

**REGENER** **CTION**[©]

RegenerAction Blueprint



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EXECUTIVE SUMMARY

This Blueprint is a key deliverable of WP2 of the **RegenerAction** project. It provides a structured and replicable model to guide the creation, implementation, and scaling of **RegenerAction Pilots**, place-based communities of transformation inspired by the **Pollica 2050 – Mediterranean Pilot** vision.

RegenerAction Pilots are **territorial ecosystems** activated through regenerative agriculture, social innovation, and integral ecology. They aim to reverse rural abandonment, regenerate natural and human capital, and foster new value chains rooted in biodiversity, culture, and community well-being.

Drawing on the experience of **Pollica, Italy**, this Blueprint offers a roadmap for designing **pilot communities** that combine ancestral knowledge and systemic innovation to tackle the climate, food, and social crises. Each pilot becomes a **node in a wider European network of regenerative territories**, aligned with the SDGs, the European Green Deal, and the Farm to Fork strategy.

This document represents the second, revised version of the RegenerAction Blueprint, incorporating insights, adjustments, and feedback gathered through pilot implementation and partner-led testing activities to reflect lessons learned from practical application.

Purpose and Scope of the Blueprint

This document serves as a shared reference framework for public institutions, local authorities, community leaders, practitioners, investors, educators, and development partners engaged in place-based regeneration processes. It supports territories at different stages of maturity, from early exploration and vision-building to collaborative experimentation, governance development, and long-term sustainability. While grounded in the Pollica 2050 experience, the Blueprint is designed for adaptation across diverse rural and peri-urban contexts, offering guiding principles and tools rather than prescriptive solutions.

The Blueprint also recognises the importance of intermediary and boundary-spanning actors operating at the interface between local communities, institutions, and policy arenas. In contexts characterised by fragmented information flows and limited access to decision-making processes, these actors play a key role in aligning territorial initiatives with multi-level governance frameworks and enabling long-term systemic impact.

Methodological Approach

The RegenerAction framework is structured around four interconnected strategic phases:

- **Explore & Map the Territory:** Engage local actors, map dormant resources and territorial assets, and listen to local narratives, needs, and aspirations.
- **Shape Regenerative Vision and Direction:** Co-construct a shared vision, mission, and regenerative ambition of each pilot community, while identifying local challenges, leverage points, and systemic opportunities for transformation.
- **Strengthen Community and Build Collective Trust:** Cultivate community ownership, activate intergenerational participation, and build local capacity through education, storytelling, and cultural regeneration through Co-creation. Design inclusive governance models and regenerative economic strategies.
- **Activate, Evaluate, and Evolve:** Implement concrete actions in agriculture, food systems, and community life while continuously learning from practice and adapting strategies over time. Assess emerging impacts with tools across social, environmental, and economic regeneration.

In parallel, the RegenerAction model integrates a dedicated **financial dimension** focused on structuring financial architectures in alignment with long-term territorial value creation, combining public, private, philanthropic, and community-based resources, in coherence with governance models and territorial priorities. This dimension is further developed in a dedicated Financial Guidance Document.

The Blueprint includes a practical **Toolkit** with strategy canvases, stakeholder mapping templates, monitoring frameworks, and educational pathways. It is adaptable across regions, supporting the **creation of 500 regenerative communities** across Europe.

By scaling the principles of **Pollica 2050**, RegenerAction aims to regenerate Europe's most vulnerable areas — turning them into **resilient, biodiverse, and prosperous territories** that embody the future of sustainable rural Pilot.

POLLICA 2050

Introduction: A Territorial Prototype for RegenerAction

Nestled in the heart of the Cilento region, in southern Italy, Pollica is a small municipality overlooking the Mediterranean Sea, within the UNESCO World Heritage-listed Cilento and Vallo di Diano National Park. It is globally known as the birthplace of the Mediterranean Diet, thanks to the pioneering work of Ancel Keys, and today, it has become a Pilot laboratory of sustainability, regeneration, and community-based innovation

Population of Pollica (2025 estimate) ¹	~2,102 residents
Demographic Profile ¹	Aging with around 30% aged 65 or over
Gender Balance ¹	Roughly balanced by sex, with males and females at near equal proportions
Youth and working-age groups ¹	Approximately 18% are under 18 and the majority (about 57%–58%) are of working age (18–64)
Centenarian population ²	~300 residents
Frazioni (hamlets) of Pollica	Acciaroli, Pioppi, Celso, Galdo Cilento, Cannicchio

What is Pollica 2050?

Pollica 2050 – Mediterranean Pilot is a systemic innovation program and strategic vision launched in 2021, designed to reimagine the future of rural and coastal communities through a holistic approach rooted in culture, ecology, food systems, and citizen participation. The initiative emerged as a response to the ecological, demographic, and socio-economic challenges that affect many European marginal areas, particularly small villages at risk of abandonment.

Pollica 2050 is not just a vision, it is a tested territorial model based on Integral Ecology, which acts through place-based strategies and cross-sectoral innovation to:

- regenerate biocultural landscapes,
- reactivate dormant resources (human, natural, cultural),
empower communities through education and participation,

¹ ISTAT (2021), Resident Population by Municipality.

² SBP Discovery (n.d.), CIAO Study — A long and ongoing look at the secrets of human longevity and healthy aging

- create inclusive prosperity from within.

The project was catalyzed by the Future Food Institute in partnership with the Municipality of Pollica, positioning the village as a center of experimentation for regenerative innovation, digital transition, and ecological transition, leveraging its legacy as a capital of the Mediterranean lifestyle and its global recognition as a Cittaslow and UNESCO territory.

A Participatory Organizational Model

The organizational model of Pollica 2050 is inspired by systemic design and human-centered innovation. It is structured as a participatory ecosystem that connects:

- local governance (Municipality, citizens),
- knowledge institutions (universities, research centers),
- civil society (associations, schools, elders),
economic actors (local businesses, cooperatives),

- global partners (EU programs, innovation networks).

This multi-stakeholder governance allows for coordinated action in diverse domains, from sustainable agriculture to cultural heritage, from tourism to digital innovation, always guided by a shared purpose: regenerating the territory by empowering its people.

Pollica 2050 operates through a series of interconnected actions, including:

- community co-design processes,
- education and capacity-building programs,
- pilot projects in regenerative farming and food systems,
- digital innovation for territorial resilience,
narrative and cultural diplomacy initiatives.

The goal is to create a replicable and scalable model for Europe: a blueprint that can inspire and guide the development of hundreds of RegenerAction Pilot Communities, rooted in local realities but aligned with global challenges and solutions.

Why Pollica Matters for Europe

In a continent facing rural abandonment, climate disruption, loss of biodiversity, cultural homogenization, and growing social inequality, Pollica 2050 emerges as a visionary yet pragmatic response. It offers a territorial prototype for how European

villages and inner areas can become agents of systemic change, rather than victims of decline.

Pollica matters for Europe because it proves that even the smallest communities can:

- restore their ecosystems through regenerative agriculture and biodiversity-based economies,
- revitalize their economies through short food chains, tourism of meaning, and innovation hubs,
- rebuild social cohesion through intergenerational learning, civic participation, and cultural resilience,
- reinvent governance through participatory and inclusive models aligned with the SDGs.

This model has already attracted:

- €2.5 million in public-private investment,
- Thousands of visitors and learners annually,
- International partnerships with institutions working on food systems transformation, climate action, and human development.

Pollica demonstrates that a new Mediterranean paradigm is possible, one rooted in the richness of local traditions, the wisdom of ancestral knowledge, and the opportunities of contemporary innovation. It reclaims the value of slowness, conviviality, and care, offering an alternative to extractive, fast-paced, and disconnected development models.

As Europe urgently seeks concrete solutions for implementing the European Green Deal, the Farm to Fork Strategy, and the Long-Term Vision for EU Rural Areas, Pollica provides a tested and documented framework that can be adapted, scaled, and deployed in different cultural and ecological contexts.

RegenerAction builds on this foundation to create 500 Pollica-inspired communities, forming a pan-European network of regenerative places that serve as beacons of sustainability, justice, and integral well-being.

INTEGRAL ECOLOGY

Introduction

The Pollica 2050 vision is driven by the concept of Integral Ecology, which emerges as a holistic paradigm for sustainable and inclusive development. It redefines how we perceive value, growth, and progress through the integration of environmental, economic, cultural, and social dimensions into a one interdependent system. The framework embraces regeneration: restoring ecosystems, revitalising social relations, renewing human well-being, reinventing economic models, and celebrating cultural diversity.

As opposed to traditional models, where progress would often be measured in terms of material or financial growth indicators, the Integral Ecology recognises the significance of balanced relationships between the stakeholders of environmental, economic, cultural, and social dimensions. It proposes a holistic outlook as a response to the fragmented sustainability approaches. The framework highlights the co-design processes with communities, where models are not imposed, but developed through shared dialogue, local knowledge, and experimentation. Hence, innovation, policy, and community interact dynamically to shape governance that connects biodiversity, climate actions, and cultural continuity.

The Integral Ecology framework outlines a pathway for communities to cover the six defined areas (Earth Regeneration, Human Regeneration, Social Regeneration, Cultural Regeneration, and Economic Regeneration) to support their shift towards integration, stewardship, and resilience. The paradigm is tested in Pollica through a Pilot experiment, a place-based model, where the interconnection between community, policy and practices are implemented. Therefore, practically challenging the coexistence of sustainability and prosperity.



Six Areas of Integral Ecology with Case Studies

1. Political Action

Change cannot be made without onboarding the political sector. There is a need for strategies that aim to implement common well-being. They are the ones designed to put collective interests before individualism, to nurture the sense of community, to embrace harmonic development within the territory, to ensure access to food (and natural resources) of good quality, mitigating the risks due to climate change to prevent conflicts and migrations. Institutions, from the local representatives to the global level, are responsible for creating the enabling environment for social justice, solidarity, thoughtful leadership able to be translated into better services for the citizens and turn places into communities of intentions.

Food, as the ultimate representation of commonality, can be a crucial driver for inclusive and bold political action.

Case study 1: Pollica Municipal Urban Plan Food Scope

Through the Municipal Urban Plan (MUP) 2021, the Municipality of Pollica has set the new objectives of urban development.

1. Urban Planning respectful of the environment:
 - a. Care of the landscape: it will promote the conservation of peri-urban agricultural activities, limiting their transformability.
 - b. Territorial parks of supra-municipal importance: a series of territorial

parcs of supra-municipal importance will be established, which, appropriately connected to each other, will form the backbone of the municipal ecological network.

2. Policies for the regeneration of building:
 - a. Revitalization of public spaces: redefinition of public spaces in the historic center to make them livable, walkable and attractive so that they can represent the right framework in which to grow quality commerce.
 - b. Recovery of abandoned agricultural activities: The plan encourages the recovery of abandoned agricultural activities for former agricultural areas that fall within the landscape plans and quality agricultural land.

Case Study 2: Building Global and Strategic Partnership. CITIES2030

The main goal of CITIES2030 is to create future proof and effective Urban food systems and ecosystems (UFSE) via a connected structure centered in the citizen, built on trust, with partners encompassing the entire UFSE.

CITIES2030 vision is to connect short food supply chains, gathering cities and regions, consumers, strategic and complement industry partners, the civil society, promising start-ups and enterprises, innovators and visionary thinkers, leading universities and research across the vast diversity of disciplines addressing UFSE, including food science, social science and big data.

Case Study 3: Policies for Sustainable Food Strategy. Milan Urban Food Policy Pact

The Milan Urban Food Policy Pact is an international pact signed by 160 cities around the world that commits mayors to work to make food systems sustainable, ensure healthy and accessible food for all, preserve biodiversity, and fight against waste.

Case study 4: Policies for Sustainable Food Strategy. Montpellier

Three objectives have been established:

- Be a role model in the city's food establishments
- Apply sustainable criteria for procurement
- Provide information and offers for all citizens

Montpellier Méditerranée Métropole has developed an agroecological and sustainable food policy that connects food, health, and the environment. The city promotes co-creation with citizens and local partners to make healthy and sustainable food accessible to all.

Key initiatives:

- Launched a "Caisse Alimentaire Commune" (Common Food Fund) to support access to quality food for everyone.

- Encourages local and organic procurement in public kitchens and markets.
- Integrates food issues into urban planning and public policy, making sustainable food a shared community goal.

(Sources: Energy Cities, Milan Urban Food Policy Pact, Sécurité Sociale de l'Alimentation)

2. Earth Regeneration

Earth regeneration passes through the deep relationship between man, the Planet, and all the Pilot entities Pilot on that can be restored and maximized in different forms and through different approaches. It implies restoring the ancient wisdom on regenerative and sustainable practices, favouring a responsible and efficient usage of natural resources, enhancing the role of innovation and technologies to increase the resilience of the whole natural ecosystem, implementing adaptation and mitigation strategies, and promoting climate-smart approaches. In this delicate relationship, man should return to be conceived in its ancient form of precious guardians of know-how and natural richness, custodians of beauty and natural diversity, to be shared and transmitted to new generations to ensure sustainable models for the future.

Case Study 1: Regenerative Agriculture

Key Points of the Regenerative Agriculture:

- Soil is the foundation
- Reduction of inputs
- Diversification of crops and activities
- Local food systems and resilient communities

Nature-Based Solutions, agroecology, agroforestry, holistic management, sustainable fishery, regenerative agriculture, biomimicry: these are all solutions that are increasingly recognized for climate change mitigation, increased profit for farmers, greater resilience to a changing climate, and better nutritional values.

On September 26th, 2020, in Vallo della Lucania (Italy), was founded Rareche, the first network of 20 farms and farmers practicing Regenerative Agriculture, with the aim of spreading the principles of sustainable farming, carbon farming, seasonal and healthy products, restoration of ecosystem services, sustainable management and regeneration of natural resources. In this project, education to both the producer and the consumer is key to succeed in the transition.

Case Study 2: Digitalization of the Agri-Food Sector

Agronomic efficiency through sensors for environmental monitoring, a digital platform for farm management, DSS to reduce water footprint and reduce phytosanitary treatments, traps for insect monitoring, and connecting the fleet to

their app and web app.

XFarm is one of the 12 startups that were selected by EIT Food and whose solutions will be tested in the Paideia Campus's stakeholders' fields.

Case Study 3: Eco Regions and Biodistricts

In 2009, the Italian Association for Organic Agriculture instituted the first Bio-District of Italy. It covers an area of 3,196 square kilometres and includes 37 municipalities, 400 organic farms (23% of tot. organic producers in Campania) and 2,300 hectares. The Cilento bio-district area is recognized as a World Heritage Biosphere Reserve by UNESCO. As of today, the Bio-District of Cilento hosts the headquarters of the International Network of Eco-Regions (IN.N.E.R.).

Case Study 4: Enhancing Biological and Genetic Diversity

The Central Andes are a primary centre of origin of potatoes. Up to 177 varieties have been domesticated for centuries in the valleys of Cusco and Puno, not far from the famous Macchu Picchu. One of the most amazing features of this heritage is the terracing system used to control land degradation. Terraces allow cultivation in steep slopes and different altitudes in the high plateau, around Lake Titicaca. The "Globally Important Agricultural Heritage Systems" (GIAHS) Initiative promotes public understanding, awareness, national and international recognition of Agricultural Heritage systems.

Case Study 5: Evolutionary Populations

A concept inherited from the past and brought back to light by the hard work of Salvatore Ceccarelli, an Italian geneticist, populations are a group of seeds with a very diverse genetic pool. By sowing every year a part of the harvest, farmers can rely on the high rate of biodiversity found by the spontaneous cross pollination of flowers and natural genetic mutations, but most importantly they choose the environment - considering farming systems, micro- and macroclimate, the weather, pests and diseases,- as the selective pressure that every year "chooses" the plants that are best fit for the changing environment. These farming systems ensure a high rate of resilience, and ultimately regenerate the soil, while storing carbon in the soil, which in turn acts as a generator of life and develops further resilience and reduces dependence on external inputs.

3. Human Regeneration

Frenetic lifestyles, the rise in malnutrition and disease, mental disorders clearly demonstrate how much modernity has separated our individual lives from well-being and quality of life. It is not possible to pursue any integrity of ecosystems and any form of collective prosperity without first pursuing the integrity of human life. Human regeneration starts right here: bringing back to the center well-being in our daily lives. Health, nourishment, micro-nutrients, longevity, mental balance are all aspects that are linked to human regeneration, which passes through food, the oldest and most effective medicine, through technological innovations capable of monitoring our state of health (physical and mental), but also through a more real

and direct relationship with the natural territory (biophilia).

Deteriorating mental health status and the erosion of social cohesion are perceived to be among the most worrisome threats to the world in the next two years, on par with the concerns of climate change, now a specific reason for anxiety especially in younger generations (Global Risk Report 2022).

Today, over 75% of the world's calories come from processed or ultra-processed foods, with diets increasingly dominated by refined grains, fats, and sugars.

Malnutrition, in all its forms — undernutrition, micronutrient deficiencies, and overweight/obesity — remains one of the leading causes of disease and death globally. According to the Global Nutrition Report 2024 and FAO's State of Food Security and Nutrition 2024:

- 2.3 billion people experience moderate or severe food insecurity.
- 1 in 3 people suffer from at least one form of malnutrition.
- Overweight and obesity continue to rise in every region, especially among children and women (Global Nutrition Report 2024; FAO, SOFI 2024)

Nutritional psychiatry and ecology of the mind are increasing trends.

Case Study 1: FFI Fermentation. Enhancing Micronutrients through Fermentation

The fermentation is carried out by bacteria, yeast, filamentous fungi or a combination of these. During fermentation, the microbial metabolism enhances the macromolecules' digestibility and improves the bioavailability of macro/micronutrients and phytochemicals. For the removal of antinutrients (that can compromise the bioavailability of several essential micronutrients in plant foods), allergens and toxins, fermentation is considered as one of the most effective processing methods.

Case Study 2: Neuroscience to Monitor Environmental Parameters

The Mediterranean Mind Lab in Pollica, created by Strobilo in collaboration with the Future Food Institute, studies our connection with nature through the lens of neuroscience — monitoring both environmental and human health signals.

The ambition is to build a real algorithm of longevity, linking measurable biological, psychological, and environmental factors to human well-being.

