher-tier governance structures and indicator systems (level 1) influences the probability of developing efficient funding schemes, tourism development, preservation tours and unspoiled beach awards, i.e. the ‘the local initiative’-level (level 2), that finally influenced Level 1 activities.

In this respect the roadmap ended out a bit disappointing from the perspective of the participants, since the causality-chain from level 1 to level 3 in the SDD-methodology also becomes the prioritised

actions to take. If taken literally, this would mean that in order to make idea 2 work (the ‘mental-presence small-scale tours for tourists with no smart-devices allowed’) would require a highly sophisticated indicator- and multilevel governance tier system (level 1). This seemed somewhat counter-intuitive to the creative and bottom-up engaged approach of participants. Instead, the roadmap should be seen not strictly as strategy plan starting from level 1-to level 3, but instead activities and interventions that are related and whose impact can be enhanced if activities located further below in the figure are implemented.

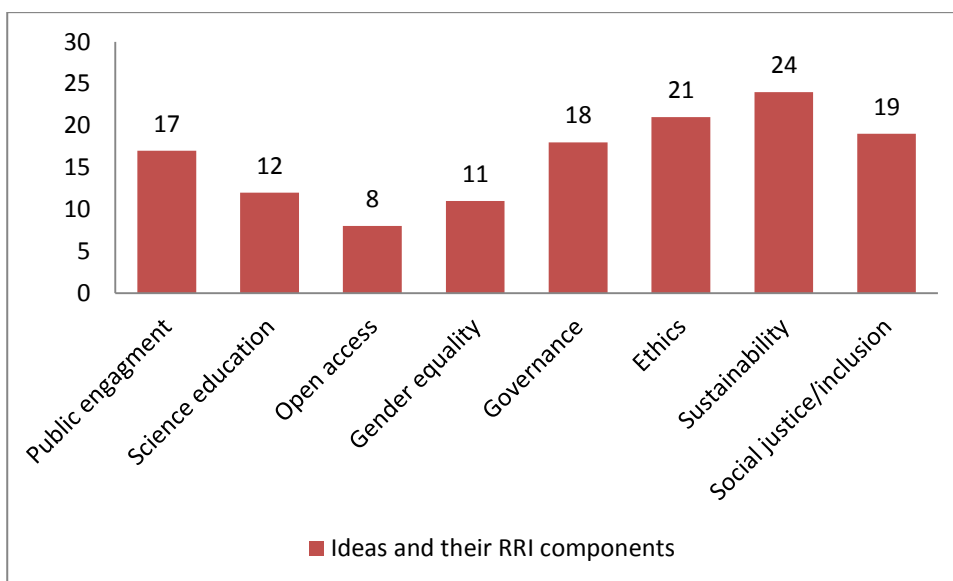


6 Sustainable Tourism in Coastal Areas: the Challenge of Urbanisation

In this section the link between workshop ideas, roadmap and RRI will be elaborated on. First the overall distribution of ideas related to RRI dimensions will be presented; next follows a thematic description of each specific RRI dimension, going more into depth with the respective ideas.

The ideas presented, explained and ranked by participants have subsequently by the organisers of the workshop been interpreted in terms of their RRI dimensions. This interpretation could also have been done by the participants if they have had the time. However, the SDD is a rigorous and efficient methodology that also is somewhat time-consuming, leaving no time for this interpretation at the day of the workshop. Since the interpreters/organisers of the workshop are qualitatively minded researchers with skills and knowledge of interpreting stakeholders and qualitative data, as well as having keen knowledge of RRI, the interpretation by organisers is assessed as a good solution for the problem of lack of time.

The table below show the distribution of ideas and the relation to the RRI dimensions. Each idea can (and should) have several RRI dimensions, since RRI is an approach that describes obtainable societal values that most publicly-subsidized research- and innovation-related projects should adhere to. The table shows that most participants have generated ideas engages the public, involves governance bodies on various levels, have ethical components, are sustainable and are also aware of social justice and inclusion. A fair share of ideas also touch upon science education and gender equality, though less explicitly so; open access in a broad sense (e.g. access to knowledge, transparency and information) was also part about 1/3 of the project ideas.



The second table below display that indeed most of the ideas presented by the participants have an integrated and holistic focus: they identify synergy between different RRI-dimensions and they have practice-related components that in theory would allow the ideas to create value on several RRI-dimensions, reflecting the theme and triggering question of the workshop.

