

# Shared Dreams workshop

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Using the tool  
Template  
Example

# Shared Dreams workshop

This tool helps you develop a collective dream image of an area. The tool is valuable if you are looking for a way to co-create a vision of the future that everyone agrees on. Even if there are frictions or different images in the current situations, it helps to look further ahead.

## Tips for use

The intention is that this workshop will be carried out together with all relevant stakeholders in the area. Ensure that all relevant stakeholders are represented and ensure that all stakeholders have an equal say.

Make a large print of the template to use in a brainstorming session. Use sticky notes to add items on the canvas, so you can easily make changes.

Be inspired by the example of Amsterdam.

## How to use

Start by defining individual components that the vision must meet before combining them into one dream vision.

### Step 1: main elements brainstorm

All participants write down the most important elements that the future vision of the area must meet. Answering the following question: What are the most important elements of your vision that maximizes the added value for the area for all its users?

It can be single words or a short description. Make sure that all individual elements are noted on a separate sticky note.

### Step 2: find the common denominator

Discuss all elements from step 1 in a group and look for the common interest together. Let the group jointly select the most important elements and let them describe the shared vision in a statement with the assignment: Describe in one sentence your dream image that maximizes the added value of the area for all its users.

### Step 3: identify most impactful challenges

Define the key challenges that need to be overcome to achieve the dream vision. This can be done in the workshop itself, but stakeholders may already have an inventory of the challenges in the area. Bring these together, cluster the challenges where necessary and determine to what extent the solutions to the challenges contribute to realizing the shared dream. This helps to make an initial prioritization on which challenges to focus on and which challenges are interesting for everyone because they contribute to the shared dream.

# Shared Dreams workshop

name \_\_\_\_\_

### Shared Dream elements

Describe the most important elements of your vision that maximizes the added value of the area for all its users?

### Shared Dream statement

Describe in one sentence your dream image that maximizes the added value of the area for all its users.

### Main challenges

Define the key challenges that need to be overcome to achieve the shared dream.

date \_\_\_\_\_

# Example Amsterdam IJ

The workshop in the pilot area of Amsterdam IJ successfully established a shared vision for the region by bringing together various stakeholders, including Waternet, Rijkswaterstaat, Port of Amsterdam, the City of Amsterdam, PortPay, and SAIL Amsterdam. Through collaborative efforts, different perspectives were merged to create a unified dream for the area's future. During this process, the current challenges and obstacles impeding the realization of this dream were also identified, providing a comprehensive understanding of the area's dynamics.

Participants engaged in group discussions to cluster these challenges, which allowed each stakeholder to contribute from their unique viewpoint. This approach fostered an understanding of differing perspectives and led to rich discussions that categorized the challenges into themes. These themes were then prioritized, resulting in a list of projects (a prioritized project portfolio) that aims to address the challenges and contribute to achieving the shared vision for the Amsterdam IJ area.

The shared dream vision workshop is valuable because it brings together diverse perspectives from various stakeholders, fostering collaboration and mutual understanding. By developing a shared vision for the area, the workshop helps align the interests and goals of all participants. It also results in a prioritized list of challenges that everyone agrees on, providing a clear direction for future efforts. Moreover, the workshop leads to the definition of concrete projects, ensuring that the shared vision can be practically implemented and that the identified challenges are effectively addressed.



# Shared Dreams workshop

name Amsterdam IJ

## Shared Dream elements

Describe the most important elements of your vision that maximizes the added value of the area for all its users?

Accessibility                      Extending inland shipping

Digital River                      Most modern                      Vignette  
test garden in

Flexible use                      Europe                      Safety

Intelligent traffic                      Dashboard  
image of nautical  
managers

## Shared Dream statement

Describe in one sentence your dream image that maximizes the added value of the area for all its users.

Personalized environment for users, connected to all users via the "voice of the water", with smart and safe control, for dynamic and diversified use (recreation, sailing)

## Main challenges

Define the key challenges that need to be overcome to achieve the shared dream.

Making choices to keep the IJ safe & accessible                      Management through the use of data, technology, ...                      Place in the city (resilience through further development of nature)

Sustainable information-driven use of water for various stakeholders                      Dynamic use of water to keep animals, nature and people in balance                      Use of water (safe, communication, ...)

date \_\_\_\_\_