The LAFA and HOHLI projects are pioneering applications of this approach:

- LAFA (Longer and Healthier Future for All) integrates data on nutrition, physical activity, emotional balance, and environmental exposure to map individual longevity profiles.
- HOHLI (Holistic Health and Longevity Index) develops a multi-dimensional index that combines neuroscience data, lifestyle metrics, and natural indicators (like air quality, biodiversity, and light exposure) to evaluate overall vitality.

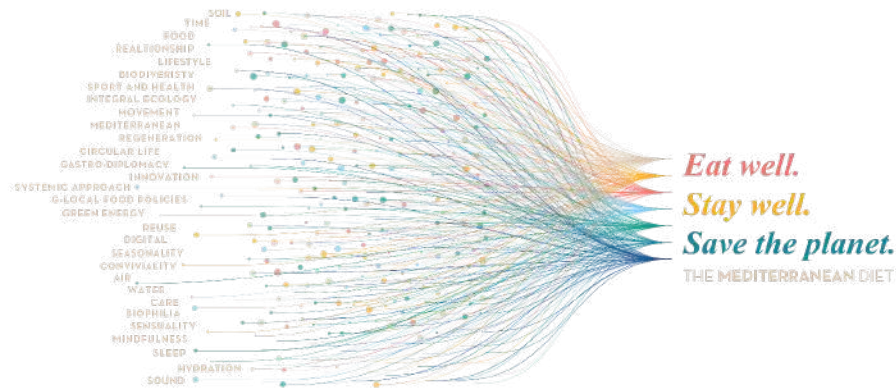
Together, these initiatives aim to translate neuroscience into actionable insights for designing healthier, more regenerative Pilot environments.

Case Study 3: LAFA Project. Integrating Nutrition, Water Sustainability, and Ecosystem Health for Longevity and Fertility Insights from the Mediterranean Diet

The project aims to assess and study the relationships between the environment, lifestyles, dietary habits, and health conditions - comparing two geographical areas of the Campania Region, to design farsighted fertility and longevity policies

Case Study 4: The RegenerAction Platform

FFI is the promoter of the Longevity Algorithm CoLab, a research consortium, a collaborative initiative, that extends this approach by focusing specifically on the intersection of longevity, health, and ecological sustainability. It fosters interdisciplinary research and dialogue, leading to groundbreaking solutions that benefit people and the planet.



4. Social Regeneration

Being an essential resource for human survival, food played and still plays a central role in the relationship between individuals and their community. Through food and the power of conviviality, it is possible to reconnect individuals under commonality of purpose, building a stronger sense of community and commonality, ensuring social inclusion, integration, and equality, regenerating the whole social fabric.

Only when individuals are considered, heard, included, involved in the dynamic of the social fabric, is it possible to directly exchange knowledge and skills, to co-create together, forming real educational communities united through mutual support and trust.

Case Study 1: Inclusion through Food. Emma Torch

Emma's Torch is a restaurant in New York City that has the primary social cause of empowering refugees through culinary opportunities. These opportunities bring

more diversity and richness to New York City's food culture. There, refugees from all over the world come to learn how to cook together and share their food knowledge.

Emma's Torch wants to change the dynamic of how to allow people to see that food is more than just physical nourishment, it is also social justice.

Case Study 2: Inclusion through Food. Crepes & Waffles

96 percent of the 3,800 people employed by the Crepes & Waffles restaurant chain in Colombia and across Latin America are women. Not only are they women, but many of them are single mothers, and often the sole breadwinners in their families. So women bring more commitment to the job because they have a greater sense of responsibility for their families, with sometimes up to five children.

In Colombia, it's not uncommon for employers to give women jobs based on how they look and ignore women aged over 40. It means women are more likely than men to end up in low-wage jobs in the informal economy

Case Study 3: Inclusion through Food. Food for Soul

Food for Soul is a nonprofit organization founded by chefs Massimo Bottura and Lara Gilmore to empower communities to combat food waste through social inclusion.

They provide quality, up-to-date ingredients that are perfectly edible but would otherwise go to waste and turn them into delicious, nutritious multi-course meals that both employed staff and a dedicated team of volunteers help serve to the homeless, needy and socially excluded.

Case Study 4 : The Power of Conviviality. Paideia Community

Fostering the art of eating together is for sure one of the most powerful examples of human regeneration starting from food. Enhancing conviviality in each dimension of life, from schools to working spaces boost digestion, happiness, and increase unity within the local community.

In Pollica, at the Paideia Community lunches are used as powerful tools for human and social connection and solidarity.

5. Economic Regeneration

Economical regeneration means to free prosperity from being conceived as mere economic and financial growth, to embrace ecosystemic thinking.

It is an approach that leads towards wellbeing in a holistic way: financial gain next to emotional-, physical-, mental-, social- and human development.

Economic regeneration means opening the road towards new forms of economy: the care economy, the beauty economy, the collective wellbeing economy; opening up toward new indicators of prosperity: Key People and Planet Prosperity Indicators rather than sole Key Performance Indicators.

Regenerative Business Principles:

1. In the Right Relationship. As living beings, humans are all connected in a web of life
2. Views Wealth Holistically
3. Innovative, Adaptive, Responsive
4. Empowered Participation
5. Honors Community and Place
6. Edge Effect Abundance
7. Robust Circulatory Flow
8. Seeks Balance

Case Study 1: Slow, Sustainable Tourism

One of the major challenges for small villages, like Pollica (Italy), is the high rate of seasonal tourism with the consequence of being invaded by tourists in the summer months, completely disrupting the rhythms and nature of the villages, followed by prolonged months of almost total abandonment.

Pollica 2050 aims at promoting slow, regenerative forms of tourism while supporting the phenomenon of "restanza" (Staying), by disseminating the courage to stay and give life to creative processes aimed at the care of the place of belonging.

Case Study 2: Investing in Territorial Development

"A Geographical Indication (GI) is a sign used on goods that have a specific geographical origin and possess qualities or a reputation that are due to the place of origin" (FAO). Investing in the economy of geographical indications means investing at first in the development of a local territory and supporting the local economy.

As at 31.12.2021 there are a total of 3,249 PDO PGI TSG products in the world, of which 3,043 are registered in European countries.

6. Cultural Regeneration

Food identities provide a representation of the cultural richness and diversity that exists in the food, social, and territorial landscape.

Pursuing cultural regeneration requires valorizing both tangible and intangible heritage, by paying attention to local cultures, integrating the history, culture, architecture, and landscape of a given place into the connections within society, not only to preserve local identity but also to make it Pilot.

Regenerating local cultural assets, transforming them into places of active and inter-active education is the only way to preserve our roots and ensure a future for the local heritage.

The cultural redevelopment of the territory occurs through the promotion of a new model of tourism: aware, careful, slow, responsible, and sustainable. To discover the roots, relationships, and values of the Mediterranean Diet, to get to know the custodians of the environmental, food, and cultural biodiversity of the territory; to protect and at the same time make Italian heritage, archaeological sites, historical buildings accessible, but above all to create awareness, innovation, technology, and new models of edu-tainment become essential elements.

A Virtual Museum of Italian UNESCO Intangible Cultural Heritage that, through augmented reality, virtual reality, artificial intelligence, and immersive projections with touch interactions, will take visitors on a journey of discovery of Italy's intangible wealth.

Painting, photography, sculpture, music, and cinema, with exhibitions, festivals, and shows to celebrate the "Mediterranean way of life" in the broader framework of integral ecological development; but above all, participatory art projects where the community becomes the protagonist in the creative process, as co-authors of the work itself, authentically expressing the values and identity of the "Mediterranean way of life".

Case Study 1: Valorizing Tangible and Intangible Heritage. Food, Design, and Rituals

The Mozzarella nella Mortella originated from the need to transport cheese from the mountains where people went to pasture during the summer, mainly in the area of the Gelbison mountain of Novi Velia.

The custom was to make mozzarella in the shape of a cow's tongue, i.e. long and flat, with the same paste used for caciocavallo cheese, and to wrap them in mortella, or myrtle leaves, with the dual function of transport and preservation.

In the days when refrigerators did not yet exist, the cheesemakers were skilful in using a raw material that was available in abundance all year round as a natural cover, capable of maintaining an ideal microclimate. And they were also lucky, as the myrtle gives mozzarella unique aromas and scents.

Case Study 2: Valorizing Tangible and Intangible Heritage . Restoring Neglected Crops

As many as 139 varieties of pear, 134 of apples, 65 of figs, 42 vines, 27 of cherries and 23 of plums of forgotten crops were found in Cilento.

Besides their micronutrient value, local people are defending these forms of diversity and agro-biological complexity, as the over 30 products recognised as Slow Food Presidia confirm.

Case Study 3: The Value of Ancient Cultural Processes. Fermentation, Tempe-Bongrek in Indonesia

In Indonesia a variety of waste products are fermented to produce nutritious food products. Tempe-bongrek is a protein rich food made in Indonesia by fermenting

peanut and coconut press-cake, remaining after oil extraction.

The product is similar to traditional tempeh produced from the fermentation of soya beans. The production of tempeh- bongrek is a mould fermentation, initiated by inoculation of the soaked, acidified press-cake with *Rhizopus* species.

Case Study 4: The Value of Ancient Cultural Processes. Fermentation, Gundruk in Nepal

Gundruk is a fermented and dried vegetable and it is claimed to be one of the national dishes. It is produced by shredding the leaves of mustard, radish and cauliflower leaves and placing them in an earthenware pot to ferment. After five to seven days the leaves are removed and dried in the sun. Gundruk is a very important food product in Nepal ensuring food security for many Nepali communities especially in remote areas, being an ancient local crop.

It is served as a side dish with the main meal and is also used as an appetiser in the bland, starchy diet. The annual production of gundruk in Nepal is estimated at 2,000 tons and most of the production is carried out at the household level. Gundruk is also an important source of minerals particularly during the off-season when the diet consists of mostly starchy tubers and maize which tend to be low in minerals (Karki, 1986).

Case Study 5: Preserve, Make it Living and Educate. Japan, Cultural Markets

Among the various activities to raise awareness among citizens about environmental protection, healthy eating and eco-sustainable lifestyles, is the renovation and expansion of a farmers' market in the village of Pollica.

This is based on the desire to promote a new model of market, called Cultural Market: intended not only as a place of direct dialogue between producers and consumers, but also as a center of social aggregation and cultural and artistic promotion.

KEY STRATEGIC LEVERS FOR IMPLEMENTING REGENERATION PILOTS

From Local Prototypes to Scalable Ecosystems of Integral Regeneration.

To ensure the RegenerAction model translates from concept to impactful territorial transformation, implementation follows a dynamic and participatory flow: it begins with **local listening and purpose definition**, moves through **co-design with ecosystem actors**, continues with **modular and trust-based prototyping**, and evolves through **evaluation, iteration, and community-led adaptation**. This might not be sequential depending on territories but ultimately, this enables the model to be **institutionalized and replicated** through open-source blueprints and learning networks.

Within this flow, a set of **eight strategic levers** provide the core pillars that guide action, structure engagement, and ensure coherence across diverse rural contexts. These levers are the foundation for scaling regenerative impact while remaining deeply rooted in local identities and ecosystems.

1. Anchor Transformation in Local Identity and Territorial Capital

The first step toward regeneration is recognizing and honoring the value of place. Each rural territory holds an invaluable set of tangible and intangible assets—landscapes, foodways, dialects, rituals, and ancestral knowledge—that must form the cultural and ecological DNA of any pilot. Deep listening to elders, youth, and community actors, paired with tools like cultural mapping and narrative co-design, allows for the reactivation of **dormant resources** and a renewed sense of belonging. This strategy roots transformation in **biocultural identity** and enables the emergence of a compelling local narrative that connects past traditions with future visions of sustainability and wellbeing.

2. Design Inclusive and Adaptive Governance Ecosystems

For rural pilots to be scalable and sustainable, they must be based on democratic and inclusive governance systems. The Pollica 2050 model demonstrates the power of layered community-based institutions: **Associations (ETS)** for civic engagement, **Community Cooperatives** for service management, **Foundations** for cultural and strategic visioning, and **Energy Communities** for ecological transition. This "governance toolkit" ensures that public, private, and civil society actors are co-responsible and harmonized around a common mission. Community Groups (CGs) and Local Pilot Labs (PLs) activate this architecture, ensuring distributed leadership and intergenerational participation.

3. Co-Design Modular, Flexible Pilots for Local Adaptability

Integral ecology calls for deeply contextual and place-sensitive interventions. To accommodate the diverse realities of rural areas, pilots must be built as **modular and flexible ecosystems** that respond to each territory's specific social, economic, and ecological needs. Agile prototyping—testing interventions such as regenerative gardens, cultural labs, or food systems platforms—enables rapid learning and adaptation. Initially prioritizing **soft infrastructure** (relationships, governance, values) over hard assets allows trust and coherence to be built from the ground up, laying a solid foundation for long-term transformation.

4. Empower through Education and Intergenerational Transmission

True regeneration requires a shift in mindset, culture, and capacity. Education becomes both a tool and a lever for systemic change. Drawing from the Pollica 2050 experience, initiatives such as **Trame Mediterranee**, **Challenge-Based Learning**, and youth hackathons foster **experiential, intergenerational learning** grounded in the Mediterranean Diet as a lifestyle model. Youth become stewards of heritage and co-creators of the future, while elders pass down critical ecological wisdom. Schools, field labs, and civic academies provide continuity and a pathway for long-term community empowerment and innovation.

5. Use Data, Metrics, and Impact Frameworks to Guide and Evaluate

Regeneration must be measurable, but not only in economic terms. Applying **Multi-Criteria Decision Analysis (MCDA)** allows communities to assess pilot outcomes across social cohesion, biodiversity, circularity, and wellbeing. Tools like the **3D Impact Framework** help capture **ecological, social, and cultural dimensions** of impact. Data must not be extracted but returned to the community through open data commons and participatory dashboards, enabling **transparency, learning, and ownership**. This culture of evidence enables adaptive management, course correction, and informed scaling.

6. Build Multi-Stakeholder Ecosystems and Cross-Sector Synergies

To scale, pilots must be embedded in broader ecosystems. This includes connecting with universities, cooperatives, NGOs, SMEs, and institutions—regionally, nationally, and internationally. Alignment with frameworks like the **Green Deal, PNRR, or Horizon Europe** amplifies the legitimacy and resourcing of local initiatives. Rural areas must be reimagined as **innovation hubs**, and partnerships with **civic-tech platforms** or smart village initiatives ensure that digital and social innovations converge for holistic impact. The open ecosystem design ensures resilience, mutual support, and continuous innovation flow.

7. Enable Regenerative Economic Models Rooted in Commons and Culture

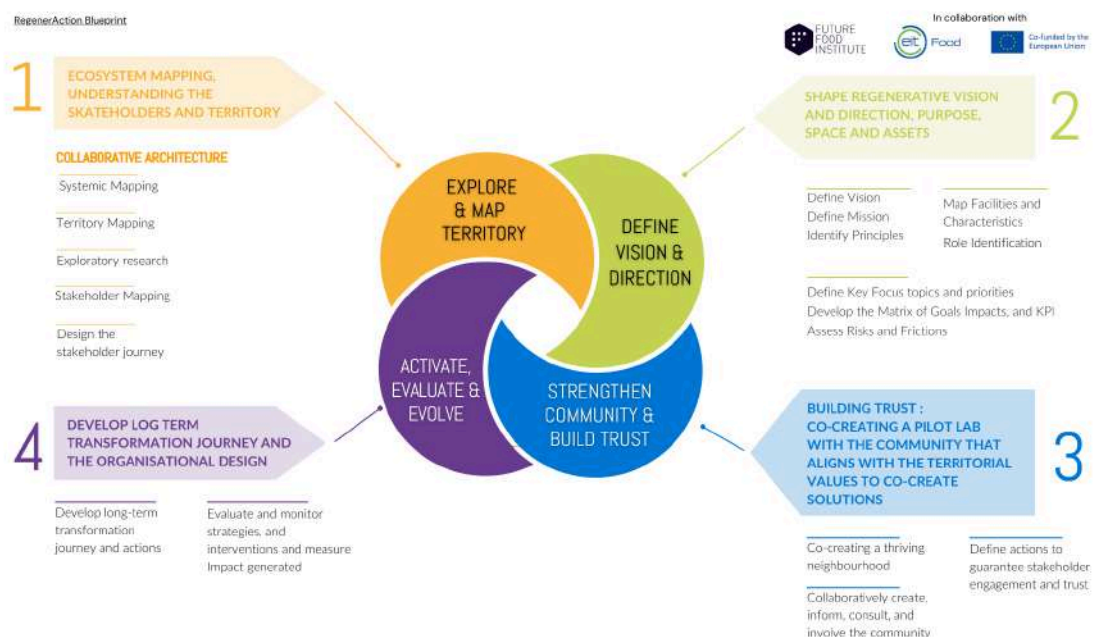
Moving beyond extractive paradigms, pilots must activate **regenerative economic models** that combine local knowledge, natural capital, and cultural heritage. Circular bioeconomies, cooperatives, agri-food clusters, and **regenerative tourism models** provide economic foundations for inclusive prosperity. The emphasis is on **commons-based entrepreneurship**, where value is created and reinvested locally. Local production and global inspiration converge to build a resilient economic identity, capable of attracting youth and sustaining community livelihoods.

8. Inspire, Document, and Replicate through Storytelling and Soft Power

Transformation must be visible, felt, and celebrated. Storytelling becomes both a tool for community pride and a vehicle for influencing broader systems. Platforms like **Pilot Lab Diaries, policy exchanges, and gastrodiplomacy events** ensure that each pilot becomes a lighthouse for others. Documentation through multimedia formats, participatory evaluation, and open-source **replication kits** allows the model to travel to new territories. When paired with policy alignment and local capacity-building programs, this ensures that the regenerative methodology can **scale without losing its soul**.

METHODOLOGY AND TOOLS FOR REGENERATION PILOTS

The **RegenerAction Blueprint** is a strategic, action-oriented framework developed by the **Future Food Institute** to enable the regenerative transformation of rural territories. It offers a step-by-step methodology rooted in **Integral Ecology and Prosperity Thinking**, equipping territories with the tools to align innovation with community values, biocultural heritage, and planetary boundaries.