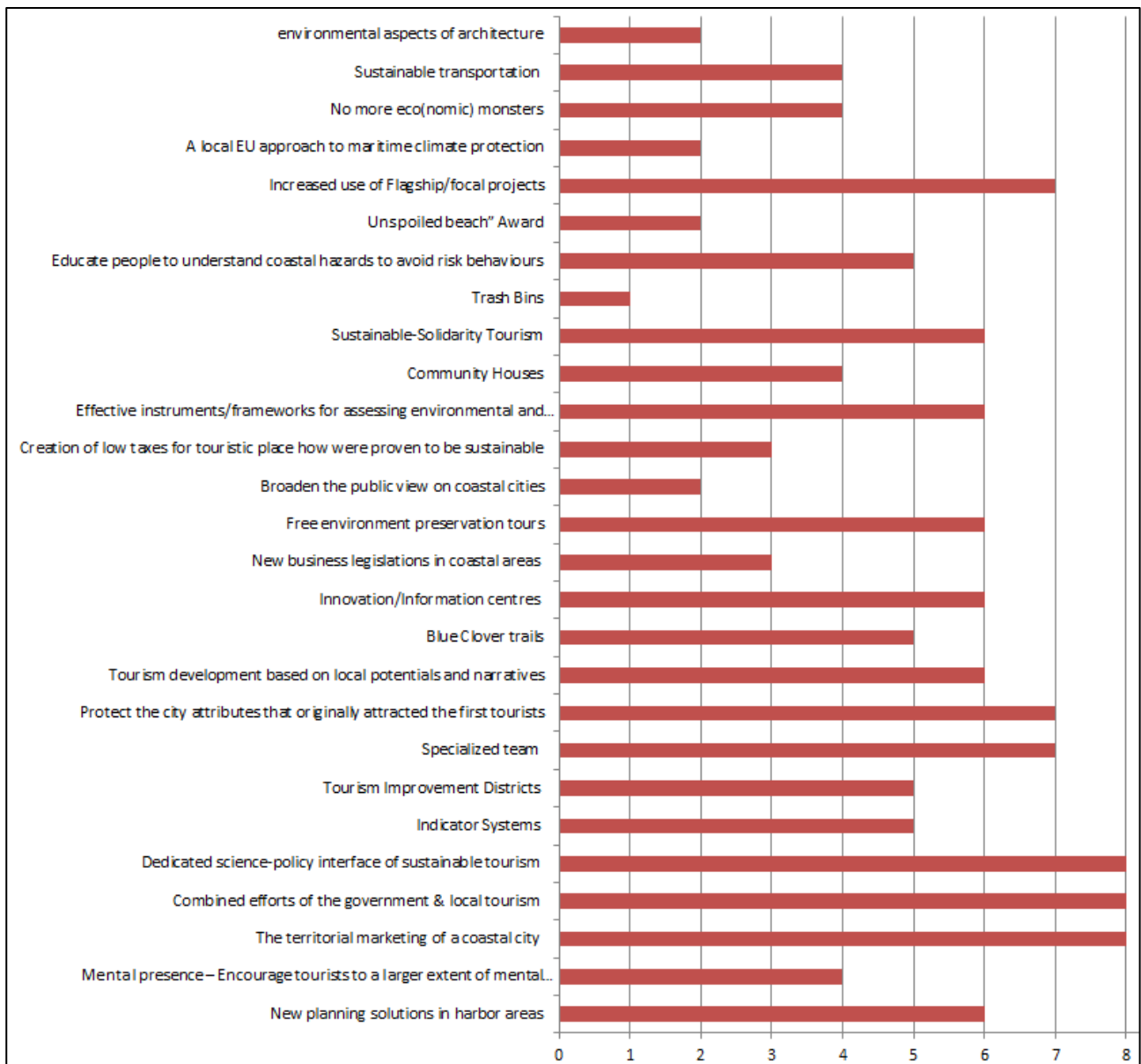


Figure 2: number of RRI dimensions of each participant-idea (organisers interpretation)

The table below show how each idea hypothetically, if implemented, could live up to one or several RRI-dimensions. The quality of the idea is not necessarily higher the more RRI dimensions each idea have, this depends on the purpose of the idea.

Idea no.	Title of the idea	Public engagement	Science education	Open access	Gender equality	Governance	Ethics	Sustainability	Social justice/inclusion
1	New planning solutions in harbor areas	X			X	X	X	X	X
2	Mental presence – Encourage tourists to a larger extent of mental presence and focus	X					X	X	X

3	The territorial marketing of a coastal city	X	X	X	X	X	X	X	X
4	Combined efforts of the government & local tourism	X	X	X	X	X	X	X	X
6	Dedicated science-policy interface of sustainable tourism	X	X	X	X	X	X	X	X
7	Indicator Systems		X	X		X	X	X	
8	Tourism Improvement Districts	X			X	X	X		X
9	Specialized team	X	X		X	X	X	X	X
10	Protect the city attributes that originally attracted the first tourists	X	X	X	X	X	X	X	X
11	Tourism development based on local potentials and narratives	X			X	X	X	X	X
12	Blue Clover trails	X	X				X	X	X
14	Innovation/Information centres	X	X	X			X	X	X
16	New business legislations in coastal areas	X				X			X
17	Free environment preservation tours	X	X			X	X	X	X
18	Broaden the public view on coastal cities					X		X	
19	Creation of low taxes for touristic place how were proven to be sustainable					X	X	X	
21	Effective instruments/frameworks for assessing environmental and cultural degradation as a result of tourism activities		X	X		X	X	X	X
22	Community Houses	X			X			X	X
23	Sustainable-Solidarity Tourism	X			X	X	X	X	X
24	Trash Bins							X	
25	Educate people to understand coastal hazards to avoid risk behaviours	X	X	X			X	X	
26	Unspoiled beach" Award							X	X
28	Increased use of Flagship/focal projects	X	X		X	X	X	X	X
30	A local EU approach to maritime climate protection						X	X	
31	No more eco(nomic) monsters					X	X	X	X
32	Sustainable transportation	X				X	X	X	
33	environmental aspects of architecture	X						X	

