



Spaanse Polder Café

► Zomer bijeenkomst

Together, we make Spaanse Polder happen.



Manual Spaanse Polder Café



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1. Goal

1,800 companies with approximately 24,000 employees work at the Spaanse Polder industrial estate in Rotterdam. The challenge is to involve this diverse target group in tackling organized crime and the associated problems.

The Spaanse Polder Café is a new recurring event held at regular intervals throughout the year. The aim is to involve a cross-section of Spaanse Polder users.

1.1 How does the Spaanse Polder Café work?

The Spaanse Polder Café is a physical event. An accessible meeting at a location in the Spaanse Polder with a pop-up character. The Spaanse Polder Café lends itself to discussing a wide range of topics that are important for the Spaanse Polder.

- The Spaanse Polder Café meetings can be held at different times of the day (e.g. breakfast or drinks).
- The meetings are aimed at all employees working in the Spaanse Polder, not just the management layer.
- The Spaanse Polder Café meetings will take place at varying locations in the Spaanse Polder, to increase involvement with different companies and users of the Spaanse Polder.
- The structure of the Spaanse Polder Café is designed to enable different levels of involvement from individuals and to increase this involvement over time - from individuals' first contact, out of curiosity, to their active involvement (e.g. sharing information, taking action, etc.).

The Spaanse Polder Café consists of two parts based on research conducted in the Spaanse Polder:

1. The first part: the World Café is a creative process, for facilitating a collaborative dialogue, and sharing knowledge and ideas to create a network. In this process, a café atmosphere is created, in which participants discuss a question or issue in small groups around round café tables. At regular intervals, participants move to a new table. One table host stays and summarizes the previous conversation for the new table guests and continues from there. At the end of the process, the most important ideas are summarized in a plenary session and follow-up options are discussed.
2. The second part: It is an evaluation moment during which feedback is given about actions in the area.
 - i. Provide feedback on actions taken in the area in response to reports or discussions during previous meetings of the Spaanse Polder.

Examples of measures taken by authorities, such as results of integrated checks.
 - ii. Presentation by one of the interested organisations.

Focused on one of the six themes: sustainability & resilience, labour & training, attractive business campus, accessibility, safety and branding.



2. Preparation of a Spaanse Polder Café

4 months before:

Search and make arrangements for the next location

Make appointments

Announce the next location, date and time at the end of the previous meeting

Announce topic/focus

Three months before:

Invite speaker(s).

Designate host

Two months earlier:

Ordering and posters/flyers

Add a flyer to sent newsletters

Develop questions for World Café Session

A month earlier:

Start communication campaign

Proactive personal communication

Social media

Email addresses

Personal invitations

Put up posters

Handing out flyers (think of cafes, BOAs and police visiting)

Order catering



3. Features of the Spaanse Polder Café

3.1 Requirements

3.1.1 Location requirements

How do you create a café atmosphere?

Whether you're gathering a few dozen people or a few hundred, it's essential to create an environment that evokes a sense of both formal and informal atmosphere. When your guests arrive, they need to know right away that this is no ordinary meeting or workshop...

1. If possible, choose a room with natural light and views outside to create a more open atmosphere.
2. Make the room look like a real café, with small tables that seat four or six people. Fewer than four at a table may not provide enough diversity of perspectives, but more than six limits the amount of personal interaction.
3. Arrange the cafe tables in a staggered, random manner rather than in neat rows. Tables in a terrace after it has been open for a few hours look relaxed and inviting.
4. Use colorful table settings and a small vase of flowers or plants on each table. If the location allows, you could even add a candle to each table. Place plants or flowers in the room.
5. Place the tablecloth, post-its together with a mug or glass filled with colorful markers. Paper and pens encourage scribbling, drawing and connecting ideas. This way, people will write down ideas as they come up.
6. Place an extra café table at the front of the room for the host's materials and any presenters
7. Consider displaying art or adding posters to the walls (as simple as flip charts with quotes), and play music as people arrive and you welcome them.
8. To create a welcoming atmosphere, you can offer drinks and snacks. A café is not complete without food and drinks!

Use your imagination! Be creative!