Methodology for implementing the **RegenerAction model** in rural contexts through the lens of **Integral Ecology**.³

Designed to respond to the complex and interwoven challenges faced by rural areas—depopulation, ecological degradation, cultural erosion, underinvestment, and socio-economic fragility—the Blueprint provides a structured yet flexible roadmap for local actors. It empowers **public institutions, cooperatives, cultural custodians, innovators, investors, entrepreneurs and youth** to co-design and implement territorial strategies that are resilient, inclusive, and deeply place-based.

From defining a regenerative vision and mapping local ecosystems to co-creating interventions and evaluating impact, the Blueprint guides communities through four interconnected phases of transformation.

At the heart of this methodology lies the **Pilot Lab**: a dynamic, community-driven

³ SEEDS Project (2024), D2.1 – Living Lab Tools and Methodologies Handbook (SEEDS Living Lab Toolkit), PRIMA Programme, European Union.

ecosystem that translates strategy into action. The Pilot Lab serves as the operational engine of the Blueprint, a space where local stakeholders convene to **experiment, test, and scale regenerative innovations**—from circular economy models and agroecological practices to youth education and gastrodiplomacy.

Built on participatory methods and open collaboration, each Pilot Lab is:

- **Territory-anchored**, reflecting the unique cultural and ecological identity of the place.
- **Process-driven**, following a stepwise approach for trust, engagement, and impact.
- **Scalable and modular**, allowing customization based on the needs, capacities, and ambitions of each community.
- **Evolution-oriented**, with the potential to transition into a long-term entity in different institutional or organizational forms over time.

To support practical implementation, the Blueprint includes a suite of open-source **tools and canvases**, ready to be used in workshops, visioning sessions, and collaborative design moments. These tools help local actors **visualize challenges, align stakeholders, generate solutions, and track progress**.

The RegenerAction Blueprint ensures that rural regeneration is not just about preservation or economic revitalization—but about cultivating **integrated prosperity** for people, place, and planet.

HOW TO USE THIS BLUEPRINT

This Blueprint is designed as a flexible and adaptive reference framework to support the development and evolution of RegenerAction Pilot Labs in diverse territorial, institutional, and cultural contexts. It does not prescribe a standardized sequence of actions, nor does it define a fixed operational pathway. Instead, it offers a systemic orientation to guide communities, institutions, and partners in shaping their own regenerative trajectories.

The four strategic phases outlined in this document should be understood as interconnected and mutually reinforcing domains rather than as a linear progression. In practice, **Pilot Labs may enter the framework at different points**, depending on their level of maturity, existing governance structures, and territorial readiness.

For example, emerging communities or territories without an established pilot structure may begin by focusing on exploring and understanding their local context, activating relationships, and mapping available resources. Conversely, more advanced Pilot Labs with consolidated networks, ongoing initiatives, or existing governance arrangements may enter directly at the stages of collective capacity building or activation, using the framework to realign strategies, strengthen collaboration, or scale impact.

Throughout the process, continuous learning, reflection, and adaptation play a central role. Insights generated in one phase inform and reshape activities in others, enabling each Pilot Lab to evolve in response to changing social, ecological, and economic conditions.

Rather than serving as an operational manual, this **Blueprint functions as a shared strategic compass**. It supports territorial actors in navigating complexity, aligning diverse stakeholders, and sustaining long-term regenerative ambition, while leaving space for contextual interpretation, institutional diversity, and locally grounded innovation.

PHASE 1 - EXPLORE & MAP THE TERRITORY

This phase focuses on identifying the assets, actors, and interdependencies that shape the territorial system, mapping both formal and informal networks and visualizing how energy, knowledge, food, and people flow through the community. Rather than starting from predefined governance structures, it fosters relationship-building, alignment of intent, and the emergence of collaborative architectures that support trust-based innovation ecosystems. These mapping and exploratory activities function as an integrated analytical system, generating a multidimensional understanding of territorial dynamics, stakeholder capacities, and systemic opportunities. When consolidated, this perspective informs the prioritization of strategic intervention areas and enables the translation of territorial insights into coherent action plans and regenerative investment pathways aligned with local development trajectories.

ACTIVITY 1: Territory Mapping

Methodology Step

Explore and Map (1.1)

Definition

Territory mapping involves visualizing and analyzing geographical areas to understand their characteristics, boundaries, and potential opportunities. It identifies key locations for intervention, assesses local resources and stakeholders, and supports strategic planning for Pilot Lab activities. Establishing a clear territorial context is essential when setting up a Pilot Lab, as it helps define the physical and social landscape where the Lab will operate. This foundational step allows for better alignment of interventions with local realities and needs.

Purpose for Pilot Lab

- **Understand Local Context:** Visualizes the physical environment and socio-economic characteristics of the region, which is essential for designing place-based solutions.

- Identify Resource Proximity: Maps proximity to critical resources like schools, community centers, and transport hubs.
- Target Interventions: Helps identify "hotspots" where issues are most prevalent, enabling targeted intervention.
- Facilitate Participant Engagement: Provides a shared visual reference that stakeholders can co-create, deepening understanding and buy-in.
- Support Sensing and Monitoring (optional): Assists in planning sensor deployment to monitor key issues like soil quality, crop quality and health, or energy use.

How to Conduct Territory Mapping

1. Define the Purpose and Scope

Identifying the primary goal, setting clear geographical boundaries, and determining the type of data to be collected. Whether you aim to map problem areas, resources, or intervention zones, this step ensures that all activities remain aligned with the broader goals of the Pilot Lab.

Trigger Questions:

- What is the primary objective of this territory mapping exercise?
- Which geographical area will be mapped (city, neighborhood, rural region, etc.)?
- What specific data should be included (resources, infrastructure, participant locations, etc.)?

2. Gather Data and Information

Collecting data from multiple sources, on-the-ground observations and community input provide deeper context. Combine this with existing reports, studies, and census data to fill gaps and ensure a comprehensive perspective. Optionally you can also use GIS data, open-source maps, and local government spatial information as a starting point.

Trigger Questions:

- What local knowledge from community members can provide deeper insights?
- Are there key landmarks, entry points, or community hubs that should be included on the map?

3. Facilitate a Co-Creation Session

Bring stakeholders, community members, and local experts together to co-create the map. Use participatory mapping to actively engage participants in identifying key locations, community assets, and potential hotspots. Leverage local knowledge to capture cultural or historical insights that may not be available in existing datasets. Encourage participants to highlight areas of concern, opportunity zones, and critical resources.

4. Design and Analyse the Map

Go beyond surface observations to explore spatial, socio-economic, and environmental factors. This deeper analysis helps identify opportunity zones, service gaps, access issues, and social connections, guiding strategic decision-making.

- a. Spot Key Opportunity Zones and Gaps: Spot underused spaces, potential hubs, and areas for environmental restoration while noting service shortages or resource duplication.
- b. Map the Social Landscape: Consider socio-economic factors, historical land use, and community dynamics to understand power structures and resource distribution.
- c. Plan for the Future: Anticipate changes in infrastructure, climate, or policy and use insights to prioritize interventions, allocate resources, and engage stakeholders effectively.

5. Refine and Share the Map

Refining and sharing the map ensures that all key perspectives are incorporated and that the final map is a useful reference for stakeholders. After receiving feedback from stakeholders, the map should be updated and shared widely.

ACTIVITY 2: Exploratory Research

Primary and secondary research play a crucial role in identifying impactful opportunities, effective strategies, and targeted policy interventions that support the Pilot Lab's goals. Conducting comprehensive research ensures that Pilot Labs are equipped with the evidence needed to inform decisions, co-create solutions, and drive sustainable transformation.

This research can be broken down into two methods:

A. Primary Research

Direct data collection from sources, such as stakeholders, communities, and observations directly from the source. The main methods include field observation, focus groups, interviews, and workshops. Each method provides unique perspectives and insights essential for developing context-specific solutions in Pilot Labs.

1. Cultural Probes

Methodology Step

Explore and Map (1.2A)

Definition

Cultural probes are a qualitative research tool designed to gather rich, unbiased data directly from participants in their own contexts. Kits containing items like journals, cameras, maps, and prompts enable participants to document their experiences independently, capturing insights without a researcher present.

Purpose

This tool aims to gather deep, personal, and cultural insights about participants' lives, motivations, and needs. This understanding helps to shape the Pilot Lab's solutions, ensuring they are rooted in the context and realities of the community. Cultural probes also provide data for further research using methods such as participant observation, co-creative workshops, or as a sensitizing exercise for in-depth interviews.

How To

1. Preparation
 - Define the research objectives and what insights you aim to gather.
 - Assemble cultural probe kits tailored to the context. Include items such as: Journals for diary entries, cameras for visual documentation, maps for spatial activities, question cards for open-ended prompts
 - Customize each kit to reflect the local culture, research motive and context of the Pilot Lab's target participants.
2. Distribution

Distribute the kits to selected participants. Ensure they represent the community's diversity and explain how to use the items in the kit.
3. Engagement

Encourage participants to use the probes over a specified period (e.g., 1-2 weeks) to document their lives, activities, and thoughts. Provide simple guidelines but allow for creativity.
4. Collection and Analysis

Collect the completed kits and analyze the materials. Look for themes, patterns, and unexpected insights that inform the Pilot Lab's design and implementation.
5. Feedback and Iteration

Share the findings with participants and stakeholders for validation. Use the insights to refine the Pilot Lab's approach.

Examples:

- **Farming Practices:** Use cultural probes to explore traditional methods of cultivating ancient grains. Provide participants with journals and cameras to document their daily agricultural routines, challenges, and practices over a planting season.
- **Market Interactions:** Probe how local farmers and traders engage in cereal markets. Participants can map market journeys, photograph key interactions, and note challenges like transportation or pricing.

Note⁴: The length and depth of cultural probes vary with research objectives, ranging from one day to several weeks.

2. Field Observation

Methodology Step

Explore and Map (1.2B)

Definition

Field observation is a crucial method in primary research, offering first-hand insights into real-world contexts. Field observation involves going into the field to directly observe phenomena, behaviors, or events relevant to the research question.

Purpose

This approach aims to provide direct, experiential knowledge that can inform better decision-making, identify community needs, and reveal gaps in existing interventions. This method provides rich, contextualized data from real-life situations. It allows Pilot Labs to understand behaviors, processes, and patterns that may not be visible through other methods.

How to

Field observation is a process that requires careful planning and active engagement.

1. Define the Purpose and Location
Set a clear goal for the observation, identifying the behaviors, activities, or conditions you aim to study. Choose a location that aligns with this objective, such as a community space, farm, market, or neighborhood, ensuring the site provides meaningful context for your observation.
2. Plan Observation Methods
Decide how you will observe — passive observation or active participation. Use an observation guide or checklist to track key details during the session.
3. Collect Data
Record key behaviors, interactions, and conditions. Use tools like templates, observation logs, or mobile apps. Take photos or videos (with consent) for additional context.
4. Ensure Ethical Considerations
Obtain permission before observing people or communities. Explain the purpose of the observation to build trust and transparency.
5. Review and Analyze
Reflect on the data collected. Identify patterns, key behaviors, and significant moments. Organize insights into themes to inform actions, interventions, for Pilot Lab activities.

Tools:

⁴ Interaction Design Foundation. n.d. "What Are Cultural Probes?"

- Observation templates and logs
- Cameras, voice recorders, or mobile phones to capture data

3. Interviews

Methodology Step

Explore and Map (1.2C)

Definition

Interviews are one-on-one or small group discussions with key stakeholders, community members, or experts to gather in-depth insights, stories, and perspectives.

Purpose

They are a vital method for understanding local contexts, uncovering qualitative data, and capturing the lived experiences of the community. Interviews enable Pilot Labs to explore issues in greater detail, clarify community needs, and identify actionable solutions.

Who to Interview

To ensure a comprehensive understanding of the topic, it's essential to select a diverse range of interviewees depending on the research topic. This may include:

- **Community Members:** Residents, local leaders, and people directly affected by the issue being addressed. They offer lived experiences and practical perspectives.
- **Subject Matter Experts:** Specialists in areas like sustainability, urban planning, food systems, and other relevant fields. They provide technical insights and broader context.
- **Policy Influencers:** Local government representatives, policymakers, and advocates. Their input is crucial for aligning Pilot Lab activities with regulatory frameworks and policy goals.
- **Business Stakeholders:** Representatives from local businesses, cooperatives, and industry players. Their involvement helps identify market needs and collaborative opportunities.

How to Identify Interviewees

- **Use stakeholder maps:** Identify key individuals and organizations involved in the issue.
- **Leverage local networks:** Reach out through community groups, social networks, or local authorities.
- **Target people with diverse perspectives:** Ensure you capture perspectives from multiple viewpoints (e.g., youth, women, and marginalized groups).

How to conduct and guide interviews

1. Reach Out and Invite the Interviewee

Reach out to potential interviewees with a personalized invitation. Share the purpose of the interview, its duration (typically 30 to 60 minutes), and the format (online or in-person). Allow interviewees to choose a convenient time and platform. Send a reminder a day or two before the interview to confirm availability.

2. Prepare for the Interview

Define the goal of the interview and the specific insights you want to gain. Create an interview guide with 8-12 open-ended questions to maintain focus and flexibility. Plan for a session lasting 30 to 60 minutes, and select a format that works best for participants (in-person, Zoom, or Google Meet).

3. Conduct the Interview

Use a structured yet flexible approach by starting with general questions and moving to more specific topics. Adapt questions if needed as the conversation evolves. Use prompts like "Can you elaborate on that?" or "Why do you think that happened?" to encourage deeper responses. Actively listen, take notes, and reflect back key points for clarification.

4. Record and Take Notes

With the participant's consent, record the session using audio or video tools. Take notes to capture key themes, observations, and emerging patterns for further analysis.

5. Wrap Up the Interview

Summarize the main points discussed and clarify any unresolved issues. Inform the participant of next steps, such as how their feedback will be used or if they can expect follow-up communication.

Tools and Resources

- Interview Guides: Create Templates and scripts for conducting structured or semi-structured interviews.
- Digital Tools: Recording devices, mobile phones, Zoom, Google Meet, or audio apps.
- Reference Materials: [IDEO Design Kit - How to Conduct an Interview](#)

4. Focus Group

Methodology Step

Explore and Map (1.2D)

Definition

A focus group is a guided discussion with a small group of participants, typically 6-12 people, to explore their thoughts, attitudes, and perspectives on a specific topic. It provides rich qualitative data through group interaction, allowing for a deeper understanding of community needs, preferences, and collective decision-making processes.

Purpose

The main goal of a focus group is to gather diverse viewpoints, spark dialogue, and

reveal group dynamics that may not emerge in one-on-one interviews. In Pilot Labs, focus groups help co-design solutions, test concepts, and validate community-driven ideas by directly involving local stakeholders.

How to Conduct and Facilitate a Focus Group

- 1. Identify Focus Group Participants**
Carefully select a diverse group of 6–12 individuals, ensuring representation from varied backgrounds such as community members, policy influencers, and subject matter experts. Use stakeholder maps and networks to ensure varied perspectives and meaningful contributions.
- 2. Plan and Prepare**
Define clear objectives and craft a discussion guide with 6–8 targeted questions. Decide on the session format (in-person or online) and allocate 60–90 minutes for focused engagement.
- 3. Invite and Confirm Participants**
Send out invitations that clearly state the purpose, format, and schedule of the focus. Send invitations that clearly outline the purpose and agenda. Follow up with reminders to confirm attendance and ensure participants are informed and prepared.
- 4. Facilitate the Focus Group**
Begin with an icebreaker to establish rapport. Use the discussion guide while allowing flexibility for organic dialogue. Pose probing questions and actively moderate to ensure balanced and meaningful participation like, “Can you explain that further?”, “Why do you think that is the case?”, or “Can you give an example to illustrate that point?” to encourage deeper insights. Actively listen, clarify key points, and ensure everyone has a chance to contribute.
- 5. Record and Document Key Insights**
With consent, record the session and document key themes, insights, and notable quotes. This information will be critical for thorough analysis and reporting.
- 6. Wrap Up and Follow Up**
Summarize the discussion, address unresolved points, and thank participants. Share next steps, including how their input will be used and future opportunities for collaboration.

Tools and Resources

- Discussion Guides: Templates for structuring focus group discussions.
- Digital Tools: Zoom, MURAL, Miro, Google Meet for virtual focus groups.
- Facilitation Materials: Sticky notes, whiteboards, or collaborative digital whiteboards.

B. Secondary Research

Analysis of existing information, reports, and data to identify trends, insights, and benchmarks.

1. Surveys

Methodology Step

Explore and Map (1.2E)

Definition

A survey is a structured method of collecting data from a large group of people using a questionnaire. Surveys gather quantitative and qualitative insights on opinions, behaviors, needs, and experiences.

Purpose

For Pilot Labs, surveys are essential for understanding the broader community's needs, testing concepts at scale, and measuring the impact of initiatives and interventions.

How to conduct a survey?

1. **Define the Purpose and Objectives** Clarify the goal of the survey—whether it's capturing feedback, assessing community needs, or tracking project impact. Identify the type of data required (quantitative for trends, qualitative for deeper insights) and how the results will cater to the expected outcomes for stakeholders.
2. **Design the Survey** Create simple, clear, and unbiased questions. Use a mix of question types like multiple-choice, Likert scales (a scale to measure opinions, attitudes, or behaviors with five or seven response options), and open-ended prompts. Limit the survey to 8-12 essential questions to keep participants engaged. Pilot test with a small group to refine the structure and eliminate confusion.
3. **Choose the Delivery Method** Select the best method for your audience. Online tools (Google Forms, Typeform) offer broad reach, while paper surveys work for areas with limited internet. In-person surveys at community events allow for direct engagement and higher response rates.
4. **Distribute and Promote the Survey** Share the survey through email, social media, and community networks. Clearly explain its purpose, expected time commitment, and submission deadline. Offering small incentives can boost participation and engagement.
5. **Collect and Analyze Data** Organize responses using tools like Excel or Google Sheets. Identify key patterns, themes, and areas of consensus or disagreement. Segment responses by demographics (age, location, occupation) to highlight differences among groups.
6. **Report and Share Findings** Use clear visualizations (bar charts, pie charts) to present findings. Highlight key takeaways and actionable insights. Share results with stakeholders and community members to inform decisions and improve future initiatives.

2. Desk Research

Methodology Step

Explore and Map (1.2F)

Definition

Desk research involves collecting and analyzing existing information from published sources such as reports, academic literature, and online databases. Unlike primary research, it relies on secondary sources of information.