6.1.1 Public engagement

Based on the table above, most of the ideas have an engagement aspect. This seems a logical implication of the workshop theme: in order to obtain sustainable tourism in coastal settlements (villages, cities), the local public (e.g. citizens, small-scale food producers/businesses, inhabitants, frequent visitors, time-share apartment owners etc.) is an essential stakeholder for most initiatives, strategies and planning interventions. In order to be sustainable, tourism needs to be adapted to the specific places and their potentials; one of these potentials and resources are the local population, directly or indirectly affected by visiting tourists, their consumption patterns, cultural preferences and behaviour. Furthermore, in order to be sustainable, the behaviour of tourists need to be modified in order to use other kinds of recreational means and other kinds of tourism activities, which several of the ideas deal with; accordingly, the tourist also becomes a quasi-public that has to be engaged in order to

modify behaviour and gain access to other, equally or more rewarding, tourist experiences (e.g. respect local cultures, use other kinds of tourist offerings, interact with the local public in different ways or be receptive to new ways of being a tourist).

6.1.2 Science education

Several ideas have components related to science. Two groups of ideas can be identified in relation to this theme. The first group relates to the most technical and professionally oriented aspect of sustainability, in which science and research are important for developing efficient monitoring systems and assess the environmental impacts of best/worst policy practice. The other group of ideas relates to the training of tourist professionals, such as tour guides or people working in information centres, in which tourists can learn about local history, local wildlife, environmental hazards, recreational nature activities etc.

6.1.3 Open access

Open access as an RRI dimension in this workshop partly overlaps with ideas having elements of science and education in the sense that monitoring systems and information/training activities relies on institutions that are willing to share knowledge and information, despite tendencies for local governments or businesses to downplay the negative consequences or externalities of tourist-related activities for environment, wildlife and local public.

6.1.4 Gender equality

The gender equality aspect was the least visible aspect of the ideas proposed. Obviously, some of the ideas could easily have this aspect as part of it, whether it be as increasing the share of women employed professionally in the tourist business, displaying problems of the gender equality aspects historically in the tourist area by means of innovation/information centres or social-solidarity tourism or whether it is related to a changed urban planning practice for the tourist areas in which tourist/resident behaviour and physical infrastructure supports values of equal rights and safety when living and working in touristic coastal settlements.

6.1.5 Governance

Like public engagement, governance plays a central part among the ideas of participants, whether it is for supporting and promoting sustainable tourist activities, supporting the development of a more sustainable tourist sector, attracting external investments, enforcing new legislation in the tourist areas (increased quality of public space, reduced global footprint, improved energy standards), supporting focal/flagship projects, make new organisational structures that facilitate interaction between stakeholders (e.g. business and local citizens), enforce sustainable transportation, etc.

6.1.6 Ethics

Ethics is part of most ideas, also a logical implication of the theme of the workshop, since sustainability is an ethically-based public value, and since the framing of the workshop was to reduce the negative externalities of mass tourism. Accordingly, most ideas focused on preserving or strengthening the most vulnerable assets exploited by mass tourism: beaches, recreational areas, local culture, the environment; or being socially oriented in the sense that other kind of activities (like the blue clover trail emphasizing increased health and recreation) could enhance skills, well-being, health, job-creation or alleviate socio-economic effects of tourism, such as low provision of affordable housing (like the community-house idea or the social-solidarity tourism) or making the public/visiting tourists aware of

potentially negative aspects of tourist behaviours (like the free environmental tours or the idea about broadening the public’s view of coastal cities).

7 Workshop impact and implications for the future

The workshop had the realistic focus to develop a roadmap, making visible relations between ideas, drawing on the various knowledge from different part of Europe and from different types of participants. Accordingly, using SDD as a method and having only one day available, the workshop had no time to develop SMART actions to take. Therefore it is difficult to assess which activities that could be implemented due to the generality of the ideas and the breadth of potential ways to take to implement the ideas. Furthermore, as mentioned in section ‘5.7: Mapping influences’ above, the roadmap ended up generating linkages between ideas, not specific actions to take. This was all the more so, since the focus of the workshop was international and, hence, was deliberately not related to a Danish regional context, making it highly difficult, if not impossible, for the international participants and organisers to propose specific actions to take in the future.

Policy implications

Several of the ideas relate to initiatives that only governments or EU agencies can develop (see excel-appendix for elaboration of ideas). Other ideas relate to actions that local and regional authorities can take. This is displayed in the table below. Concerning the government/EU-level, several of the ideas touches upon the role of policy makers; this is especially so when it concerns the ideas of monitoring and best practice (6,7,21), in which the idea is to respectively make scientists help validate and develop strategies, using existing monitoring systems already developed as a basis for benchmarking collaborative performance, and to quantify and assess degradation in order to inform decision makers and strategy developers. Other ideas are about legislation and tax as means to spur incentive to more sustainable tourism (16, 19). Idea 30 argues that in some countries, the municipalities are small and hence do not have the technical expertise to handle sustainability, and therefore should be helped (30). Finally, one idea circles about broader campaign activities to change the European public view on coastal cities, that these cities can actually compete by having environmental and recreational qualities instead of only focusing on infrastructure. At the local and regional level, much can be done in terms of enabling new types of organisational network platforms and collaborations (8, 1), to reduce urban sprawl and short term construction projects (31), to ensure sustainable transportation (32) and to protect city attributes (10,11), by drawing on local ideas and cultures.