3.1.2 Equipment/furniture requirements

Spaanse Polder Café Requirements:

1. Small round tables (4 to 6 people at a table)



2. Sufficient seats for all participants and presenters
3. World Café Tablecloths
4. Water-based colored markers – mainly dark colors as these are easier to read, add a few bright colors for emphasis
5. Cups or holders for the center of the table for markers
6. Decoration for the tables
7. Different sizes of post-its in bright colors
8. Pens and pencils
9. Side tables for refreshments
10. Optional: flip charts to write down information
11. Projector and screen(s)
12. Microphones for presenter(s).
13. Catering – suitable for that time of the day

3.2 Proforma Agenda

Spaanse Polder Café agenda

The event is split into two parts:

Part 1: World Café style meeting - open to all. Including drinks and food

Discussions at the table

1. Warm welcome by host
2. World Café setup, informal conversations at round tables while enjoying coffee and cake/lunch
 - Each table was asked to discuss specific prepared questions
 - *Three rounds of discussion*
 - *About 15 minutes each*
 - *Participants are encouraged to write/draw/scribble important ideas on their tablecloths in the center of their tables*
 - *Participants move from table to discuss with other participants.*
3. Short break (during which some participants may choose to leave)

Part 2: Spaanse Polder Café evaluation moment (possibly *fewer attendees*)

Feedback on actions in the area; presentations (e.g. invited speaker)

1. Provide feedback on actions taken in the area in response to reports or discussions during previous Polder Café meetings

Examples of measures taken by authorities



2. Presentation by one of the stakeholders
Focused on security, organized crime or related issues/problems
3. Possibility of rotating presentations and discussions by different stakeholders
(e.g. municipality; police; BOA; etc.)
Topics such as maintenance, transport, planning, sustainability, etc.

Remark:

There is always a suggestion box available for comments or suggestions.

4. World Café Session

4.1 World Café guidelines: seven design principles

1) Determine the context

Pay attention to why you are bringing people together and what you want to achieve. Knowing the purpose and parameters of your meeting will help you consider and choose the key elements to achieve your goals: e.g. who should be part of the conversation, what themes or questions will be most relevant, etc.



2) Create a welcoming space

Café hosts around the world emphasize the power and importance of creating a welcoming space – one that feels safe and inviting. When people feel comfortable being themselves, they come up with their most creative thoughts, speak out more easily and listen better. In particular, consider how your invitation and your physical setup help create a welcoming atmosphere.

3) Explore questions that matter

Knowledge arises in response to fascinating and interesting questions. Find questions that are relevant to the group's real concerns. Powerful questions help stimulate collective energy, insight and action. Depending on the time frame available and your objectives, your café can explore a single question or use an increasingly deeper line of inquiry through several rounds of conversation.

4) Encourage everyone's contribution

As leaders we are increasingly aware of the importance of participation, but most people don't just want to participate, they want to actively contribute to making a difference. It's important to encourage everyone in your meeting to contribute their ideas and perspectives, while also accommodating anyone who wants to participate by simply being a good listener.

5) Connect different perspectives

The opportunity to change tables, meet new people, actively think along and link the essence of your discoveries to ever-expanding circles of thought is one of the distinguishing features of the Café. As participants bring important ideas or themes to new tables, they exchange perspectives, greatly enriching the opportunity for surprising new insights.

6) Listen together for patterns and insights

Listening is a gift we give each other. The quality of how we listen is perhaps the most important factor determining the success of a Café. By listening together and paying attention to themes, patterns and insights, we begin to feel a connection with the bigger picture. Encourage people to also listen to what is not said and what is shared.

7) Share collective discoveries

Conversations held at one table reflect part of the overall story that connects to the conversations at the other tables. The final phase of the Café, often called the “harvest,” involves making this pattern of wholeness visible to all in a large group conversation. Invite a few minutes of silent reflection on the patterns, themes, and deeper questions experienced in the small group discussions and call for them to be shared with the larger group. Make sure you have a way to record the harvest - working with a graphic recorder is very useful.

4.2 World Café design



1. Seat four to six people at small cafe-style tables.
 2. Organize progressive (at least three) rounds of conversations of about 15 minutes each.
 3. Address questions or problems that are really important for life, work or community in the Spaanse Polder.
 4. Encourage participants to write, scribble and draw important ideas on their tablecloths.
 5. After completing the first round of conversations, you can ask one person to stay at the table as a table host for the next round, while the others serve as travelers. The travelers bring important ideas, themes and questions to their new conversations, while the table host welcomes the new group of travelers.
 6. By offering people the opportunity to move in different rounds of conversation, ideas, questions and themes begin to connect. At the end of the second or third round, all tables or conversation clusters in the room are compared with insights from previous conversations.
 - In the final round of conversations, people can return to their first table to add their discoveries, or they can continue moving to new tables.
1. You can use the same question for one or more rounds of conversation, or you can ask different questions in each round to build on and help deepen the exploration.
 2. After at least three rounds of conversation, you will begin a period of sharing discoveries and insights in an entire group conversation. It is in these town meeting-style conversations that patterns can be identified, collective knowledge grows, and opportunities for action emerge.