Purpose

For Pilot Labs, desk research helps identify best practices, policy recommendations, and market trends. It provides insights into regional issues, socio-economic conditions, and policy landscapes that impact the Pilot Lab's focus areas. This deeper understanding enables more context-specific solutions, enhances community engagement, and supports evidence-based decision-making.

How to

- 1. Define the Research Objective**

Start by clearly defining the research goal and key questions you want to answer. This could involve understanding community needs, identifying potential solutions, or exploring key challenges within the Pilot Lab. List the core topics, themes, or keywords that will guide your search. A focused objective ensures that your research remains relevant and actionable.
- 2. Identify Reliable Sources**

Select credible sources that offer high-quality, relevant information. Useful sources include:

 - Government and Policy Reports: Available on government or international organization websites (e.g., [UN](#), [OECD](#)).
 - Academic Research: Access studies and case reports via ResearchGate, or institutional libraries.
 - Industry and Market Reports: Use reports from think tanks, NGOs, or consulting firms related to your Pilot Lab's focus area.
- 3. Collect and Organize Data**

Review sources systematically and collect only the most relevant information. Document key insights and summarize critical points in a research log or spreadsheet. Include source links and page numbers for easy reference later. This structured approach ensures information is accessible, credible, and ready for analysis.
- 4. Synthesize Key Insights**

Group information into common themes and highlight any knowledge gaps that may require further investigation. Extract actionable takeaways, best practices, and strategic recommendations that can directly inform Pilot Lab activities. If necessary, identify areas where additional primary research (like interviews or surveys) is required.
- 5. Apply the Findings**

Use the findings to support decision-making, inform co-creation workshops, and strengthen prototype development. Apply insights to shape advocacy

efforts, stakeholder briefings, and community engagement strategies. By integrating research into practical applications, the Pilot Lab can create more impactful and evidence-based interventions.

Tools and Resources

- Research Databases: Google Scholar, ResearchGate, institutional libraries
- Data Organization Tools: Excel, Google Sheets, Notion

ACTIVITY 3: Systemic Mapping

1. Human and Planet Balance Statement designed by FFI

Methodology Step

Explore and Map (1.3A)

Definition

The Human-Planet Balance Statement is a structured tool that aligns human needs with planetary boundaries and social foundations. Developed as part of the Prosperity Thinking Methodology by the Future Food Institute (FFI), this tool helps stakeholders craft solutions that satisfy human goals while respecting environmental and societal limits, fostering long-term sustainability.

Purpose

To support Pilot Labs and stakeholders in bridging the gap between human aspirations and planetary limits by identifying balanced, actionable solutions. This tool ensures that initiatives address both immediate human needs and long-term ecological and social resilience, fostering sustainable prosperity. This way of defining the challenge focuses on solving for sustainability by helping to connect the dots between human actions and planetary needs.

How To

1. Identify Key Actors
Map main actors (e.g., citizens, local authorities, companies, community groups) using tools like stakeholder analysis or iceberg models.
2. Analyze Needs and Motivations
Understand the specific needs, goals, or motivations driving the actions of each actor. Consider questions like:
 - What are the basic needs or objectives of this group?
 - What drives their current behaviors or decisions?
3. Choose Planetary Boundaries and Social Foundations
Identify the planetary boundaries (e.g., climate change, ocean acidification) or social foundations (e.g., access to clean water, food security) impacted by the

actions.

- Planetary Boundaries are boundaries within which humanity can continue to develop and thrive for generations to come. Crossing these boundaries increases the risk of generating large-scale abrupt or irreversible environmental changes.
- Highlight and choose overshoot boundaries or unmet foundations that are most ideal to solve and tackle for your PL.

4. Craft the Balance Statement

Use the "How might we" framework to draft statements that link the actor, their needs, and the relevant planetary boundary or social foundation.

- How might we enable <Actor> to respect the <planetary boundary/social foundation> while fulfilling <their needs / goals>?
- Example: How might we enable farmers to reduce water use in irrigation while ensuring stable crop yields?

5. Validate and Refine

Collaborate with stakeholders to validate the statement, ensuring it addresses both human needs and planetary limits effectively. Adjust based on feedback to ensure practical applicability and shared ownership.

Time Needed

2 hrs

[Download Canvas](#)

RegenerAction Blueprint

HUMAN & PLANET BALANCE STATEMENT

<p style="text-align: center;">ACTOR</p> <p style="font-size: small;">Main people and organisations that came up in your iceberg discussion. Eg. The mayor, Doctors, Chefs etc.</p>	<p style="text-align: center;">PLANETARY BOUNDARY/SOCIAL FOUNDATION</p> <p style="font-size: small;">Main social and environmental problems that came up in your discussion. Eg. Food desserts, Food waste</p>	<p style="text-align: center;">NEEDS/GOALS/OBJECTIVES</p> <p style="font-size: small;">Main needs of the people that came up in your discussion Eg. Food delivery, convenience, proper nutrition, feed their families</p>
<p>▼</p> <p style="text-align: center;">HOW MIGHT WE ENABLE</p> <p style="font-size: x-small;">Choose one main actor from above and add it below</p>	<p>▼</p> <p style="text-align: center;">TO RESPECT</p> <p style="font-size: x-small;">Choose one main social or environmental problem related to the chosen actor and add it below</p>	<p>▼</p> <p style="text-align: center;">WHILE FULFILLING</p> <p style="font-size: x-small;">Choose one need or goal of this actor and add it below</p>
<p style="font-size: x-small;">Create your how might we statement below</p>		
<div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center;"> <p>HOW MIGHT WE ENABLE <ACTOR> _____ TO RESPECT THE <PLANETARY</p> <p>BOUNDARY/SOCIAL FOUNDATION> _____ WHILE</p> <p>FULFILLING <THEIR NEEDS / GOALS> _____ ?</p> </div>		



2. Systemic Mapping

Methodology Step

Explore and Map (1.3B)

Definition

Systemic mapping is a process of visualizing and analyzing the interconnections, relationships, and dynamics within a system. It creates a schematic map that outlines the key actors, issues, opportunities, and barriers within a specific context. In a Pilot Lab, systemic mapping helps to visualize the relationships between stakeholders, ideas, and systemic challenges, allowing for a holistic view of the ecosystem. This approach highlights opportunities for intervention, reveals hidden barriers, and identifies leverage points for driving change.

Purpose

- **Identify Interconnections:** Helps Pilot Labs see how different stakeholders, issues, and activities are interlinked, ensuring a more integrated approach to problem-solving.
- **Visualize Complexity:** Simplifies the complexity of social, environmental, and economic interactions in a clear, visual format.
- **Discover Leverage Points:** Identifies key areas within a system where small changes can create significant positive impact. These leverage points often influence behaviors, policies, or resource flows, enabling more efficient and lasting transformations in Pilot Lab initiatives.
- **Enhance Collaboration:** Promotes a shared understanding among stakeholders, enabling co-creation and collective action.

How to?

1. Define Scope and Purpose

Clarify the goal of the mapping exercise to focus on stakeholder relationships, system barriers, or other areas for innovation. Define the scope—will it focus on a specific challenge (like food waste) or the entire Pilot Lab ecosystem? Identify key questions the mapping activity should answer, such as "Where are the leverage points for change within the ecosystem?"

2. Identify Key Components

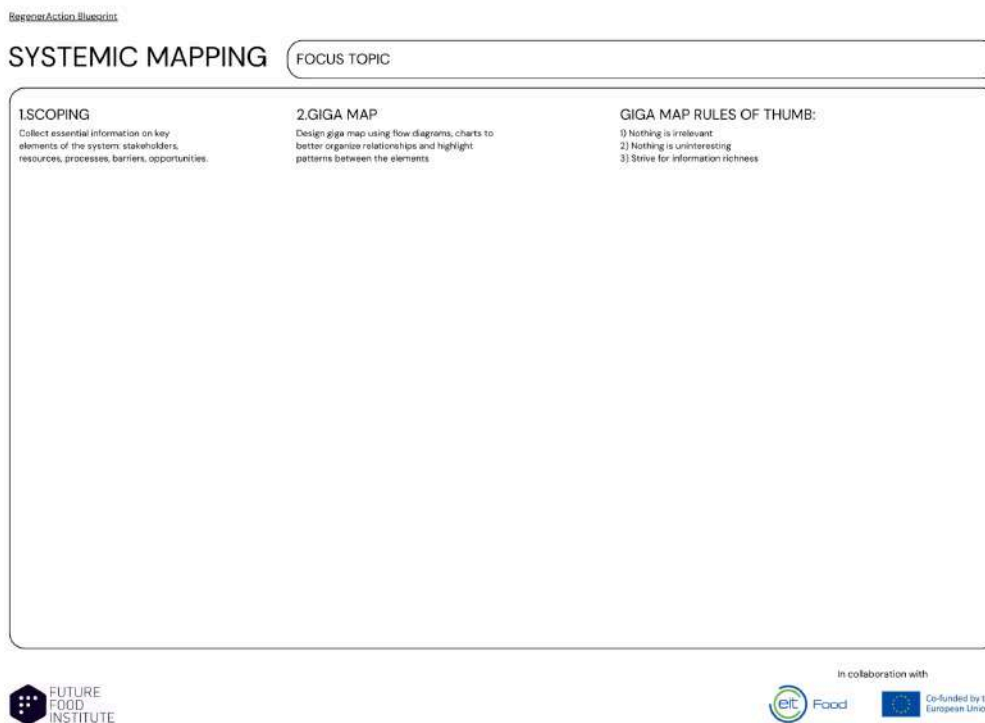
Collect essential information on key elements of the system that need to be visualized and organize the map into categories to make relationships clearer. , such as:

- a. **Stakeholders:** Key actors like community members, government bodies, and private sector partners.
- b. **Resources:** Inputs and resources (like funding, skills, and materials) that support the system.

- c. Processes: Core activities and value chains driving the system.
 - d. Barriers: Challenges or bottlenecks that disrupt system functioning.
 - e. Opportunities: Areas where intervention could drive significant change.
3. Design the System Map
Design a giga map using flow diagrams, charts to better organize relationships and highlight patterns. Link actors, resources, and processes using arrows to show connections. Highlight resource flows, feedback loops, and points of influence. Use color-coding to differentiate actors, processes, barriers, and leverage points.
4. Facilitate Co-Creation Session
Involve stakeholders and the community in a participatory mapping session that encourages them to identify key actors, relationships, and leverage points. Focus on mapping essential interactions rather than every possible detail to avoid complexity. Look for leverage points where small changes could have a big impact.
5. Refine and Update the Map
Use it as a Pilot document that evolves with the system, and update it regularly to reflect changes, new insights, or updated objectives.

[Download Canvas](#)

Print on A1



ACTIVITY 4: Stakeholder Mapping

Methodology Step

Explore and Map (1.4)

Definition

Stakeholder mapping is a strategic activity that identifies, categorizes, and prioritizes the key stakeholders that influence or are influenced by the Pilot Lab's activities. Stakeholder mapping supports co-creation, shared ownership, and stronger partnerships within the Pilot Lab ecosystem.

Purpose

The purpose of this activity is to ensure that all relevant stakeholders are identified and categorized according to their influence, interest, and relationship with the Pilot Lab. It serves as a visual tool to guide engagement strategies and foster collaboration with essential actors.

How to

1. Brainstorm Stakeholders

Divide participants into small groups and provide each group with sticky notes or access to an online collaborative board. Ask each group to brainstorm key stakeholders, answering the following trigger questions:

- Who can influence the success of the Pilot Lab?
- Who will be impacted by the activities of the Pilot Lab and the territory?
- Which stakeholders bring expertise, resources, or networks to the table?
- Which organizations, institutions, or community groups are connected to the Pilot Lab's goals, issues in the territory, etc?

Stakeholders may include funders, public sector actors, local communities, universities, researchers, entrepreneurs, NGOs, and civil society organizations.

2. Add Stakeholder Details

Once stakeholders are identified, provide a detailed profile for each, considering the following aspects:

- a. *Needs*: What expectations or requirements do stakeholders have from the Pilot Lab?
- b. *Risks*: What challenges might arise in engaging this stakeholder? Consider barriers such as conflicting interests, trust issues, or capacity constraints.
- c. *Priorities*: What are their key focus areas, and how do they align with the Pilot Lab's objectives? What does each stakeholder expect from

their involvement?

This step will help ensure that each stakeholder is considered not only for their role but also for their motivations, challenges, and potential contributions.

3. **Categorising and Mapping**

Using the Stakeholder Mapping Matrix, place each identified stakeholder into one of the four quadrants: Policy, Business, Civic, and Academia. The quadrants represent key sectors that influence or are impacted by the Pilot Lab.

Policy: Government bodies, regulatory authorities, international organizations

Business: Private sector companies, startups, entrepreneurs, investors, farmers.

Civic: Local communities, civil society organizations, advocacy groups.

Academia: Universities, research institutes, academic experts, scientists.

Once all stakeholders are mapped into these quadrants, evaluate the following:

- Are there any missing stakeholders? Review the map for gaps in key areas or sectors.
- Are there overlapping stakeholders? Identify where stakeholders might share similar roles and interests, and ensure clear differentiation of their contributions.

4. **Analyze Relationships and Contributions**

Discuss and visually represent the relationships of different stakeholders using connecting lines. Identify overlaps, dependencies, and gaps.

Connect with arrows how stakeholders can interact and influence each other. Use red lines/arrows to describe connections and interdependencies. Use these trigger questions to facilitate the discussions:

- a. How do the interests or actions of one stakeholder impact others in the ecosystem?
- b. Which stakeholders have the most influence over others, and how does this affect collaboration or decision-making?

[Download Canvas](#)

Print this canvas on A3/A2 for every team before starting the activity.

RegenerAction Blueprint

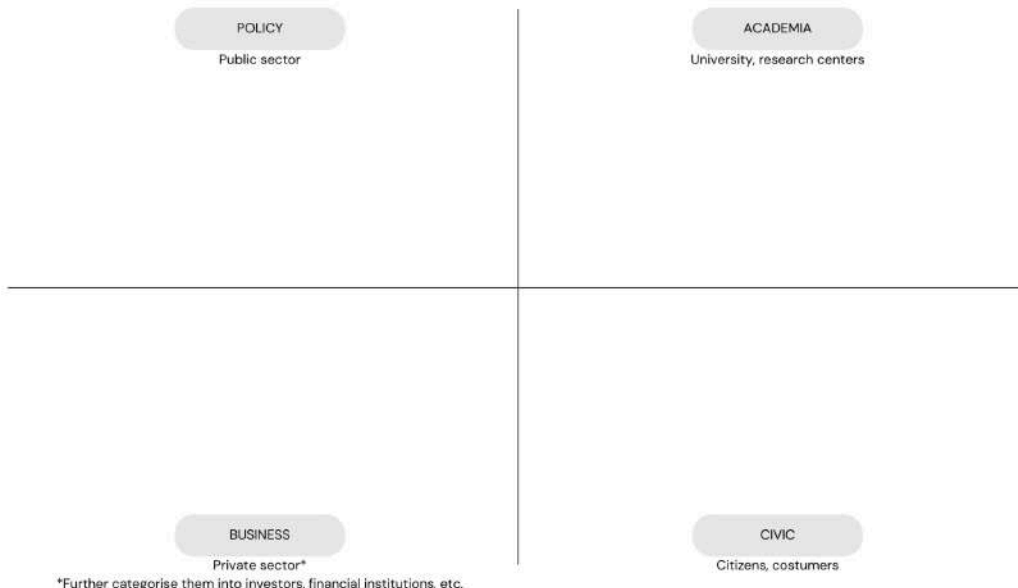
STAKEHOLDER CARDS

STAKEHOLDER NAME	
NEEDS What expectations or requirements do stakeholders have from the Pilot Lab?	PRIORITIES What are their key focus areas, and how do they align with the Pilot Lab's objectives? What does each stakeholder expect from their involvement?
RISKS What challenges might arise in engaging this stakeholder? Consider barriers such as conflicting interests, trust issues, or capacity constraints.	



RegenerAction Blueprint

STAKEHOLDER MAPPING MATRIX



ACTIVITY 5: Stakeholder Engagement and Dissemination

Methodology Step

Explore and Map (1.5)

Definition

It is the process of identifying, involving, and collaborating with key individuals and organizations to ensure their active participation in the Pilot Lab. It fosters inclusivity, co-creation, and shared ownership, ensuring that diverse perspectives contribute to impactful and sustainable solutions.

Purpose

The purpose of this activity is to effectively engage relevant stakeholders in the co-creation process of a Pilot Lab by clearly defining their roles, responsibilities, and communication strategies with your stakeholders.

A structured Community Group (CG) will help build collaboration, maintain regular feedback loops, and support the iterative nature of the Pilot Lab's activities. CG is a collective of individuals, from various backgrounds, who come together to work on specific issues, projects, or goals within a community.

How to?

1. Identify Roles & Responsibilities:
 - a. In the canvas, list the phases or activities that you plan to engage in as a Pilot Lab within those focus areas (Example: Value Chain Mapping, Territory mapping). Identify which stakeholders from your stakeholder mapping fit that phase or activity.
 - b. Map out their expertise, influence, and relevance to specific focus areas (e.g., sustainability, community development, technology, etc.). Assign roles that reflect their strengths, ensuring a balanced representation across sectors.
2. Define Actions and Key Messages
 - a. Clarify each stakeholder's role, responsibilities, and expected contributions to the Pilot Lab. Develop tailored messages that emphasize the benefits of participation and highlight how their involvement adds value to the project. For example, for a local government official, highlight how the Pilot Lab contributes to policy development and innovation.
 - b. Keep in mind to craft specific messages for each stakeholder, ensuring their role is clear and their contribution is valued while outline specific actions they need to take.
3. Create a communication plan
Select the most effective communication channels (e.g., meetings, emails, reports, social media) for engaging different stakeholders. Identify preferred communication methods, frequency, and key messages to ensure active

participation.

Establish a clear timeline for updates, feedback collection, and engagement activities. Assign internal Pilot Lab team members as designated points of contact for different stakeholders to ensure streamlined communication and avoid misalignment.

4. Organise and Prep for a Vision-Setting Call/Meeting:
 - a. Arrange an initial call or meeting to pitch the vision and goals of your vision for the territory..
 - b. Before any engagement with stakeholders, design concise, informative materials that explain the CG structure, stakeholder roles ensure you have materials ready that clearly explain:
 - i. Visions, objectives, goals and activities as well as the future road map of the project and activities
 - ii. What is CG and their role within the CG?
 - iii. Why should they be a part of this?