Policy levels	Idea no.	Title of idea
Government/EU level	4	Combined efforts of the government & local tourism
	6	Dedicated science-policy interface of sustainable tourism
	7	Indicator Systems

	16	New business legislations in coastal areas
	18	Broaden the public view on coastal cities
	19	<i>Creation of low taxes for touristic place how were proven to be sustainable</i>
	21	Effective instruments/frameworks for assessing environmental and cultural degradation as a result of tourism activities
	30	A local EU approach to maritime climate protection
Local/regional government	10	Protect the city attributes that originally attracted the first tourists
	11	Tourism development based on local potentials and narratives
	1	New planning solutions in harbor areas
	8	Tourism Improvement Districts
	31	No more economic monsters
	32	Sustainable transportation

8 Workshop follow-up in my organisation

The themes of the workshop will be continued in other MARINA spill-over activities since the coastal-city planning and tourism aspect is pertinent in a Danish context, both politically and in research. Accordingly, the workshop has made new relations with other researchers and made future projects and network formations possible.

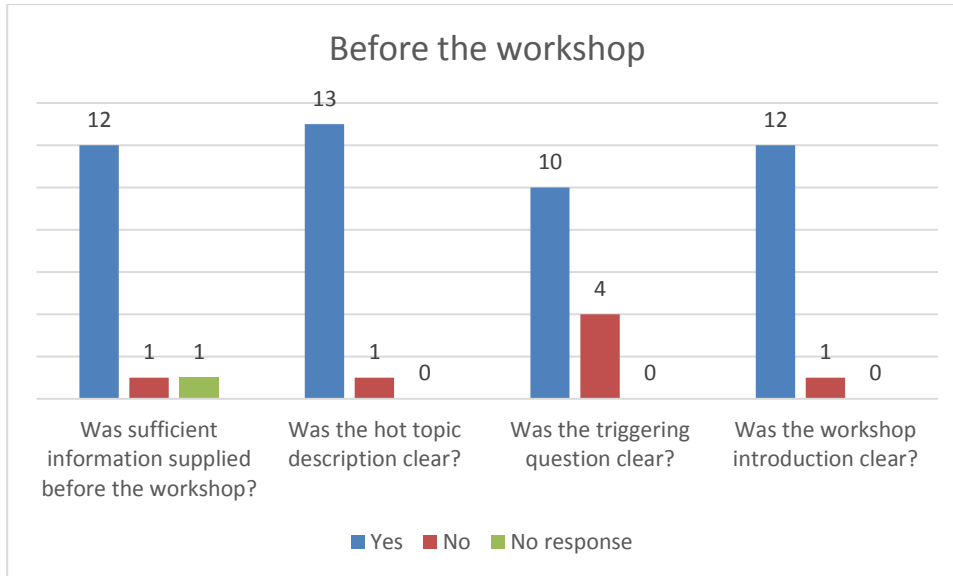
Participants will be contacted if future national networks can be established and will be contacted if new participation options occur in the MARINA project, such as on the MARINA knowledge sharing platform. Other than this it is most unlikely that participants can be engaged since MARINA covers many topics with few resources for organisers to support specific projects. Furthermore, at the date of the workshop, the Knowledge Sharing Platform was not working and the functions of the platform were still under development, making it difficult for both organisers and participants to figure out how to use it.

9 How the workshop has been assessed by the participants

In general, the workshop was well assessed. However, the future perspectives for engagement were not clear for participants, nor for organisers, since the functions of the MARINA platform were not fully developed and the means for organisers to do process support are few (see section above). Otherwise, the overall impression also emphasised by the organisers is that the participants should learn about the SDD method, about RRI and find inspiration and future network participants, all objectives that was obtained at the workshop.

The sections below briefly specify the responses to this organisation of the workshop.

9.1 Before the workshop



The triggering question was assessed as difficult to comprehend, respondents answering the following:

- possibly too broad in scope
- too long

These comments reflect other comments mentioned in the questionnaire responses: that when combining themes of both RRI, sustainable tourism, planning and urbanisation into one triggering question, the question becomes broad and partly incomprehensible, due to the many possible linkages between themes. However, on the positive side, participants were able to find some sense in the triggering question and come up with responses to the question.

What were your expectations when you registered for the MARINA MML workshop?