Once you know what you want to achieve and how much time you have to work with, you can determine the right number and length of conversation rounds, the most effective use of questions, and the most interesting ways to connect ideas.

The importance of World Café question(s)



The questions you use for a World Café conversation are crucial to its success. Your Café can explore a single question or multiple questions can be developed to support a logical progression of discovery over several rounds of dialogue.

Keep in mind that...

- Well-formulated questions attract energy and focus our attention on what really matters. Experienced World Café hosts recommend asking open-ended questions – the kind of questions that don't have a yes or no answer
- Good questions don't have to mean immediate action or problem solving. They should invite exploration and discovery rather than advocacy and benefit.
- You know you have a good question when new ideas and possibilities emerge.
- Answer possible questions to key people who will be participating to see if they maintain interest and energy.

4.3 Logistics

1. Warm welcome from the host
2. Each table was asked to discuss specific prepared questions
3. Three rounds of discussion
4. About 15 minutes each
5. Participants are encouraged to write/draw/scribble important ideas on their tablecloths - or on large 'placemats' in the center of their tables.

4.4 Person specification for lead role(s)

4.4.1 Host of the World Café

The Café Host's job is to ensure that the seven design principles - the guidelines for dialogue and engagement - are put into practice.

It is not about the specific form, but about adhering to the spirit of the guidelines.

Hosting a café requires thoughtfulness, artistry and care. The Café Host can make the difference between an interesting conversation and a conversation that really matters.

1. Work with others to create a comfortable café environment.
2. Welcome the participants upon arrival.
3. Explain the purpose of the meeting.
4. Ask the question or themes for discussion rounds and make sure the question is visible to everyone on an overhead, flip chart or on cards at each table.
5. Explain Café Guidelines and Café Etiquette and post them on an overhead, easel tray or on cards at each table.



6. Explain how the logistics of the café will work, including the role of the table host.
7. Move between the tables during the conversation.
8. Encourage everyone to participate.
9. Remind people to write down, scribble and draw important ideas.
10. Gently let people know when it's time to move and start a new round of conversation.
11. Make sure key insights are captured visually or collected and posted if possible.
12. Be creative in adapting the seven Café Design principles, or guidelines, to meet the unique needs of your situation.

4.4.2. Table host

1. A table host is a person who remains at the table at the end of the conversation rounds to welcome new people for the next round.
2. Because people are used to behaving in a certain way when they are a facilitator or "being facilitated", there may be a danger that inexperienced table hosts may take on a larger role than intended here.
3. **There are no facilitators in a World Café, only hosts.** Everyone at the tables is responsible for hosting themselves and each other. For these and a number

Ik ben tafel host, wat moet ik doen?

Herinner de mensen aan uw tafel eraan de belangrijkste verbanden, ideeën, ontdekkingen en diepere vragen op te schrijven zodra deze zich voordoen.

Moedig mensen aan uw tafel voorzichtig en indien nodig aan om belangrijke verbanden, ideeën, ontdekkingen en diepere vragen op te schrijven zodra ze zich voordoen.

Blijf aan tafel als anderen weggaan en verwelkom mensen van andere tafels.

Deel kort de belangrijkste inzichten uit het voorgaande gesprek, zodat anderen ideeën kunnen koppelen en verder kunnen bouwen van hun respectievelijke tafels.

of other reasons, you may choose not to use table hosts in your World Café.



5. Presentations and feedback session - evaluation moment

There are a maximum of 3 presentations of a maximum of 15 minutes each in a Spaanse Polder Café session, so that there is still enough time for questions from the visitors.

One of the presentations is always a feedback on the previous session of the Spaanse Polder Café. This is a standard item in which all topics are briefly mentioned with the results as far as (legally) shared with visitors/participants.

The Spaanse Polder Café is held in the early morning or late afternoon, so that you can reach a large number of potential participants.

To support our guests in presenting a new item, a PPT template is offered as standard for a Spaanse Polder Café session.

6. Communication

The communications advisor from the area is the first point of contact for communication. If necessary, a communications advisor from the theme is also involved.

