

PARTICIPATION IN TERRITORY PLANNING

FAMALICÃO
VISÃO'25

VILA NOVA DE FAMALICÃO 2014-2025
STRATEGIC PLANNING PROCESS

Francisco Jorge Freitas

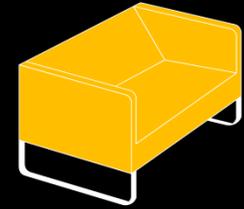
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VILA NOVA DE FAMALICÃO 2014-2025 STRATEGIC PLANNING PROCESS

TOPICS

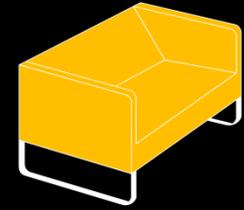
- Ruptures
- Model
- (Planning) Process



RUPTURES

RUPTURES:

- With participation concept
- With the product
- With the project management cycle
- With the prescriptive action
- With determinability and predictability



MODEL

THE PLANNING MODEL

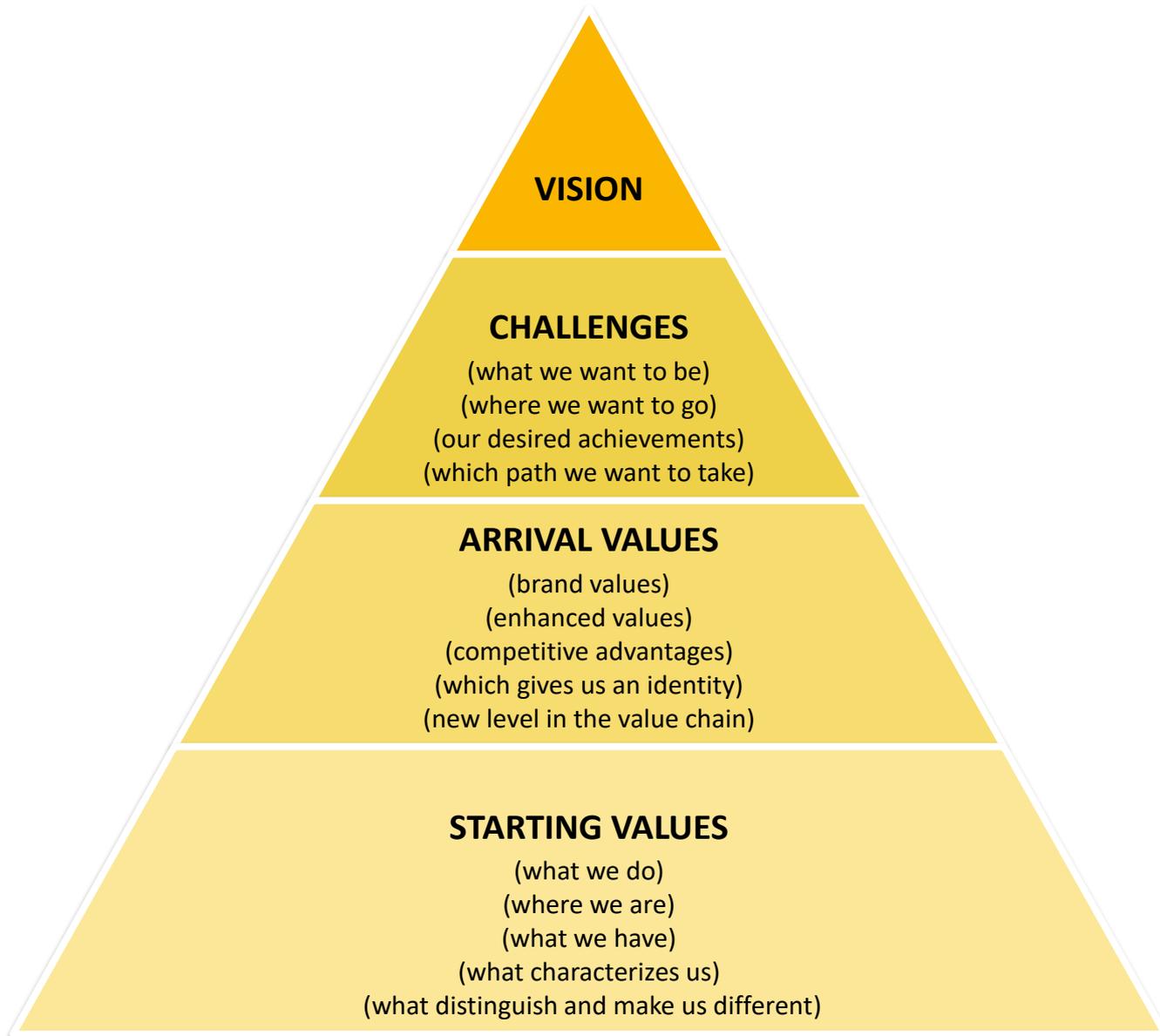
- **Territory integrated vision**
- **Strategic alignment of actions**
- **Inductor and disseminator of innovation, training and qualification**
- **Alignment to attract and mobilize resources under Europe 2020 strategy**

HIGHLIGHTS VALUES OF DIFFERENTIATION AND COMPLEMENTARITY

**TERRITORY AS A GLOBAL COLLECTIVE SPACE,
AS A STRATEGIC PROJECT
OF IDENTITY AND DIFFERENTIATION;
WHERE STRATEGY
IS A PRODUCT OF COLLECTIVE ACTION.**

(WHAT WE HAVE; WHAT WE DO; OUR PERFORMANCE; WHERE WE ARE?