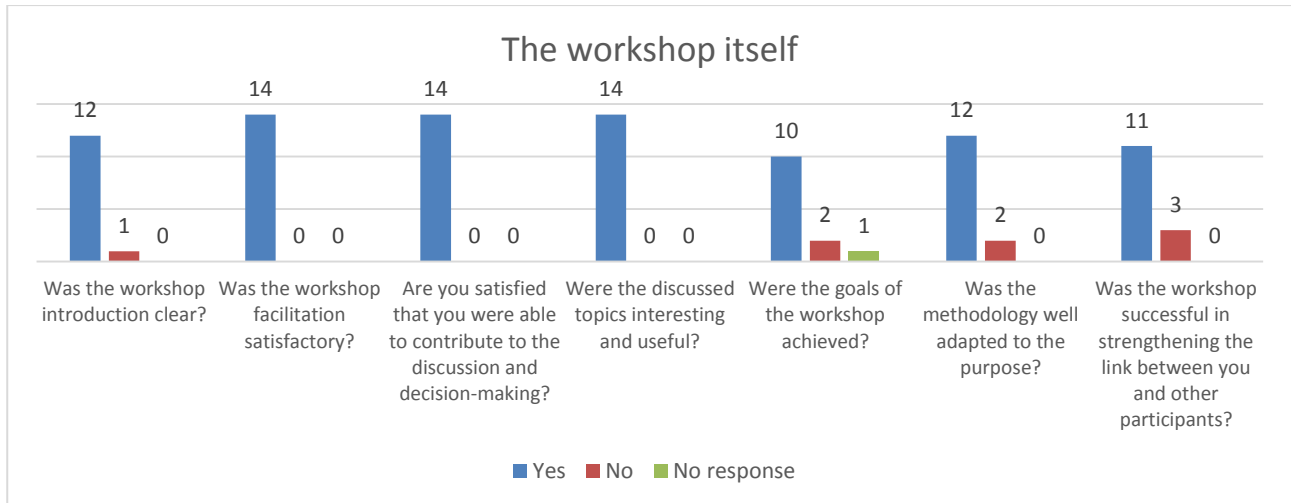
The respondents had the following expectations:

- a more dialogue related workshop where you exchange idea about the topic
- exchange knowledge on sustainable development on coastal destinations
- to know more about the project and how it works
- to see how the method functions and how effective it is to achieve a common vision
- to see how the method functions and how effective it is to achieve a common vision
- an innovative workshop with the possibility of learning and try to develop frameworks for future use
- To develop shared roadmap and network
- obtaining knowledge, get inspiration and inspire
- I had no expectations, no presentations, only proces
- to learn more about other participants and think about the discussed theme

As can be seen, participants had different expectations, some found the SDD method intriguing, other were interested in how to develop a shared vision, some had an interest in being inspired and build networks. These expectations were in accordance with the communication strategy of the organisers, in which a reduced version of the hop-topic template was disseminated beforehand, emphasising the method, theme and possible participation in the MARINA international policy workshop later on.

9.2 The workshop

People found the workshop clear and efficient, but some would have liked a less structured method in order to interact and network more with other participants.



How do you think the workshop could have been made more effective?

People had some ideas about how the workshop could have been improved:

- "I think we ended up focusing on top management ideas instead of research and innovation. That aspect was not clear
- I did not find other whether other methods had potential
- we spoke too little about research and innovation
- a bit mechanic but good at inducing discussions
- More participants and more specialists in marine studies
- I think the topics could either be explained in a more broad way or the way we linked them together should have been more strategic minded
- f we had talked more about how researchers can be enrolled in all the ideas
- A more narrow focus, combined with a follow-up workshop and project development
- awareness of the topic and how each one can contribute
- a more specific theme"

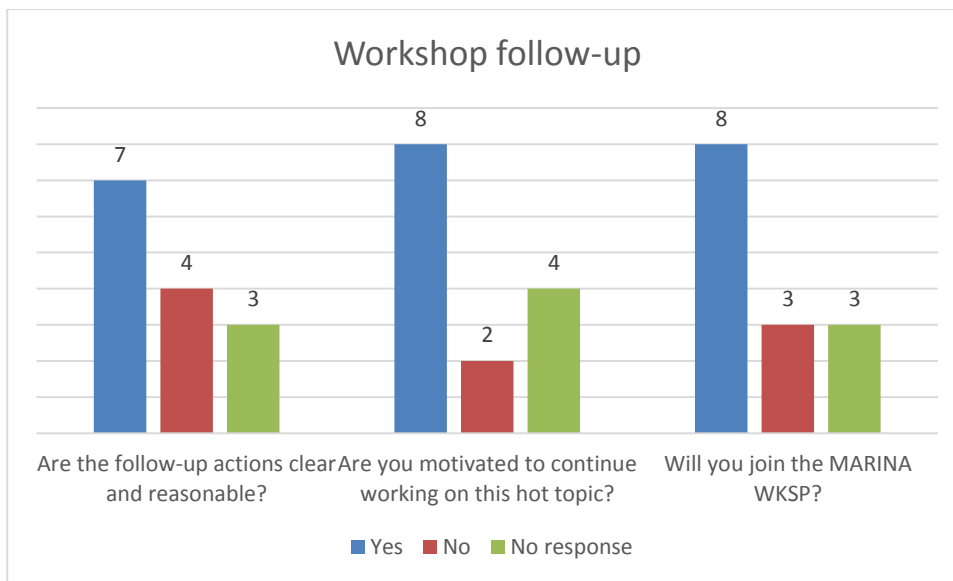
Most of the reactions mirror well the already-mentioned limitations and strengths of the MARINA workshops and the link to the knowledge sharing platform: that the MARINA workshops are good at inducing discussions and topics, related to Europe 2020 policies and the maritime policy field; but that it is difficult for participants to figure out how to be engaged further on, especially since topics are broad, participants are international, time is limited in the workshops, and proper follow-up actions are therefore difficult to identify. The reactions also mirrors the multidimensional and broadness of the RRI approach itself: that RRI involves many different stakeholders, not only researchers, and touches upon many different dimensions. That being said, some of these comments most likely accompanies any kind of workshop, MARINA or not: workshops are good at inspiring, motivating, informing and establishing networks, but are per definition not a implementation mechanism.