Note: Anticipate barriers such as stakeholder disengagement or misalignment of interests and adapt engagement strategies proactively to maintain collaboration and long-term impact.

[Download Canvas](#)

Print this canvas on A3/A2 for every team before starting the activity.

RegenerAction Blueprint

STAKEHOLDERS ENGAGEMENT & DISSEMINATION

ACTIVITY 	STAKEHOLDERS 	EXPERTISE 	KEY MESSAGES 	ACTION(S) 	CHANNEL				
					WEB	FACEBOOK	X	INSTAGRAM	OTHER

Note: Anticipate barriers such as stakeholder disengagement or misalignment of interests and adapt engagement strategies proactively to maintain collaboration and long-term impact.



ACTIVITY 6: Stakeholder Journey Map and Engagement

A territory thrives when stakeholders are actively engaged and trust is built among all participants. A successful Pilot Lab builds a sense of community and trust through ongoing interaction and informal relationship-building. Regularly engaging the community ensures that participants feel a sense of ownership and value in the process. This tool helps PLs define actions that ensure consistent stakeholder involvement and trust through purposeful activities, transparent operations, and ongoing evaluation. The approach also prevents participant disengagement and maintains motivation by highlighting the benefits of their contributions.

Foster Continuous Engagement

Sustain stakeholder involvement and trust through consistent activities, transparent communication, and mutual benefit sharing.

1. **Plan Regular and Collaborative Activities**
Ensure the network's activities are consistent and varied to maintain interest. Involve stakeholders in brainstorming and prioritizing activities. Co-create experiments, arrange themed workshops, or develop action plans that address shared challenges.
2. **Assess Network Needs and Success**
Use stakeholder input to evaluate the relevance and effectiveness of activities.
3. **Promote Mutual Benefits and align activities with stakeholder goals**
Communicate how stakeholders benefit from their involvement, such as gaining new insights, connections, or skills. Ensure that activities reflect stakeholder needs and build ownership of the process.
4. **Transparency in Progress**
Share updates on the outcomes and impacts of activities regularly. Provide accessible documentation, such as meeting notes or summary reports.
5. **Feedback and Adaptation**
Collect ongoing feedback from stakeholders to refine activities and objectives.
Use tools like surveys, focus groups, or informal check-ins to assess satisfaction and identify areas for improvement.

Methodology Step

Explore and Map (1.6)

Definition

The Stakeholder Journey Map is a strategic tool that captures the relationship between stakeholders and the Pilot Lab from their perspective. It outlines critical moments where the stakeholder's needs intersect with the Pilot Lab's offerings. By visualising this interaction, it becomes easier to spot pain points and opportunities to improve the overall stakeholder experience and service efficiency.

Purpose

This map helps keep the stakeholder at the core of design decisions, ensuring a stakeholder-centred approach throughout the co-creation process. The aim is to

provide a holistic view of how stakeholders experience the Pilot Lab and ensure that their expectations are met or exceeded throughout their involvement.

How To

The map is designed for one stakeholder. You can create multiple maps for all the different stakeholders in your CG.

1. Outline the Phases of the Journey
Break down the stakeholder's interaction with the Pilot Lab into phases, reflecting their journey from initial awareness to deeper engagement.
Eg: Common phases include: awareness, onboarding, active participation, scaling, testing phase.
2. Identify Stakeholder Needs in Each Phase
 - a. At each phase, think about what the stakeholder needs at that moment. For instance, during the awareness phase, they may need clear information about the Pilot Lab's purpose. In the participation phase, they might need support, guidance, or tools to contribute effectively. In the testing phase, they might need a controlled environment to test a solution.
3. Identify Touchpoints
 - a. A touchpoint is any moment when the stakeholder interacts with the Pilot Lab. These touchpoints could be workshops, emails, meetings, feedback sessions, or digital platforms.
 - b. It's essential to align these touchpoints with the stakeholder's needs to ensure effective communication and support through the activities of the PL.
 - c. Assign relevant touchpoints (e.g., a welcome email for onboarding, a co-creation session for active engagement, hosting a conference). Make sure these touchpoints are designed to meet the specific needs identified for that phase.
4. Spot Pain Points and Opportunities
 - a. Analyze the journey to uncover any potential pain points—moments where the stakeholder might experience confusion, frustration, or unmet expectations.
 - b. At the same time, look for opportunities to improve the process, such as introducing more efficient touchpoints or creating better communication channels.
 - c. During the course of your interactions, use stakeholder feedback to assess where the journey can be improved. This can be through regular surveys, direct feedback sessions, or informal conversations with stakeholders.

Trigger Questions

- What challenges or pain points are stakeholders likely to encounter, and how can we resolve them?
- Where do we see opportunities to strengthen our relationship with

- stakeholders during the co-creation process?
- How can we maximise the time and involvement of the stakeholders?

Note: You can build on these and update them as the journey progresses.

Time Needed

1 hours per stakeholder

[Download Canvas](#)

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STAKEHOLDER JOURNEY MAP

PHASES <small>In which phases do you see the involvement of the stakeholder?</small>				
NEEDS <small>At each phase define the main needs of the stakeholder</small>				
TOUCHPOINTS <small>Identify moments when the stakeholder interacts, get involved with the PL</small>				
PAINPOINTS				
OPPORTUNITIES				



PHASE 2 - SHAPE REGENERATIVE VISION AND DIRECTION

This foundational phase activates territorial listening to uncover the deep narratives, identities, and ecological-cultural assets of the community. Through participatory workshops, interviews, and field immersion, local actors identify dormant resources and future aspirations. The outcome is a Regenerative Statement that links the unique identity of the territory with the broader goals of sustainability, wellbeing, and planetary stewardship.

ACTIVITY 7: Co-Define Foundation

Methodology Step

Define Vision & Direction (2.1)

Definition

This tool allows leaders to inspire co-operation, trust and change in successful organisations on how to think and act by focusing on three fundamental layers. The model suggests starting with Why to define the core purpose before addressing how it will be achieved (How) and what actions will be taken (What). The tool has been inspired from Simon Sinek's Golden Circle.

Purpose

The purpose of the Golden Circle is to inspire and align organisational actions around a central purpose. For a Pilot Lab, which is a collaborative space for experimentation and co-creation, the Golden Circle can help clarify and develop the vision, mission, and principles that guide its activities and engage stakeholders around a common purpose. This process fosters a deeper connection to the core goals and provides a clear framework for decision-making and co-creation.

How to?

The goal of the tool is to define your Pilot Lab's vision, mission, and principles by understanding its core purpose, how you will achieve it, and what principles will define your work. You will start from the inside moving outwards.

1. Frame the inner circle - your Vision
 - a. This step is about discovering the core purpose of the Pilot Lab. Why does it exist beyond making money or running projects? What is the big impact or change you want to create?
 - b. The vision of a Pilot Lab that you will frame will be a forward-looking statement that describes the desired future state and long-term impact the Pilot Lab aspires to achieve. It serves as an inspirational and aspirational guide that directs the overall strategic direction and efforts of the Pilot Lab.
 - c. Use the trigger questions to create your statement. Brainstorm individually and in groups making use of sticky notes or other digital tools to write down thoughts.
 - d. Trigger Questions:

- i. Why does this Pilot Lab exist?
 - ii. What core impact do we want to create for our users or the community?
 - iii. What is the desired future and long term impact your PL aspires to achieve?
 - e. Discuss the ideas as a group and narrow them down to a clear, simple statement that defines the Pilot Lab's vision
Being the vision statement as "The vision of our Pilot Lab is...".
2. Frame the middle circle - your Mission
 - a. Now that the Vision has been identified, focus on How you will achieve this vision and goals.
 - b. Use the trigger questions to create your mission statement and follow the same approach as you did while defining the Vision. It can be a statement or points that help understand your approach as a Pilot Lab.
 - c. Trigger Questions:
 - i. How do we ensure we are true to our purpose and bring it to life?
 - ii. How will we innovate or co-create solutions?
3. Frame the outer circle - your Principles
 - a. With the Vision and Mission of your Pilot lab defined, think about the fundamental values and beliefs that guide the behaviour, culture, and decision-making processes within your Pilot Lab.
 - b. List down 5-8 core principles that will be the point of reference during the activities in the Pilot Lab, every time the decision-makers and leaders need to make a decision.
 - c. Use the trigger questions to frame these and finalise the important principles.
 - d. Trigger Questions:
 - i. What are the fundamental beliefs that guide your PL?
 - ii. What values support the long-term goals and sustainability of the Pilot Lab?
 - iii. What ethical standards or guidelines will we follow to foster trust and transparency?
 - e. Shared principles foster satisfaction and commitment among the stakeholders that you engage. This also helps you evaluate if these values and principles match with your potential stakeholders.

Time Needed

3 to 4 hours (for a full workshop, depending on the number of participants and depth of discussion). Could be done in multiple sessions.

[Download Canvas*](#)

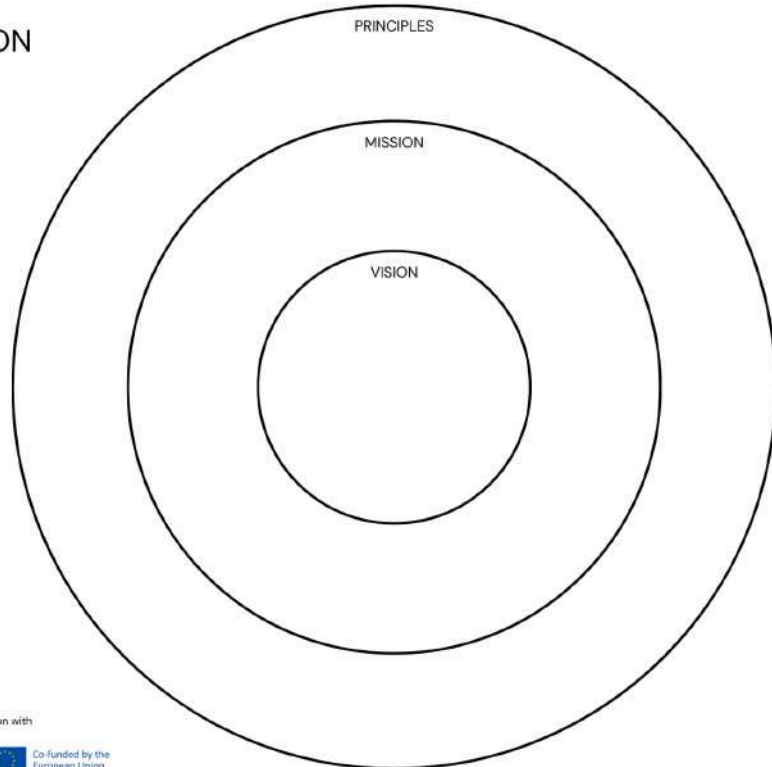
Print this canvas on A3/A2 for every team before starting the activity.

*Reference image for the canvas below. Use the link to view and print the canvas before the workshop.

RegenerAction Blueprint

PILOT LAB FOUNDATION

Brainstorm here with sticky notes on your vision, mission and principles. Add the final statements to the visual on the right.



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ACTIVITY 8: Key Focus Topics

Methodology Step

Define Vision & Direction (2.2)

Definition

Defining key focus topics is the process of identifying the priority areas that the Pilot Lab will address. This process involves stakeholder engagement, brainstorming, clustering ideas, and shortlisting the most relevant topics. These focus areas guide the Lab's activities, ensure alignment with community needs, and drive impactful outcomes with action planning.

Purpose

Establishing a clear, shared direction for the Pilot Lab's efforts. It ensures that stakeholders, from community members to institutional partners, are aligned toward common goals. By prioritizing these focus areas, the Lab can better allocate resources, design targeted interventions, and track measurable impact. Co-defining these topics with stakeholders fosters ownership, increases engagement, and strengthens long-term commitment. Clear focus areas prevent goal drift, promote agility, and concentrate efforts where they can achieve the greatest impact.

How to?

This Activity has multiple steps and exercises to fully define the key focus areas of your PL.

1. Brainstorming

Generate a wide range of potential focus topics related to the Pilot Lab's core vision, mission, and opportunities you wish to explore through this PL.

- a. Duration: 30 minutes
- b. Facilitators will lead a brainstorming session where participants freely suggest ideas for potential topics. This session should encourage creative thinking, aiming for quantity over quality. Use the outcomes of the previous activities as starting points for this activity.
- c. Participants can begin by thinking individually and then work together as a group to add more focus areas. All ideas will be recorded without critique, and everyone is encouraged to share even the most unconventional thoughts.
- d. Expected Outcome: A diverse set of ideas that reflect various perspectives from the Pilot Lab stakeholders.

2. Key Differentiator/Uniqueness of Your Pilot Lab

Identify key focus areas that make the Pilot Lab unique compared to other similar spaces. Focus on what makes your Pilot Lab stand out—whether it's your location, your approach to innovation, your collaboration model, or your specific audience. Brainstorm and discuss using these trigger questions:

- a. What does the Pilot Lab offer that others don't?
- b. What makes the Pilot Lab's approach, community, or resources unique? What value does the Pilot Lab provide that cannot be easily replicated by others?

3. Clusterization

Organize the brainstorming ideas into thematic clusters based on similarity and relevance.

- a. Duration: 30 minutes
- b. Once the ideas are mapped down, facilitators will guide the group in grouping them into common themes or clusters. The aim is to identify broad categories that represent shared topics or themes that can be explored further.
- c. Participants will collaborate to categorize ideas into 3–5 main clusters, ensuring that each group is relevant to the Pilot Lab's objectives.
- d. While you are clustering, also consider their relevance and feasibility. You can begin to eliminate ideas that don't align with your vision and mission here.

4. Focus & Shortlisting

Narrow down the clusters to a few key focus topics that will be prioritized for further exploration in the Pilot Lab.

- a. Duration: 30 minutes
- b. After clustering, each participant will vote or rank the clusters based

- on the following criteria:
- i. Relevance to the Pilot Lab's overall objectives.
 - ii. Potential for impact and innovation.
 - iii. Feasibility (resource and time constraints).
- c. Discuss the top 3–5 clusters with the most votes and discuss which can be selected as the key focus topics for the Pilot Lab.
- d. Finalise maximum 3-5 key focus topics.

Expected Outcome: A final set of focus topics that are well-aligned with the Pilot Lab's strategic direction and current environment.

[Download Canvas](#)

Print this canvas on A3/A2 for every team before starting the activity.

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BRAINSTORMING

The best policy is to promote openness, lots of ideas, and creativity over immediate feasibility. Brainstorms work best when the group is positive, optimistic, and focused on generating as many ideas as possible.

CLUSTERIZE
Organize the brainstorming ideas into thematic clusters based on similarity and relevance.



VOTING
Vote or rank the clusters that can be selected as the key focus topics for the Pilot Lab.

KEY DIFFERENTIATOR

What does the Pilot Lab offer that others don't?
What makes the Pilot Lab's approach, community, or resources unique? What value does the Pilot Lab provide that cannot be easily replicated by others?

What does the Pilot Lab offer that others don't?
What makes the Pilot Lab's approach, community, or resources unique? What value does the Pilot Lab provide that cannot be easily replicated by others?

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SWOT Analysis

Methodology Step

Define Vision & Direction (2.2)

Purpose

The goal is to identify the strengths that can be leveraged, weaknesses that need to be addressed, opportunities that can be seized, and threats that may pose risks.



How to?

1. Conduct a group SWOT analysis by reviewing and considering the Pilot Lab's ability to pursue them.
2. Trigger Questions for each quadrant:
 - Strengths: What internal resources, expertise, or unique advantages does the Pilot Lab possess?
 - Weaknesses: What gaps, inefficiencies, or limitations hinder the Pilot Lab's effectiveness?
 - Opportunities: What external trends, partnerships, or funding sources could enhance the Pilot Lab's impact?
 - Threats: What external risks, competition, or challenges could disrupt the Pilot Lab's goals?
3. Analyze and discuss the SWOT findings in your groups to prioritize actions that leverage strengths and opportunities while addressing weaknesses and mitigating threats for strategic and sustainable progress.

Expected Outcome

A concise, strategic snapshot of the Pilot Lab's position to inform planning, decision-making, and prioritization of future activities.

Time Needed

2-3 hours

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SWOT ANALYSIS

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS



ACTIVITY 9: Matrix of Goals, Impact and KPI

Methodology Step

Define Vision & Direction (2.3)

1. Building a Matrix

Purpose

The key purpose of this activity is to identify the dimensions you want to take in consideration for each focus area in the Pilot Lab. These dimensions will help you assess the impact and feasibility of each goal.

How to?

1. Define Dimensions for the Matrix
 - a. Identify and define the dimensions you want to consider for the focus areas in the Pilot Lab as defined in the previous activities. These dimensions will help you assess the impact and feasibility of your goals
 - b. Some examples of dimensions could be: social, cultural, economic, health, environment and so on.
 - c. Duration: 30 minutes
2. Map Impact, Goals, and KPIs

For each dimension, map out the goals and KPIs that align with them.

 - a. Duration: 60 minutes
 - b. You can divide dimensions between groups based on participant's areas and strengths and discuss them all together as a group at the end.
 - c. For each identified dimension, define:
 - i. Goals: What specific outcomes do you want to achieve related to that dimension?
 - ii. Impact: What is the potential impact you can achieve through these goals?
 - iii. KPIs: What measurable indicators will you use to track progress for each goal?
 - d. Use the following examples to guide your mapping:
 - i. Goal: Promote the adoption of regenerative farming practices to enhance soil health and conserve biodiversity.
 - ii. Impact: Improved soil quality, increased biodiversity, and reduced environmental degradation from conventional farming.
 - iii. KPI: Percentage increase in soil organic matter (measured annually), Number of farmers adopting regenerative practices (tracked annually), Biodiversity index improvement (number of species observed in farming areas before and after implementing regenerative practices), Reduction in carbon

footprint (measured by reduction in carbon emissions from farming activities).

Expected Outcome

A complete mapping of each dimension, with clear goals, impacts, and KPIs for each.

Time Needed

2-3 hours

[Download Canvas](#)

Print this canvas on A3/A2 for every team before starting the activity.