WHAT ROUTE WE WANT TO TAKE; WHAT WE WANT TO GET; WHERE WE WANT TO BE?)

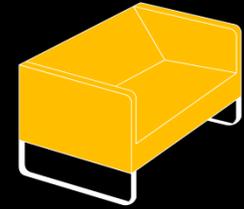


PEOPLE

BUSINESS

TERRITORY

GOVERNANCE



PROCESS

THE PLAN AS A PROCESS

- Reinforce territory identity and distinctive values and increase its competitiveness
- Provide "seed projects" and disseminate good practices, new models and methodologies
- Create and implement multi sectorial strategic programs and projects
- Establish and articulate action plans with integrated and holistic approach
- Inspire and activate community and stakeholders for action

EMPOWER COMMUNITY AND ENHANCE THE QUALITY OF LIFE

PARTICIPATION AND INVOLVEMENT PROGRAM “IDEIAS FOR THE FUTURE”

- **30 events**
- **3.055 participating citizens (60 from municipal services)**
- **15 local stakeholders actively involved in organization**
- **150 mail art postcards "Who are you ... Famalicão?"**

THE YELLOW COUCH “COUCH VISION’25”

O QUE PODEMOS FAZER POR FAMALICÃO?

PARTICIPE!
DEIXE O SEU COMPROMISSO!

ACOMPANHE EM:
WWW.VILANOVADEFAMALICAO.ORG
WWW.FACEBOOK.COM/FAMALICAOVISAO25



PROMOVER
CONSCIÊNCIA
AMBIENTAL

2014: “HOW DO YOU WANT FAMALICÃO 10 YEARS FROM NOW?”
956 participations and 528 wishes

2016: “WHAT IS YOUR CONTRIBUTION TO A BETTER FAMALICÃO?”
198 participants assumed 124 commitments

PARTICIPATION AND INVOLVEMENT PROGRAM “FUTURE BRANDS”

- **30 events**
- **1.600 participants**
- **55 external stakeholders involved**
- **9 volunteers in the Volunteer Program**
- **8 plans and projects under discussion**
- **7 projects presented and initiated**



“THE SUSTAINABLE FUTURE STREET”

55 Activities

23 Stakeholders

21 Commercial establishments

2.000 Visitors

10 major themes explored



participatory street

educative street

incubator street

traditions street

informative street

creative street

markets street

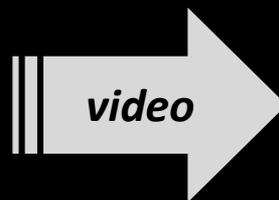
efficient street

inclusive street

mobility street



“THE SUSTAINABLE FUTURE STREET”



“FAMALICÃO VISÃO’25 STAMPS”

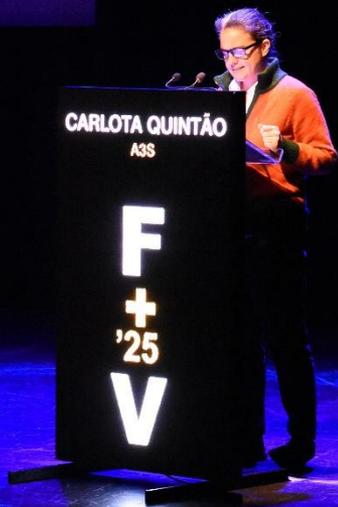
2017 EDITION:

12 projects recognized

2016 EDITION:

15 projects recognized

de Satisfação
ia em Famalicão
atificação da População



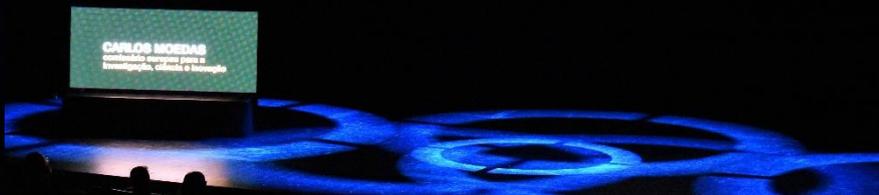
ESTUDO DE
SATISFAÇÃO DA VIVÊNCIA EM VILA NOVA DE
FAMALICÃO:
INQUÉRITO À POPULAÇÃO RESIDENTE

AJUSTE DIRETO Nº 046/16/DPEE

Dezembro 2016



(2016) citizens' satisfaction survey



(2016) meeting conference

FAMALICÃO
VISÃO'25

WEBSITE: http://www.vilanovadefamalicao.org/famalicao_visao_25

FACEBOOK: <https://www.facebook.com/famalicaovisao25>