The workshop follow-up

This section touches upon the follow-up actions, an issue already mentioned above. Due to the profile of the international workshop format (i.e. the strengths and weaknesses), this aspect was deliberately downplayed in order not to invoke expectations amongst participants that could not be obtained. This deliberate strategy was chosen due to the organisers knowledge of urban-participation strategies for

citizens, in which a general rule of thumb is to clearly curb the expectations of participants and clearly delimit the scope of an intervention (short-/long-term, muscular/modest, etc.). Accordingly, emphasis was placed on what participants could gain from the one-day workshop, displaying the future engagement-options, but not promising participants to actually facilitate project development and support. The graph depicts the result of this workshop design, summarising participant responses to the following questions:

- Are the follow-up actions clear and reasonable?
- Are you motivated to continue to work on this Hot Topic and the agreed follow-up actions? (include a graph)
- Will you join the MARINA Web Knowledge Platform



Participants will follow-up on the workshop’s results, in their own words, by:

- I will expect to be contacted with the results
- assessing the outcomes on the knowledge platform
- possibly networking

And the participants assess that the following would be useful for the future:

- to communicate and raise awareness about this initiative
- similar event with more decision makers
- We should have a follow up workshop, the usefulness of the platform is not clear
- a participant list with emails

9.2.1 Communication about the workshop

The table below summarises communication about the workshop.

Emails were by far the most efficient recruitment mechanism. Some of the participants had visited the website to gain more information, but few had visited the Marina Web Knowledge Platform. In general, participants had few ideas about the services to find, except for finding services to support the interaction on RRI-communities. However, participants found it more relevant to answer how they

would use the platform, hereby showing that they expect a platform with best practices, info and participation options.

How did you learn about the workshop?	Email: 11/14 word of mouth: 2/14 Other: 1/14
How many times did you visit the Marina website before the workshop? (include a graph)	0 times: 7/14 1-10 times: 5/14
How many times did you visit the MARINA Web Knowledge Platform before the workshop? (include a graph)	0 times: 10/14 1-10 times: 3/14
What kind of service/functionality do you expect to find on the MARINA Web Knowledge Platform? (include a list)	provide services to the RRI communities
Why would you use the MARINA Web Knowledge Platform; how will you contribute to the MARINA Community, and any other remarks about the platform?	<ul style="list-style-type: none"> • Best practices and knowledge on how to face challenge • Information platform, knowledge exchange • Results of the project • Get info about issues I know little about, exchange info • Best practice, find people to participate with • Information about policies and issues; follow events and results;