[RegenerAction Blueprint](#)

MATRIX BUILDING

DIMENSION Define dimensions that will help you assess the impact and feasibility of your goals	GOALS What specific outcomes do you want to achieve?	IMPACT What is the potential impact you can achieve?	KPI What measurable indicators will you use to track progress for each goal?	NOTES

Note: You can have multiple goals, impact and KPIs for a single dimension.



2. Impact Effort Matrix

Methodology Step

Define and Strategy (1.3B)

Purpose

Mapping the goals and actions based on their impact and the effort required to achieve them. It will help prioritise next steps as a Pilot Lab.

How to?

1. To assess the efforts required by the Pilot Lab in achieving the impact you

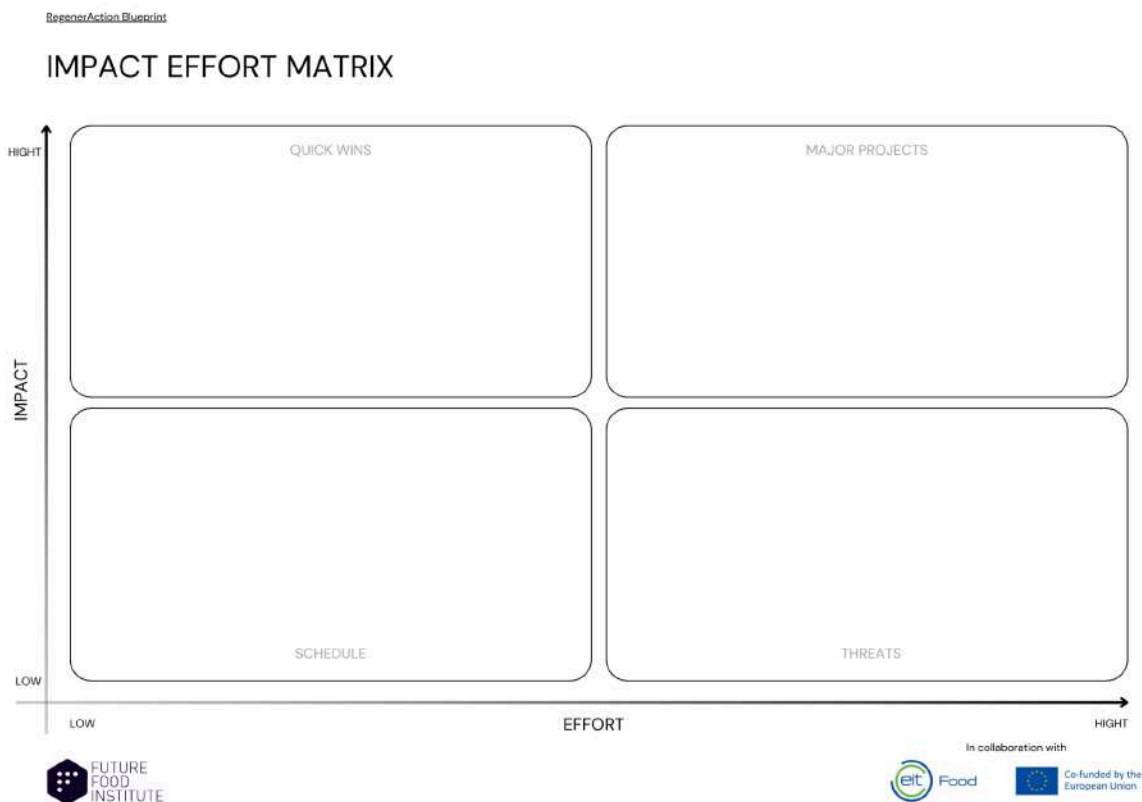
mapped in the previous step. Evaluate each goal by plotting it on a matrix canvas with the help of the trigger questions:

- Impact: How significant is the goal's outcome?
- Effort: How much time, resources, and effort will it take to achieve it?
- Goals with High Impact, Low Effort are quick wins. Goals with High Impact, High Effort are major projects that need more resources. Goals with Low Impact can be deprioritized.

Time Needed

2 hours

[Download Canvas](#)



3. Action Priority Matrix

Methodology Step

Define and Strategy (1.3C)

Purpose

Prioritizing the goals and actions based on the impact and effort matrix will help define the next steps as a Pilot Lab.

1. Once you have categorized goals in the Impact Effort Matrix, this will help you to decide which actions to focus on first and prioritize goals by urgency and importance. Map down the actions for each the goals in this order:

- a. Quick Wins: High Impact, Low Effort (start with these).
- b. Major Projects: High Impact, High Effort (plan for these long-term).
- c. Fill-Ins: Low Impact, Low Effort (optional, can be deferred).
- d. Time Wasters: Low Impact, High Effort (consider eliminating or postponing).

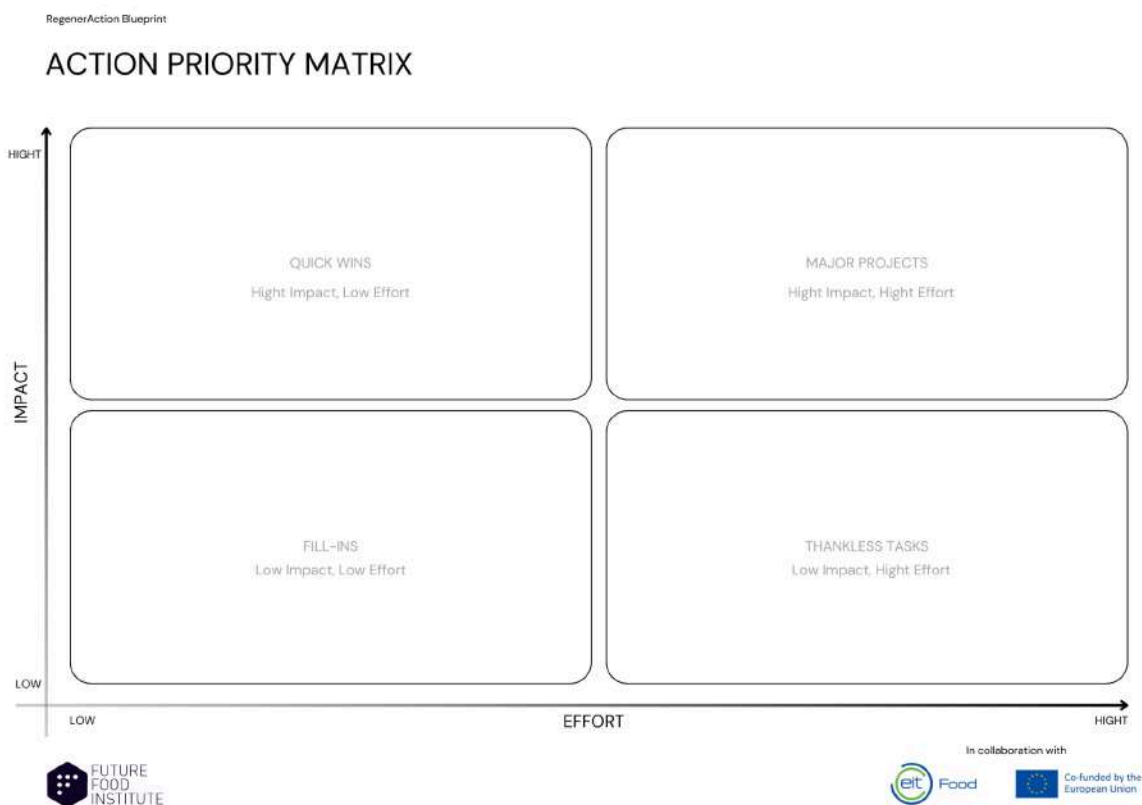
Expected Outcome

A clear prioritization of goals, with clear next steps and timelines for each.

Time Needed

2 hours

[Download Canvas](#)



ACTIVITY 10: Risks & Frictions

Methodology Step

Define Vision & Direction (2.4)

Definition

The PESTLE framework is a strategic tool used to identify and analyze external factors that could impact the territory as well as the Pilot Lab. It examines six key areas: Political, Economic, Social, Technological, Legal, and Environmental factors. Understanding these external factors allows to anticipate potential challenges, develop proactive strategies, and make informed decisions to mitigate risks that could hinder its success.

Purpose

The purpose of this activity is to use the PESTLE framework to systematically identify and prioritize potential risks, challenges, and frictions in the region that could affect the Pilot Lab's operations and goals.

How to?

Analyze each of the six PESTLE categories to identify risks and frictions that may impact the Lab in its regional context. It can be done separately for the Lab and the territory or both together.

1. For each category, participants will reflect on how these factors may affect the Lab's activities and success.
2. Use the trigger questions for each category to map the risks and frictions that can arise. You can work in groups or individually depending on the number of participants.
 - a. Political: What political factors (e.g., government policies, stability, regulations) in the region could impact the operations or funding of the Pilot Lab?
 - b. Economic: How do current and future economic conditions (e.g., recession, inflation, market fluctuations) in the region affect the resources, funding, or market stability for the Pilot Lab?
 - c. Social: What social trends or demographic shifts (e.g., aging population, shifts in values or behaviors) could create risks or opportunities for the Pilot Lab in the region?
 - d. Technological: What technological advancements or gaps in the region could either pose a risk to the Pilot Lab's activities or provide opportunities for innovation?
 - e. Legal: What legal factors (e.g., changes in laws, regulations, or compliance requirements) in the region could affect the Pilot Lab's operations or its collaboration with stakeholders?
 - f. Environmental: What environmental factors (e.g., climate change, natural disasters, resource depletion) could impact the Pilot Lab's activities or the region's sustainability?
3. Here is an example of Political frictions and risks on how to fill the canvas.
 - a. Frictions (Regional or National):
 - i. Changes in government priorities that may reduce support for innovation or research funding.
 - ii. Political instability or frequent policy shifts that create uncertainty.

- iii. Bureaucratic hurdles in securing permits or approvals for projects.
- b. Risks (for the Pilot Lab to function with such challenges):
 - i. Delays in project timelines due to changes in regulations or government policies.
 - ii. Funding cuts or redirection of resources to other sectors or priorities.

Time Needed

4 to 5 hours (for a full workshop, depending on the number of participants and depth of discussion).

[Download Canvas](#)

Print this canvas on A3/A2 for every team before starting the activity.

RegenerAction Blueprint

PESTLE FRAMEWORK

CATEGORY		RISKS	FRICTIONS
P	Political		
E	Economic		
S	Social		
T	Tecnological		
L	Legal		
E	Enviromental		



ACTIVITY 11: Mapping Facilities and Characteristics

Methodology Step

Define Vision & Direction (2.5)

Establishing a dedicated physical space for a Pilot Lab can be essential for fostering collaboration, experimentation, and co-creation. This space serves as the central hub



where multiple stakeholders, including community members, researchers, organizations, and policymakers, come together to develop, test, and refine solutions.

Purpose

The physical space of a Pilot Lab supports face-to-face interaction, builds community trust, and enables hands-on experimentation. It offers a shared environment where diverse stakeholders can co-create in real time, fostering creativity, participation, and a sense of ownership. This setup ensures that activities remain rooted in real-world context, making the Lab's outcomes more relevant and impactful.

Key Characteristics of the Space

1. Type of Space
 - a. Select a space type that supports the Lab's goals and activities. Think about what kind of experience you want people to have. Determine the primary use of the space (e.g., workshops, community discussions, research, testing prototypes). Choose a space that aligns with these activities.
 - b. **Trigger Questions:** Is it a cafe, research center, community hall, historic site, urban square, or other? Does it fit the needs of workshops, prototyping, or community activities?
2. Location
 - a. Ensure the space is easily accessible and centrally located for stakeholders and community members. Proximity to public transport and community hubs is ideal.
 - b. **Trigger Questions:** Where is the space located? (City, neighborhood, rural/urban area). Is it easy to access, and is it close to stakeholders, public transport, or community hubs?
3. Venue Characteristics
 - a. The layout, style, and flexibility of the space can influence creativity and engagement. Look for a welcoming, dynamic environment. Check layout maps of the interior and exterior to understand the flow, design, and potential modifications needed for activities.
 - b. **Trigger Questions:** What are the key characteristics of the venue (modern, historic, outdoor, flexible layout, etc.)? Does the ambiance and design reflect the Lab's objectives (e.g., inviting, experimental, creative)?
4. Facilities and Equipment
 - a. Ensure the space is equipped with the necessary tools for workshops, prototyping, and community events. Look for adaptable equipment.
 - b. **Trigger Questions:** What essential facilities are available on-site? Do they have Wi-Fi, TV screens, projectors, writable surfaces, sound systems, seating, and break areas? Are there tools to support co-creation and prototyping?
5. Neighborhood Characteristics
 - a. The surrounding area can influence participation and engagement. Vibrant neighborhoods may offer greater community involvement.

- b. Trigger Questions: What is the nature of the surrounding area (urban, rural, commercial, residential)? Are there nearby amenities like restaurants, public transport, and community hubs that could support participant needs?
- 6. Accessibility
 - a. Accessibility is essential for inclusivity. Ensure the space is accessible to people with disabilities.
 - b. Trigger Questions: Is the space accessible for people with disabilities? Are there ramps, elevators, and accessible bathrooms? Can participants easily enter and exit the building? Are there clear access points and signage?
- 7. Dimensions and Capacity
 - a. The space should be large enough to host all planned activities. Ensure it is neither too large nor too small for your purposes.
 - b. Trigger Questions: What is the size (in square meters) of the space? How many people can the space accommodate comfortably for workshops, co-creation sessions, or public events?
- 8. Operating Hours
 - a. The availability of the space should align with your Lab's schedule for workshops, late-night sessions, or special events.
 - b. Trigger Questions: When is the space available for use (opening hours, days of operation)? Can operating hours be adjusted for specific events, workshops, or late-night sessions?

Time Needed

2 hours

[Download Canvas](#)

Print this canvas on A3/A2 for every team before starting the activity.

RegenerAction Canvas

MAPPING FACILITIES AND CHARACTERISTICS

CATEGORY	DETAILS
Type of Space	
Location	
Venue Characteristics	
Facilities and Equipment	
Neighborhood	
Accessibility	
Dimensions	
Capacity	
Operating Hours	



ACTIVITY 12: Defining Roles

Methodology Step

Define Vision & Direction (2.6)

Definition

Identifying and mapping essential roles in a territory ensures the right individuals with the appropriate skills are brought on board to drive its success. By defining clear responsibilities and qualifications, this process helps streamline activities, foster collaboration, and achieve the Lab's goals. It highlights the value of overlapping skill sets to ensure role flexibility while adapting to evolving needs.

Purpose

A well-structured team ensures that Pilot Lab operations run efficiently, stakeholders remain engaged, and challenges are tackled effectively. This mapping process allows Pilot Labs to recruit talent strategically and align skills with objectives, creating a strong foundation for innovation and impact.

A well-structured team ensures that Pilot Lab operations run efficiently, stakeholders remain engaged, and challenges are tackled effectively. This mapping process allows Pilot Labs to recruit talent strategically and align skills with objectives, creating a strong foundation for innovation and impact. Pilot Labs may adopt different organizational and governance models, of diverse role configurations to support each territory in identifying structures that best fit its needs and context.

Key Roles and Responsibilities

1. Pilot Lab Leader
 - a. Role: Oversees the strategic vision, goals, and overall implementation of the Pilot Lab. Ensures alignment between activities, stakeholders, and the Lab's objectives.
 - b. Key Skills: Leadership, strategic thinking, stakeholder management, decision-making, and excellent communication skills.
 - c. What to Look For: Proven experience in project leadership, innovation management, and working with multidisciplinary teams.
2. Community Manager
 - a. Role: Engages with stakeholders, participants, and the broader community. Builds trust, facilitates co-creation sessions, and ensures active involvement in Pilot Lab activities.
 - b. Key Skills: Interpersonal skills, event facilitation, community building, communication, and conflict resolution.
 - c. What to Look For: Experience in community engagement, workshop facilitation, and managing relationships with diverse groups.
3. Project Coordinator/Manager
 - a. Role: Manages the day-to-day operations, including planning, budgeting, monitoring timelines, and ensuring deliverables are achieved.
 - b. Key Skills: Organizational skills, project management, multitasking,

- problem-solving, and resource allocation.
- c. What to Look For: Experience with project management methodologies (e.g., Agile, PRINCE2), planning tools, and team coordination.
- 4. Facilitator
 - a. Role: Guides workshops, meetings, and co-creation sessions to ensure productive discussions and actionable outcomes. This role can be brought on depending on specific project or workshop requirements, providing flexibility in resource allocation.
 - b. Key Skills: Facilitation, active listening, communication, conflict mediation, and synthesis of ideas.
 - c. What to Look For: Skilled in leading participatory processes, group dynamics, and using tools like design thinking and ideation methods.
- 5. Research Lead/Manager
 - a. Role: Oversees research activities, collects and analyzes data, and ensures evidence-based decision-making. Collaborates with educational institutes and universities to encourage PhD research or involve students working on their areas of interest under the guidance of the Pilot Lab. This role can be adapted or brought on for specific projects or research phases.
 - b. Key Skills: Analytical thinking, research methodologies, data visualization, and proficiency with analysis tools (e.g., Excel, SPSS, GIS).
 - c. What to Look For: Experience leading research projects, conducting qualitative/quantitative analysis, and collaborating with academic institutions for shared learning.
- 6. Communications and Outreach Specialist
 - a. Role: Develops communication strategies, manages public relations, and ensures effective dissemination of the Lab's activities and outcomes.
 - b. Key Skills: Storytelling, content creation, social media management, marketing, and stakeholder engagement.
 - c. What to Look For: Experience in communications, writing for diverse audiences, and managing outreach campaigns.
- 7. Administrative Support
 - a. Role: Provides administrative assistance for logistics, record-keeping, scheduling, and resource management.
 - b. Key Skills: Attention to detail, organizational skills, time management, and proficiency with administrative tools (e.g., MS Office).
 - c. What to Look For: Prior experience in administrative roles, strong organizational abilities, and multitasking skills.
- 8. Financial and Investment Coordinator (where applicable)
 - a. Role: Supports financial planning and funding coordination, aligning project activities, governance structures, and investment pathways.
 - b. Key Skills: Financial literacy, strategic planning, partnership management, and coordination skills.
 - c. What to Look For: Experience in financial management or fundraising, familiarity with public and blended finance models, and the ability to

work across institutional and community contexts.