There are fixed templates in the Spaanse Polder Café corporate identity that can be used for communication. Think of invitations, flyers, PowerPoint etc.

See checklist in Chapter 2.

1 month before the date, the posters and flyers will be hung in the public space.

A "save the date" will be posted on social media and the website of the Spaanse Polder management for 1 month prior to the actual Spaanse Polder Café.

A mobile yellow container with several attached click boards with relevant information about the upcoming Spaanse Polder Café is also used. This yellow container is parked at various locations in the Spaanse Polder to announce the next Spaanse Polder Café



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This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 882749



Appendix

A. Support by event team

The event team of the municipality of Rotterdam develops - in consultation with clients - creative and effective concepts for business events based on concrete communication objectives and is responsible for directing and organizing the event.

The events we organize have two things in common:

1. They are meetings with a clear communication goal that goes beyond bringing people together once.
2. These are meetings that are organized on behalf of a cluster. The budget for the event therefore also comes from the cluster. The event team provides the necessary expertise free of charge. The project leader from the cluster always remains ultimately responsible.

Event team method

The events team develops - in consultation with clients - creative and effective concepts for business (online) events based on concrete communication objectives and is responsible for directing and organizing the event. This does not include organizing (online) drinks/lunches, staff meetings, farewell drinks, team outings, residents' meetings, openings, meetings, internal work sessions and training. These types of meetings can easily be organized by anyone within the municipality (via MStTeams).

External suppliers/employees or employees of the client are deployed for executive assistance during the event.

The events team offers:

- A total package for an event that consists of concept development, advice, management, organization. **NB:** Only the organization (**performance**) we do not take action on an event.
- An advisory role when the cluster itself takes on the implementation or an external agency is engaged (sparing, monitoring, guiding).

For advice about an event or to request the project-based deployment of an event manager, please contact the event team (reachable via RIO).

Who selects?

- The Cluster Event Advisors (CEAs) jointly manage the mailbox and make an initial selection based on an exploratory conversation to determine whether the assignment fits the profile and priorities of the team.



- If it fits our criteria, an intake form will be completed and discussed in the weekly work meeting. Here it is discussed and decided who will take on the assignment.
- For assignments that do not fit our criteria and/or when there are capacitive limitations, we can help you engage an external agency. So we don't leave anyone empty-handed.

Selection criteria

- The subject is in line with the council's priorities and current developments in the municipal council/city/municipal organization;
- A concept must be developed based on a substantive communication goal;
- There is a project group (project leader, communications advisor, support);
- There is a budget for hiring emergency services during the event;
- The assignment fits within the planning and capacitive possibilities.

B. Division of roles

Role of the event manager

- Advice on focusing event objectives
- Concept development based on (communication) objectives, target groups and the desired end result;
- Advice on design, programming, date and format of the program;
- Advice on organizing the day (speakers, chairmen, quotations, entertainment, location, technical facilities, catering, etc.);
- Advice on invitation policy and registration method
- Advice regarding drawing up briefings
- Solicited and unsolicited advice to project manager (for example about progress, planning)
- Arrange everything on location
- Actual planning (drafting and monitoring), organization, management (script and floor management);
- Request quotes from external suppliers + contact person for the external suppliers (except: suppliers in the field of communication tools)
- Budget control; including advice to project manager on submitted quotations
- Final responsibility during the event itself;



- Advice on form and content of evaluation

Role of the project leader/client

- Chairman project/working group event
- (Delegated) ultimately responsible for planning, budget;
- (Delegated) ultimately responsible for content;
- (Delegated) ultimately responsible for briefing speakers, workshop providers, councilor, etc.;
- (Delegated) ultimately responsible for invitee list;
- (Delegated) ultimately responsible for coordination communication within own cluster;
- (Delegated) ultimately responsible for evaluation;
- Arrange the deployment of colleagues (in the preparation and implementation of the event).

Role of the communications advisor

- Embedding the event in the total communication strategy;
- Drawing up a communication plan (including communication objectives)/calendar;
- Is responsible for all communication activities before and around the event (from planning to implementation); including image, text, look & feel event;
- Ensures follow-up in communication approach;
- Hand and team services during the event.

Role of the project supporter

- Administrative/secretarial support and handling; also consider taking minutes of meetings, scheduling meetings, booking quotations + monitoring processing;
- Create an invitee list;
- Correspondence with those involved, monitoring event mailbox;
- Hand and team services during event.

C. Area vision of the Spaanse Polder



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Thank you



This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 882749