10 How the workshop was implemented

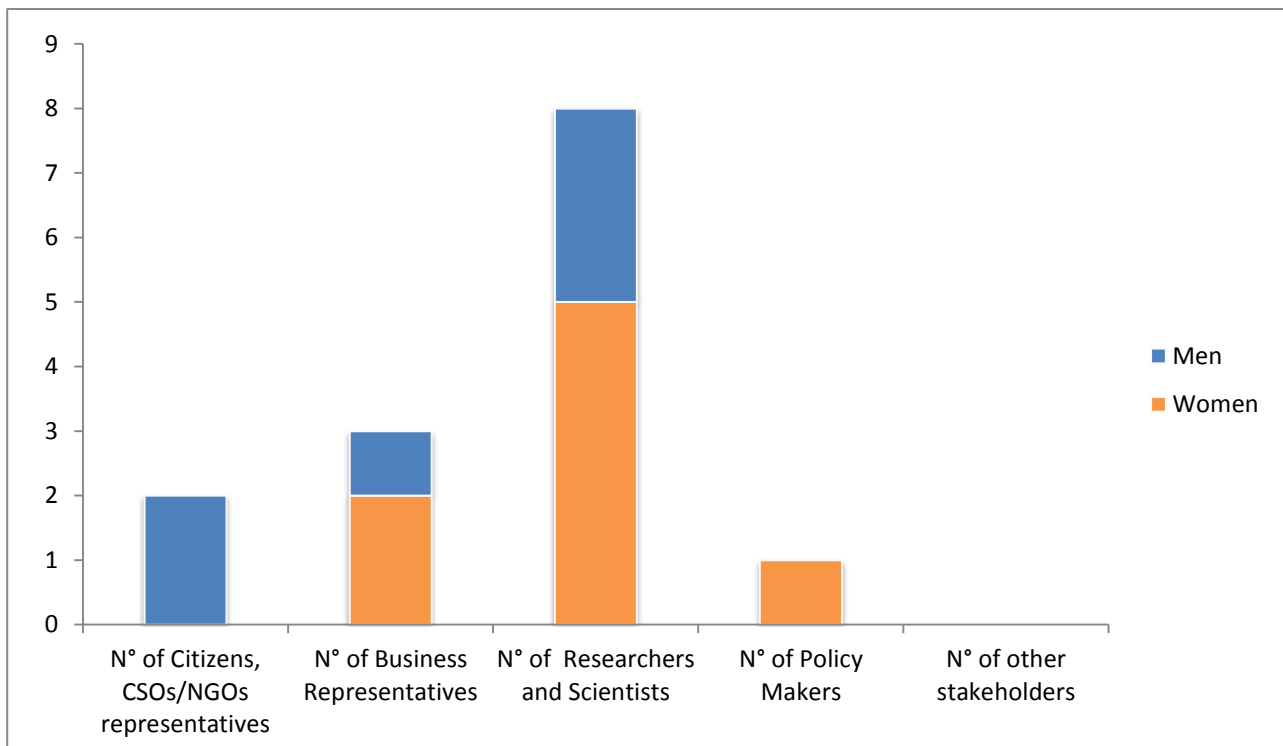
10.1 Recruitment of participants

People were recruited from professional networks and by identifying relevant national research projects; students especially was a part of the recruitment due to the importance of students in RRI. Furthermore, newsletters/press releases from the Aalborg University and LinkedIn was used to recruit participants, and so was personal contacts with other research communities as well as tourism projects around the country (Denmark). MARINA consortium representatives participated in order to support the workshop and figure out how to run the workshops most efficiently. The ambassadors were not used, since these were assessed as being the most difficult ones to motivate and therefore recruitment efforts were focused on more likely candidates.

People were motivated by highlighting the added-value for participants: the SDD-method, the topic, the future participation options. As already stated above, although people were motivated to register on the platform, directly demanding the involvement of people on the KSP prior to the workshop was difficult due to the fact that the platform was under development (i.e. it was unsure whether it would be operating at the time of recruitment and workshop implementation) and due to fact that organisers had no means to support interaction subsequently on the platform. In the future, workshop topics should be more narrow, more concrete around a specific project and perhaps another, less time-consuming method, should be used in order to allow for the development of a roadmap actually possible to implement.

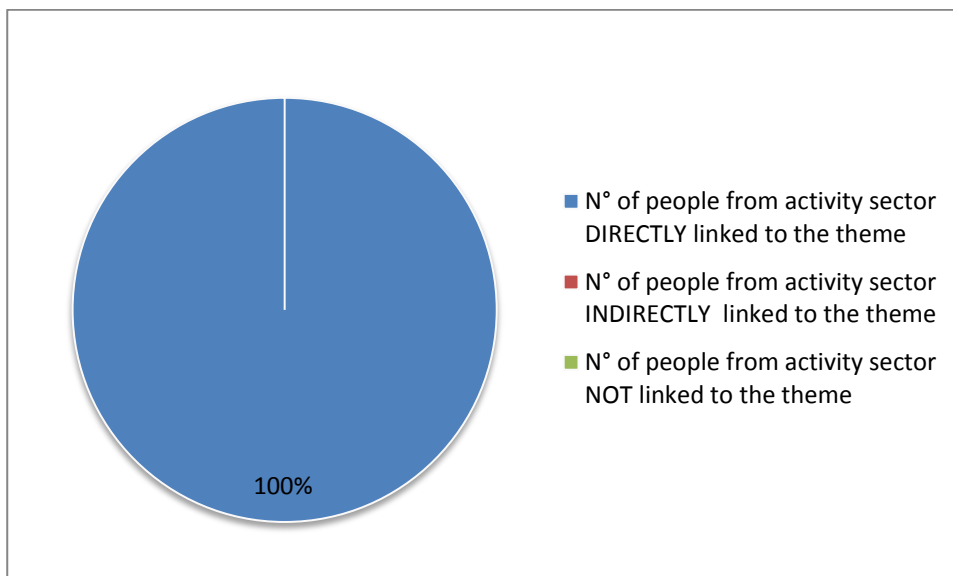
10.2 Participant profile

The following charts display participants' profile.