9. Policy and Institutional Liaison (where applicable)
 - a. Role: Supports dialogue with public authorities, funding bodies, and regulatory institutions, facilitating alignment between local initiatives and multi-level governance processes.
 - b. Key Skills: Policy literacy, institutional networking, negotiation, and communication skills.
 - c. What to Look For: Experience in public policy, regional development, or institutional partnerships, and the ability to translate between community needs and administrative frameworks.

ACTIVITY 11: Value Chain Mapping

Methodology Step

Define Vision & Direction (2.7)

Definition

Value Chain Mapping is a structured approach to visualize and analyze the key activities, stakeholders, and processes involved in delivering a product or service from inception to end use. Unlike product market analysis, which focuses on competitive positioning, value chain mapping helps identify inefficiencies, dependencies, and opportunities for innovation within the system.

Purpose

To enable Pilot Labs to understand the full lifecycle of a product or service by mapping each step of the value chain. This helps identify gaps, optimize resource flows, and foster collaboration among key stakeholders to enhance sustainability and efficiency.

How To

1. Identify the Priority Value Chain

Based on the territorial mapping, stakeholder consultations, and strategic priorities defined in earlier phases, identify the value chain that presents the highest potential for regenerative impact, community engagement, and systemic improvement. Value chain analysis can be applied at any stage of a Pilot Lab's development and to a wide range of products, services, or systems, depending on emerging needs and opportunities.
2. Define the Scope of the Value Chain
 - a. Identify the specific sector or product/service you are mapping.
Example: Value chain of a small-scale olive oil production and local market network.
 - b. Trigger Question: What are the start and end points of this value chain?

3. Identify Key Activities
 - a. Use the canvas attached and fill it by breaking down the value chain into primary and secondary activities.
 - b. Primary activities typically include Inbound Logistics, Operations, Outbound Logistics, Marketing & Sales, and Service.
 - c. Secondary (support) activities may include Infrastructure, Human Resources, Technology Development, and Procurement.
4. Map Stakeholders and Processes
 - a. Identify all actors involved at each stage (e.g., suppliers, producers, distributors, retailers, consumers).
 - b. Trigger Question: Who adds value at each step, and how do they interact?
5. Analyze Gaps and Inefficiencies
 - a. Identify bottlenecks, waste points, or weak links in the chain.
 - b. Trigger Question: Where are the inefficiencies? What areas need improvement?
6. Also draw connections and arrows between the different activities and processes.

Expected Outcome

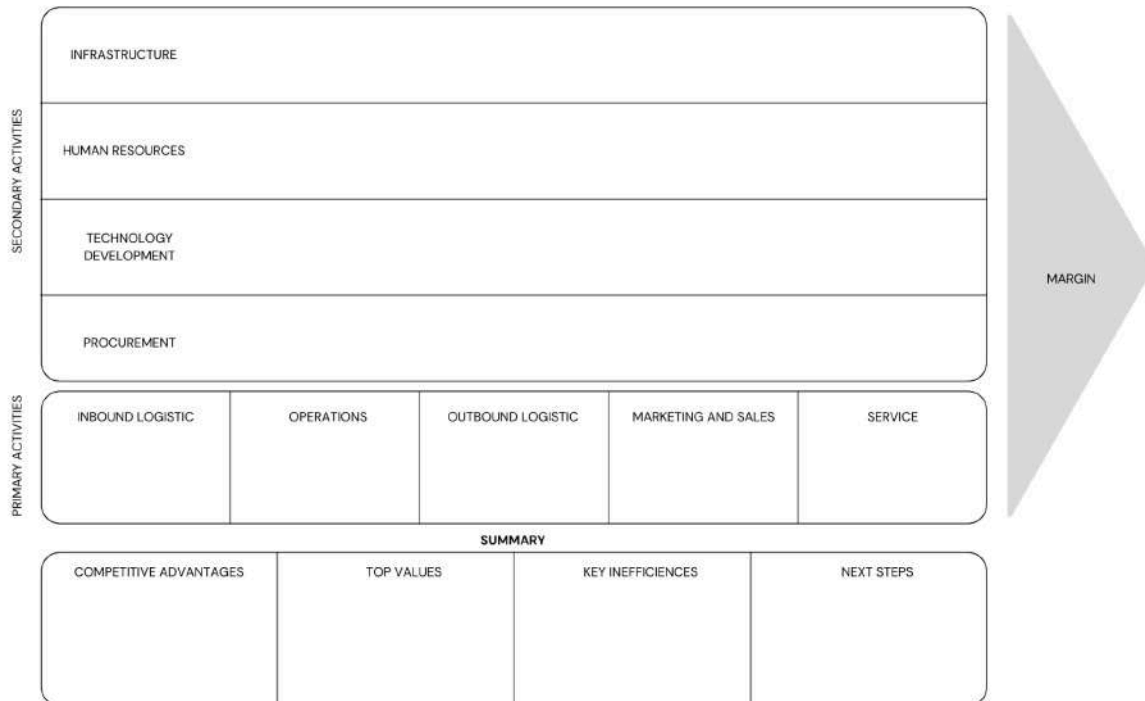
A clear visual representation of the value chain, highlighting key players, activities, and areas for improvement. This enables Pilot Labs to develop targeted interventions that enhance efficiency, sustainability, and collaboration.

Time Needed

2-3 hrs

[Download Canvas](#)

VALUE CHAIN



ACTIVITY 12: Analyzing Value Creation and Risk Reduction Pathways

Methodology Step

Define Vision & Direction (2.8)

Definition

This activity focuses on translating value chain insights into a strategic understanding of how targeted changes, collaborations, or innovations can generate additional economic, social, and environmental value while reducing systemic vulnerabilities. It supports the identification of leverage points where coordinated action can improve system performance, resilience, and long-term viability.

Purpose

By examining both value creation opportunities and risk exposure across the system, this activity enables Pilot Labs to prioritize interventions that strengthen competitiveness, inclusiveness, and sustainability. It supports the development of coherent action plans and integrated investment pathways aligned with territorial objectives and governance models.

How To

1. Review the mapped value chain and identify key nodes, activities, and interdependencies.
2. Assess how existing practices and relationships influence value distribution, costs, risks, and opportunities.
3. Identify potential innovations, partnerships, or organizational adjustments that could enhance value creation or reduce vulnerabilities.
4. Analyze risks related to dependency, market volatility, environmental pressures, institutional fragility, and resource constraints.
5. Consolidate findings into a shared analytical overview to support decision-making and prioritization.

This tool is intended as a flexible support for collective reflection and does not prescribe a fixed analytical model.

[RegenerAction Blueprint](#)

VALUE CREATION AND RISK REDUCTION PATHWAYS

ACTIVITY/NODE Which stage, function, or actor on the system is being analyzed?	CURRENT CHALLENGES What are the main constraints, risks, or inefficiencies?	VALUE CREATION POTENTIAL How can you generate additional potential value?	RISK REDUCTION POTENTIAL How could vulnerabilities and dependencies be reduced?	PRIORITY ACTIONS What concrete actions should be prioritized?



Expected Outcome

The RegenerAction project is part of the EIT Food's Impact Founding Framework under the Grant Agreement **KAVA 250775**. EIT Food is supported by the European Institute of Innovation and Technology (EIT), a body of the European Union.



- Identification of priority leverage points for intervention
- Clarification of value creation and risk mitigation opportunities
- Structured inputs for action planning and investment portfolio development

Strengthened alignment between territorial priorities and financial pathways

Time Needed

2-3 hrs

[Download Canvas](#)

PHASE 3 - STRENGTHEN COMMUNITY AND BUILD COLLECTIVE TRUST

Insights generated through territorial exploration and strategic definition are progressively synthesized into shared priorities, guiding principles, and development trajectories. Through collective interpretation and dialogue, dispersed data, stakeholder perspectives, and contextual knowledge are translated into coherent governance and collaboration architectures. Building on this foundation from Phase 1 and Phase 2, this phase brings the community together to **activate ideas through trust-based experimentation**, guided by the collective frameworks developed in earlier phases. Priority is given to **low-cost, high-impact interventions that foster belonging, stewardship, and tangible change**. Co-creation unfolds through labs, workshops, and community rituals that celebrate local culture, regenerate common goods, and engage diverse actors—especially youth.

This phase may also involve the **engagement of intermediary and policy interface functions that facilitate dialogue between Pilot Labs and regional, national, and European institutions**. These actors support the interpretation of regulatory frameworks, funding instruments, and policy priorities, and help translate territorial needs into institutional processes, strengthening the enabling environment for regenerative initiatives.

Co-creating a thriving neighbourhood.

Before getting into activities, lets understand:

What is co-creation?

Co-creation is goal-oriented cooperation between diverse stakeholders, enabling them to share accumulated knowledge and perspectives to address complex

challenges. In Pilot Labs, it fosters trust, shared ownership, and sustainable solutions by ensuring inclusivity and meaningful engagement. Co-creation in Pilot Labs transforms collaboration into actionable solutions. By fostering inclusivity, empathy, and innovation, it builds trust and ensures outcomes are meaningful and sustainable for the community.

How to engage in effective co-creation?

1. **Be Inclusive:** Engage participants from diverse backgrounds and ensure every voice is heard.
2. **Be Empathetic:** Understand the community and stakeholder perspectives and lived experiences.
3. **Encourage Collaboration:** Foster teamwork by building on ideas through constructive dialogue.
4. **Stay Flexible:** Be open to adapting goals and methods as new insights emerge.
5. **Facilitate Dialogue:** Use tools like brainstorming and visual mapping to align objectives.

Rules for Co-Creation and Collaborative Workshops

1. **Say "Yes, and...":** Build on ideas to keep discussions constructive and positive.
2. **Be Respectful:** Ensure all participants feel valued and safe to contribute.
3. **Use Timeout Method:** Pause discussions if clarity or alignment is needed.
4. **Keep It Low-Tech:** Use simple tools like sticky notes or hand-drawn maps for collaboration.
5. **Encourage Active Listening:** Focus on understanding others' perspectives before responding.
6. **Value Every Contribution:** Treat all input as valuable to the process.

Activity 13. Problem Canvas

Methodology Step

Build Community and Trust (3.1A)

Definition

The Problem Canvas is a structured tool designed to help Pilot Labs clearly define and break down challenges before designing solutions. By identifying key social and environmental issues, understanding their root causes, and gathering supporting evidence, this tool ensures that problems are framed in a way that leads to actionable and impactful solutions.

Purpose

To transform broad and complex issues into clear, well-defined challenges that align with Pilot Lab objectives. This tool helps stakeholders develop a shared understanding of key issues, identify influencing factors, and create an actionable problem statement that guides future interventions.

How to

Use this canvas collaboratively in workshops or co-creation sessions to encourage input from diverse stakeholders. It ensures all perspectives are considered, and the final problem statement is well-aligned with the Pilot Lab's objectives.

1. Define the Core Problem
 - a. Identify the main issues the Pilot Lab should aim to address.
 - b. Trigger Questions: What is the problem? Who does it impact? Why is it important? Example: *"Farmers face declining yields due to soil degradation."*
2. Identify Influencing Factors
 - a. List social, cultural, economic, or environmental and other factors contributing to the problem.
 - b. Trigger Questions: What systemic issues or behaviors reinforce this challenge? Example: *"Lack of access to organic fertilizers and overuse of chemical pesticides."*
3. Gather Supporting Evidence
 - a. Collect data, stakeholder insights, or research to validate the problem.
 - b. Ask: What proof exists that this is a significant challenge? What do stakeholders say? Example: *"Local studies show a 30% drop in soil fertility over the last decade."*
4. Reframe as an Opportunity Statement
 - a. Use insights to frame a challenge or problem statement in an actionable way.
 - b. Trigger Questions: How can we address this problem? Use a "How Might We..." statement. Example: *"How might we help farmers restore soil fertility while ensuring sustainable food production?"*

Expected Outcome

A well-defined problem statement that provides clarity, alignment, and direction for Pilot Lab initiatives. This ensures that solutions are focused, measurable, and address the root causes of challenges.

Time Needed

1-2 hrs

[Download Canvas](#)

RegenerAction Blueprint

PROBLEM CANVAS

 NEEDS	 FACTORS	 EVIDENCES	STATEMENT
<p>What is the key social need/problem that you are addressing?</p>	<p>What social and cultural factor shape this problem?</p>	<p>What evidences do you have that is a significant problem?</p>	<p>Reframe the problem</p>



Activity 14. Design Strategic Futures

Methodology Step

Build Community and Trust (3.1B)

Definition

This activity involves stakeholders collaboratively designing a sustainable community centred on food systems, innovation, and value chains. It fosters trust and co-creation to address immediate needs and long-term impact.

Purpose

To build trust and support the development of a self-regenerating ecosystem through participatory engagement, fostering sustainable transformations and collaboration among diverse stakeholders.

How to

Participants will be defining actionable short-term and long-term impact to address community challenges and aspirations, aligning immediate actions with transformative future objectives.

1. Introduction and Contextualization

- a. Explain the importance of both short-term and long-term impact for creating a thriving, sustainable community. Provide examples of how immediate actions (e.g., improving local food distribution) contribute to long-term impact (e.g., a resilient food value chain).
 - b. Use insights from territory mapping, systemic mapping, and prior research to frame the context of the discussion.
2. Brainstorming Short-Term Impacts
- a. Identify practical, immediate actionable solutions and record them on the canvas.
 - b. Use trigger questions to focus brainstorming:
 - i. "What immediate changes can we make to improve the community?"
 - ii. "What short-term actions are achievable within 3-6 months?"
3. Defining Long-Term Impact
- a. Encourage participants to map out the desired future state over 5, 10, and 20 years using the canvas.
 - b. Facilitate connections between short-term actions and long-term aspirations using trigger questions:
 - i. *What transformative long-term outcomes do these actions lead to?*
 - ii. *What systemic changes are needed for your ecosystem over 5-10 years?*
 - c. Provide an example, such as linking short-term actions of creating a local market to a long-term objective of establishing a sustainable food supply chain.
 - d. Note: You can fill the canvas top to bottom and vice versa or left to right and vice versa.
4. Prioritization and Connections
- a. Introduce dot-voting where participants allocate a set number of votes (e.g., three) to their preferred points by placing stickers or marks on key ideas.
 - b. Create a shared visual map, e.g., a diagram linking goals, where a short-term action like improving waste management connects to a long-term goal of achieving a zero-waste neighbourhood.
 - c. Assign roles, timelines, and responsibilities to different stakeholders and community members.

Expected Outcome

Co-created, actionable plans linking short-term actions to long-term visions and clear alignment among stakeholders on shared priorities and objectives.

Time Needed

3 to 4 hours.

[Download Canvas](#)

Print this canvas on A3/A2 for every team before starting the activity.

SHORT-TERM ACTIONS & LONG-TERM IMPACT

SHORT TERM ACTIONS Map LL Actions: What specific actions should the Pilot Lab take?	LONG TERM IMPACT : What long lasting impact can be created across the years?		
	5 YEARS LATER	10 YEARS LATER	20 YEARS LATER



Activity 15. Empathy Timeline

Methodology Step

Build Community and Trust (3.1C)

Definition

The Empathy Timeline encourages community members to explore and discuss the complexities of shared challenges. By reflecting on how they are affected by and contributing to these issues, participants become more aware of their subjective viewpoints, fostering trust and building a deeper understanding of collective experiences.

Purpose

To identify personal and collective experiences with key issues and deepen understanding of community dynamics. It can be done individually or in groups.

How to?

1. Building the Empathy Timeline

Use the canvas with the timeline spanning the past, present, and future of understanding a community issue. Participants record key moments across

two timelines where they were affected by and contributed to an issue in the past and present. These are categorized as:

- a. **Personal Impact:** Times when participants were directly affected by the issue at hand. Include both positive as well negative effects.
Trigger question: What affected you most in this issue?
 - b. **Personal Contribution:** Moments when participants' contributed to the issue. Trigger question: What actions have you taken that contributed to this situation?
2. **Reflection and Sharing**
Guide participants to reflect and share key moments from their timelines. Facilitate group discussion to highlight shared and unique perspectives, revealing deeper community insights.
 3. **Analysis and Insights**
Identify recurring themes from shared stories and use these insights to propose actions that address both individual and collective challenges for the future at a personal and collective level.

[Download Canvas](#)

RegenerAction Blueprint

EMPATHY TIMELINE

IMPACT

What affected you most in this issue?

PAST

PRESENT

CONTRIBUTION

What actions have you taken that contributed to this situation?

PAST

PRESENT

FUTURE

Use insights from past and present to propose actions that address both individual and collective challenges



PHASE 4 - ACTIVATE, EVALUATE, AND EVOLVE

The final phase transforms pilot experiences into transferable knowledge and practices. Using participatory evaluation and community-owned metrics, the process identifies what works, how it works, and why it matters. Insights are translated into blueprints, policy tools, and capacity-building curricula, enabling communities to scale internally and inspire others.

ACTIVITY 16: Tools to Activate

Below, we outline key tools and methodologies that PLs can use to develop and sustain long-term transformation.

1. Community Events: Activating the territory

Methodology Step

Activate, Evaluate and Evolve (4.1A)

Definition

Community events are collaborative activities designed to bring stakeholders together, foster engagement, and take actionable steps toward achieving the Pilot Lab's goals. These events serve as a dynamic platform for co-creation, innovation, and real-time problem-solving while strengthening the Pilot Lab's presence in the community.

Purpose

To activate the territory through participatory events that turn plans into actions, empower stakeholders, and accelerate progress toward its objectives by fostering collaboration and innovation.

How To

1. Define Objectives
Establish clear event goals aligned with the Pilot Lab's mission, such as solving specific challenges, demonstrating solutions, or building partnerships.
2. Design the Event
Plan activities that directly contribute to the Pilot Lab's goals, such as co-creation workshops, educational sessions, or solution testing. Ensure the agenda emphasizes actionable outcomes.
3. Engage the Community
Promote the event to attract a diverse group of participants, including community members, local leaders, and stakeholders. Highlight the event's purpose and potential impact.
4. Facilitate Action-Oriented Collaboration
Structure the event to encourage active participation, using methods like

hands-on activities, group ideation, and interactive demonstrations. Focus on producing tangible outputs that contribute to the Pilot Lab's objectives.

5. Capture and Analyze Outcomes

Document key ideas, decisions, and progress during the event. Use feedback tools to assess participant experiences and gather input for refining actions.