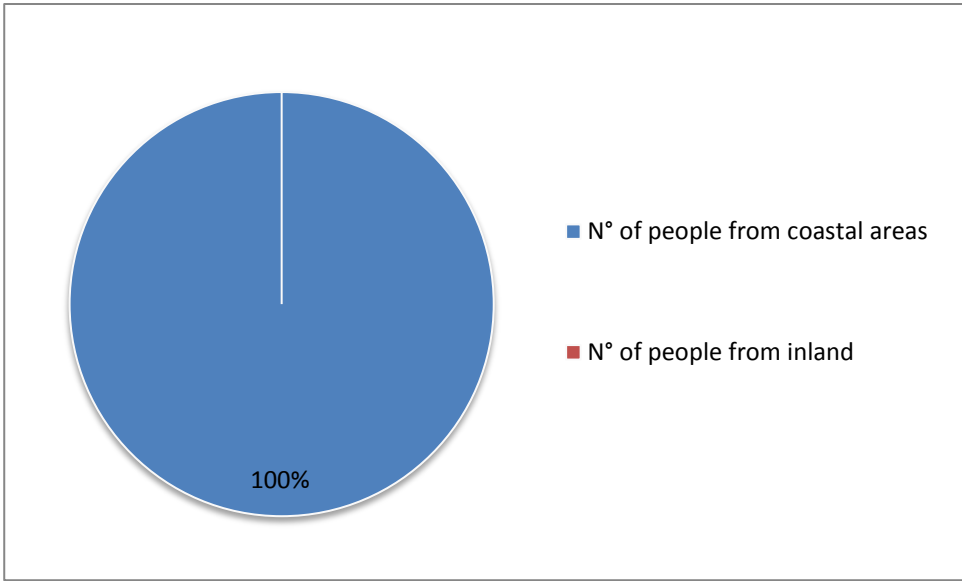


- *Activity sector*

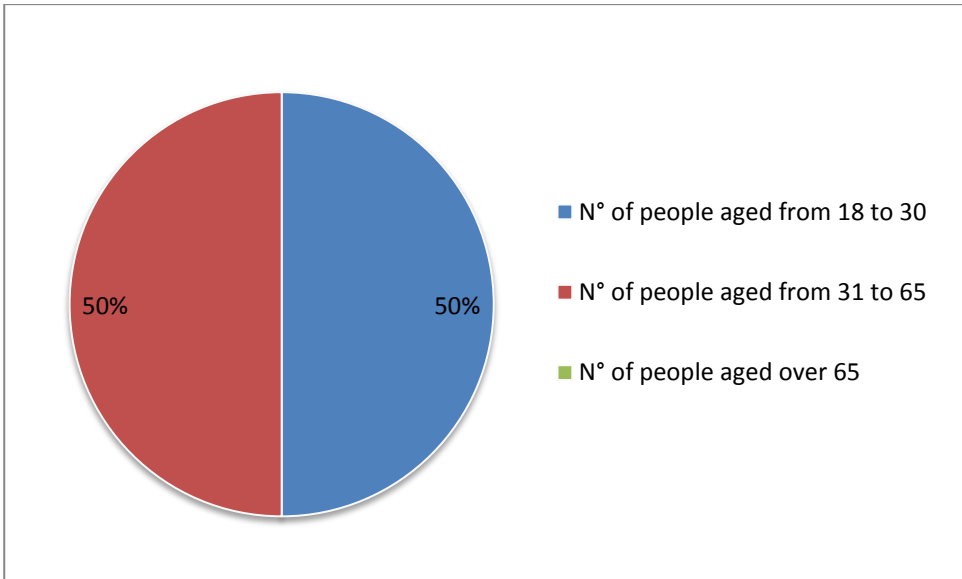
Most people were researchers and students, some from a private architectural company doing place-based initiatives and a Danish NGO working with environmental issues.



- *Geographical location*



- Age



Most people were from the Copenhagen area, but MARINA partners from Ireland, Italy and Portugal had also attended the workshop. Some of the students were international, studying maritime studies or sustainable cities, three of these having backgrounds from Portugal or international experience from England.

In general the participants were motivated, focused, were working hard and dedicated. The atmosphere was fine, with no emerging leaders, due to the structure of the SDD.

10.3 Implementation process

In order to implement the project, the organisers drew on the existing knowledge of tourism, urbanisation and planning, doing additional review of literature touching upon the theme.

People was welcomed with breakfast and lunch in order set a nice and welcoming atmosphere; MARINA provided USB-Gadgets to participants. SDD facilitators from CNTI ran the process and provided ample guidance on how to set tables and which info to obtain beforehand. Two CNTI-people and two organisers ran the workshop.

The methodology was efficient but time-consuming. Perhaps another method should be used in the future in order to have time for developing a more hands-on roadmap, adapted to an international context.

11 Conclusions

As repeated several times throughout the report the workshop was assessed as a positive experience. However, follow-up actions are difficult due to workshop setup and the many themes involved (urbanisation, RRI, planning, sustainable tourism) and the lack of means to support actual development. Other methods could have been used in order to develop a hands-on roadmap in which participant could contribute in order to implement it, and the link to the MARINA KSP should have been developed better, probably by having more means to do process support.

12 Appendices

12.1 Appendix 1: Agenda of the workshop. Also, please upload it in your event section on the WKSP

12.2 Appendix 2: A list of ALL submitted ideas with their clarifications, number of votes received (ranked from the biggest number to the smallest one), workshop information, participant survey, etc.

12.3 Appendix 3: A list of text and materials (in Word, Pdf or JPG format) that you have produced and used to recruit participants. E.g. the invitation letter, articles for dissemination, press releases, posters, announcements on the website, on social media etc. Provide links to Google Drive where you have uploaded them. Also, please upload them in your event section on the WKSP.

12.4 Appendix 4: A list of audio-visual material and tools that you produced and used during the MML workshop: photographs, video recordings, screen shots and other. Also, please upload them in your event section on the WKSP.

12.4.1 Appendix 5: Any other relevant material

ⁱ <http://www.gdrc.org/uem/eco-tour/envi/one.html>, accessed April and re-checked September 2017

ⁱⁱ European Environment Agency (2015): European Briefings. Tourism.