6. Sustain Momentum

Share event outcomes with participants and the broader community. Outline follow-up actions and provide opportunities for continued involvement to maintain progress toward the Pilot Lab's goals.

Community events result in actionable steps and strengthened stakeholder collaboration, driving the Pilot Lab closer to its goals while building community ownership and enthusiasm.

2. Idea Generation Tool

Methodology Step

Activate, Evaluate and Evolve (4.1B)

Definition

Idea generation is a creative process used to develop new concepts, solutions, and activities for Pilot Lab initiatives. It involves brainstorming, collaboration, and structured thinking to create diverse and innovative ideas.

Purpose

This tool helps participants think beyond conventional solutions by encouraging diverse, innovative thinking. It ensures that a broad range of ideas are explored before narrowing them down to actionable activities, promoting creativity, inclusivity, and co-creation within Pilot Labs. It ensures that a broad range of ideas are explored before narrowing them down to actionable activities. This process can be conducted during workshops, co-creation sessions, or brainstorming events and fosters Creativity, Encourage Diverse Perspectives, and Fuel Innovation by generating fresh, unconventional ideas, captures diverse perspectives from varied participants, and identifies novel solutions for community challenges.

How to

1. Prepare the Session: Clearly define the session's goal (e.g., generating activities for a challenge), create a creative and open space (physical or virtual), and invite diverse participants, including community members, stakeholders, and experts, to ensure varied perspectives.
2. Generate Ideas
 - a. Use Idea Prompts: Use prompts or "what if" questions to spark creativity (e.g., "What if resources were unlimited?" or "How might we create a space that everyone can access?").
 - b. Use Divergent Thinking Techniques: Encourage wild ideas without judgment. Quantity is the goal at this stage.

- c. Apply Brainstorming Methods: Use creative techniques to generate a diverse range of ideas. Three effective methods include:
 - i. Crazy 8s: Participants sketch 8 ideas in 8 minutes to rapidly generate concepts under time pressure.
 - ii. Round-Robin: Each participant builds on the previous participant's idea, fostering collaborative thinking.
 - iii. 6 Thinking Hats: A method that allows participants to view a problem from six distinct perspectives — focusing on facts and data, emotions and intuition, risks and caution, positivity and opportunities, creativity and new ideas, and process control and decision-making. This approach encourages holistic thinking and balanced evaluation of ideas.
3. Visualize and Document Ideas
 - a. Use Idea Cards: Write down each idea on a separate card, sticky note, or digital post-it (using tools like Miro, MURAL, or Jamboard).
 - b. Cluster Similar Ideas: Group similar ideas to identify key themes and concepts.
 - c. Highlight Standout Ideas: Ask participants to vote on their favorite ideas or select those with the most potential.
4. Refine and Prioritize Ideas
 - a. Use Dot Voting: Each participant places dots next to their preferred ideas. The most-voted ideas move forward.
 - b. Select Feasible Ideas: Assess ideas based on feasibility, impact, and alignment with Pilot Lab goals.
 - c. Document Final Concepts: Record the selected ideas and create action plans for prototyping or testing.

Facilitation Tools

Sticky notes, markers, whiteboards, Miro, MURAL, or Jamboard




Digital Voting Tools: Dot-voting apps, Google Forms, Mentimeter

[Download Canvas](#)

IDEA CARDS

CHALLENGE What challenge are you addressing?	SOLUTION Imagine, if the problem was solved, what would it look like? Use brainstorming and divergent thinking techniques.
NEEDS What are the needs?	
IDEAS Bring key ideas here and use voting to narrow down on the most preferred ideas.	HOW Decide on how this idea can be implemented.

In collaboration with

3. Hackathon

Methodology Step

Activate, Evaluate and Evolve (4.1C)

Definition

A hackathon is an intense, time-bound event where participants come together to solve specific problems, generate new ideas, and rapidly develop prototypes or concepts. Hackathons often bring together a diverse group of stakeholders, such as designers, developers, community members, and business professionals, to co-create solutions in a creative and fast-paced environment. Hackathons are widely used in Pilot Labs to address complex challenges, inspire innovation, and foster community-driven solutions.

Purpose

To rapidly transform problems and challenges into actionable opportunities through team collaboration and creative problem-solving.

How To

1. **Preparation:** Identify the challenge and set goals that align with the Pilot Lab's mission, address community challenges, and drive long-term transformation. Goals should be specific, measurable, and tied to themes like sustainability, social inclusion, or innovation. Prepare materials, define the scope (1-3 days), and secure facilitators and mentors.
2. **Team Formation:** Form multidisciplinary teams that bring diverse skills and perspectives to the table.
3. **Problem-Solving:** Teams brainstorm, ideate, and develop prototypes or conceptual solutions to the given challenge. To support this process, consider creating a collaborative environment that fosters creativity and inclusivity. Provide a dedicated physical or virtual space where participants have access to tools such as whiteboards, sticky notes, and prototyping materials. Facilitate brainstorming sessions with methods like "Crazy 8s" or "Mind Mapping" to spark creativity.
4. **Support and Feedback:** Mentors provide feedback throughout the process, guiding teams to refine their solutions. To enhance the experience, consider inviting prominent figures from relevant industries or community leaders to participate as guest mentors, either online or in person. Their presence can inspire participants, provide expert insights, and elevate the credibility and visibility of the event.
5. **Presentation and Evaluation:** Teams pitch their solutions to a panel of judges or stakeholders for review and feedback. These solutions have the potential to drive long-term transformation in the Pilot Lab by addressing key community challenges, fostering stakeholder buy-in, and encouraging further development. Successful solutions can be advanced into live prototypes, tested in real-world conditions, and eventually scaled up through pilot programs. This process not only strengthens community ownership but also builds the foundation for sustainable change and continuous improvement.

Resources

- [Hackathon Starter Guide](#)
- Tools for collaborative work: Miro, MURAL

4. Food for Earth Regeneration Toolbox by Future Food Institute

Methodology Step

Activate, Evaluate and Evolve (4.1D)

Definition

The Food for Earth Regeneration Toolbox is a comprehensive set of tools, methodologies, and resources aimed at promoting sustainable food systems and ecological regeneration. It offers step-by-step guidance on how communities and Pilot Labs can create regenerative practices, restore local ecosystems, and transform

food production processes. Developed by the Future Food Institute, the toolbox provides a structured approach to shift from extractive systems to circular, regenerative ones.

Purpose

To support Pilot Labs in the regeneration phase by offering tools and strategies to create sustainable food systems, regenerate ecosystems, and build community resilience.

How To

1. **Understand Key Principles:** The toolbox introduces core concepts like regenerative agriculture, food circularity, and nature-positive production. It highlights strategies for reducing waste, enhancing biodiversity, and supporting local food economies.
2. **Select the Right Tools:** Choose specific tools from the toolbox that align with the Pilot Lab's goals. These could include project planning templates, educational materials, and action guides for urban gardening, composting, or farm-to-table initiatives.
3. **Apply the Tools in Practice**
To effectively apply the tools in practice, Pilot Labs should follow a structured approach that ensures community involvement, hands-on engagement, and tangible outcomes. Here's how to apply the Food for Earth Regeneration Toolbox in a Pilot Lab setting:
 - a. **Community Needs Assessment:** Identify key community challenges related to food systems, such as food waste, soil health, or access to fresh produce.
 - b. **Tool Selection and Customization:** Review the available tools in the Food for Earth Regeneration Toolbox and select those that best align with the identified needs and Pilot Lab goals. Customize tools to fit the local context and capacity of participants.
 - c. **Capacity Building and Training:** Use practical guides, videos, and hands-on exercises to ensure participants understand how to use the selected tools.
 - d. **Project Implementation:** Launch the project with clearly defined roles, responsibilities, and timelines. Ensure participants have access to necessary resources (e.g., seeds, compost materials, gardening tools) to put the tools into practice.
 - e. **Monitor, Evaluate, and Refine:** Assess the effectiveness of the regeneration activities and collect feedback from stakeholders. Use this data to refine practices and improve future projects.

Resources

- [Food for Earth Regeneration Toolbox](#)
- Visual templates and guides for co-creating community-driven regenerative projects.

5. Live Prototype

Methodology Step

Activate, Evaluate and Evolve (4.1E)

Definition

A live prototype is a working version of a solution tested in real-world conditions to assess its feasibility, viability, and usability. Unlike static prototypes, live prototypes are operational and allow stakeholders to interact with them over a set period, offering insights into the solution's performance. This process helps identify risks and refine the solution before broader implementation.

Purpose

To test solutions in real-world conditions, stress-test assumptions, and gather feedback to refine ideas. For Pilot Labs, this approach allows them to validate the feasibility, usability, and impact of solutions before scaling. By gathering real-world feedback, Pilot Labs can ensure their innovations are practical, sustainable, and aligned with community needs, which strengthens stakeholder trust and enhances long-term impact.

How To

1. **Define Objectives:** Set clear goals for the prototype, ensuring alignment with the Pilot Lab's mission and community needs. To choose the right prototype, consider the complexity of the solution, the resources available, and the aspects you want to test (e.g., usability, feasibility, or impact). Focus on building a prototype that allows for maximum learning with minimal effort, such as testing functionality, user experience, or community impact.
2. **Design the Prototype:** Build a simple, functional version of the solution to test in real-world conditions. Focus on essential features that allow stakeholders and end-users to interact with it. Use physical materials or digital tools like Figma to create prototypes that provide realistic feedback. Involve stakeholders early to identify improvements, ensure alignment with community needs, and increase buy-in.
3. **Launch and Monitor:** Launch the solution in a real-world context over several months while continuously tracking progress, collecting data, and addressing issues as they arise.
4. **Full Evaluation:** Conduct a formal assessment at the end of the pilot, using success metrics to determine if the solution meets objectives.
5. **Refinement or Scale-Up:** Decide whether to refine the solution or scale it up for full implementation.

6. Prosperity Thinking

Methodology Step

Activate, Evaluate and Evolve (4.1E)

Definition

Prosperity Thinking is a transformative design and innovation methodology

developed by the Future Food Institute that evolves beyond Systems Thinking and Design Thinking. It provides a **human- and planet-centered framework** for tackling complex challenges, especially in food systems and territorial regeneration. It helps communities design interventions that fall within the "safe and just space" for humanity—**between the social foundation and ecological ceiling**, inspired by the Doughnut Economics model.

Unlike traditional problem-solving approaches, Prosperity Thinking emphasizes **long-term system transformation**, cultural mindset shifts, and solutions that empower individuals and communities while respecting planetary limits.

Purpose

To cultivate a regenerative development strategy that balances **human wellbeing, community inclusion, and ecological sustainability**, creating a shared vision of prosperity that is **locally grounded and globally relevant**.

How To

1. Problem Framing
 - a. Use **stakeholder mapping** to identify all relevant actors and their relationships to the challenge.
 - b. Conduct **systems mapping** to reveal root causes and patterns — not just symptoms.
 - c. Apply the **Human & Planet Balance Tool** to assess how the challenge touches ecological ceilings and social foundations.
 - d. Facilitate **group reflection** to agree on a shared challenge definition.
2. Ideation and Prototyping
 - a. Generate ideas and co-create prototypes that align with human needs and planetary health.
 - b. Use **creative ideation tools** like: "What If..." scenarios, brainstorming, thinking hats
 - c. Co-design multiple **solution paths**, guided by the Prosperity Thinking principles.
 - d. Prototype concepts using low-fidelity methods (storyboards, mockups, interactive models).
 - e. Re-run the **Human & Planet Balance Tool** to test alignment with regenerative goals.
 - f. Ensure ideas are place-based and culturally appropriate, leveraging local assets and knowledge.
3. Testing and Analysis

Evaluate the prototype's potential for impact, feasibility, and alignment with regenerative values.

 - a. Design **experiments or pilot interventions** to test the idea in real or simulated environments.

- b. Gather **feedback from diverse stakeholders**, including community members, scientists, and policymakers.
- c. Use **multi-criteria analysis** to assess trade-offs and systemic impact.
- d. Measure alignment with both **social foundations** (e.g., equity, health, education) and **ecological ceilings** (e.g., carbon, biodiversity, pollution).
- e. Refine or pivot the solution based on evidence and lived feedback.

Expected Outcome

A pitch presentation that articulates a regenerative solution—clearly framed within the human-planet balance, aligned with community values, and responsive to ecological and social thresholds. The pitch synthesizes the problem framing, ideation, prototyping, and evaluation phases, and is ready to be presented to stakeholders for feedback, further development, or implementation.

ACTIVITY 17: Evaluate and monitor initiatives and strategies

Monitor and Evaluate Framework

Methodology Step

Activate, Evaluate and Evolve (4.2)

Definition

This is a systematic process used to track progress, assess the impact of initiatives, and ensure alignment with the Pilot Lab's goals. It involves collecting, analyzing, and using data to refine strategies, demonstrate success, and support decision-making.

Purpose

To provide Pilot Labs with a structured approach to measure progress, evaluate outcomes, and adapt actions for continuous improvement while ensuring accountability and stakeholder alignment.

How To

1. Define Metrics and Goals
 - a. Start by clarifying your objectives and developing a balanced set of measures or dimensions. Pilot Labs identify and select key dimensions to focus their efforts effectively. Selecting relevant dimensions ensures that projects align with systemic challenges, local contexts, and sustainability goals.

Suggested Dimensions for Consideration/ to begin with

 - Economy
 - Culture

- Society
- Health
- Environment
- Politics

b. Include both quantitative metrics to track performance against targets and qualitative feedback to gain deeper insights into how and why initiatives are working or facing challenges.

2. Collect Data

Use a mix of tools like surveys, focus groups, observations, and digital platforms to gather comprehensive data from stakeholders and participants. You can use some of the methods and tools outlined in this section for this step.

3. Analyze and Evaluate

Assess the collected data to understand progress, identify successes, and uncover areas needing improvement. Ensure the analysis combines statistical insights with user-driven narratives for a holistic evaluation.

4. Communicate Results

Share findings with stakeholders through clear reports, visual dashboards, or presentations to maintain transparency, engagement, and shared understanding.

5. Refine Actions

Use insights from the evaluation to adapt strategies, enhance initiatives, and guide future Pilot Lab activities. This iterative process ensures continuous improvement and relevance.

Feedback Tools

1. Usability Testing and Evaluation: Evaluating Pilot Lab Solutions

Methodology Step

Activate, Evaluate and Evolve (4.2A)

Definition

Usability testing is a structured method to assess how effectively users interact with a product, activity, or project. It focuses on identifying challenges, gathering feedback, and understanding user behavior to improve functionality and overall user experience.

Purpose

To ensure that Pilot Lab solutions are intuitive, effective, and aligned with user

needs by testing their usability, gathering insights, and refining designs based on real user feedback.

How To

- 1. Define Testing Criteria**
Establish clear objectives for the usability test. Identify specific aspects to evaluate, such as functionality, ease of use, accessibility, or satisfaction. Develop test scenarios that reflect realistic use cases and align with the Pilot Lab's goals.
- 2. Plan the Test**
Select representative participants who match the target user profile. Decide on the testing format (e.g., in-person or remote) and create materials such as task instructions and feedback forms.
- 3. Conduct Testing and Gather Data**
Facilitate the testing session by guiding participants through predefined tasks. Observe user behavior, record their interactions, and capture immediate feedback. Use tools like screen recordings, audio, or video to document the process for detailed analysis.
- 4. Analyze Feedback and Data**
Evaluate qualitative and quantitative data to identify patterns, pain points, and areas for improvement. Organize findings into categories such as functionality issues, user errors, or suggestions for enhancement.
- 5. Refine and Implement Changes**
Use the insights to make targeted improvements to the solution. Test revised versions iteratively to ensure issues are resolved and user satisfaction increases.

Expected Outcome

Enhanced usability of Pilot Lab solutions, ensuring they meet user expectations and operational goals while fostering user trust and engagement.

2. Interview and Survey: Monitoring and Gathering Feedback

Methodology Step

Activate, Evaluate and Evolve (4.2B)

Definition

Interviews and surveys are direct feedback tools used to collect insights from stakeholders about the relevance, effectiveness, and alignment of Pilot Lab activities and events with its goals. These tools provide qualitative and quantitative data to guide strategic adjustments and future planning.

Purpose

To evaluate the alignment of Pilot Lab activities with its objectives by capturing user perspectives, identifying areas for improvement, and ensuring stakeholder engagement remains strong.

How To

1. Define Focus Areas
Identify the key aspects to monitor, such as community engagement, impact on local challenges, satisfaction with activities, or perceived value of events.
2. Design Questions and Format
Create interview guides or survey forms tailored to the target audience. Combine open-ended and scaled questions to gather both detailed narratives and measurable data.
3. Conduct Interviews and Surveys
 - For interviews: Schedule one-on-one or group sessions, ensuring participants feel comfortable sharing their insights.
 - For surveys: Distribute forms online or in-person, ensuring accessibility and ease of completion.
4. Analyze Responses
Review and categorize the feedback to identify common themes, successes, and challenges. Use metrics and qualitative input to evaluate alignment with Pilot Lab goals.
5. Refine Activities
Use findings to adjust and improve future activities and events, ensuring they remain impactful and aligned with strategic objectives.

Possible Areas to Explore

- Community Engagement: Assess the inclusivity and participation levels of Pilot Lab activities.
- Event Effectiveness: Explore whether the format, content, and outcomes of events meet stakeholder expectations.
- Value and Alignment: Determine if activities reflect the Pilot Lab's goals and foster innovation and collaboration.

Trigger Questions

- What aspects of the event or activity did you find most valuable?
- How well do you feel this activity aligns with the Pilot Lab's mission?
- Were there any challenges or gaps you noticed during the activity?
- How would you suggest improving future events or activities?
- Did this activity help address any local challenges you are familiar with?

Expected Outcome

Comprehensive insights into how activities and events align with Pilot Lab goals, enabling refined strategies, improved engagement, and enhanced impact.

3. Questionnaire

Methodology Step

Activate, Evaluate and Evolve (4.2C)

Definition

A questionnaire tool is a structured set of questions designed to gather feedback, measure outcomes, and monitor the performance of Pilot Lab projects, events, and initiatives. It provides qualitative and quantitative insights to evaluate alignment with goals and identify areas for improvement.

Purpose

To systematically collect feedback from stakeholders, track the progress of Pilot Lab activities, and refine future projects or events based on participant insights and measurable outcomes.

How To

1. Define Objectives
Establish the purpose of the questionnaire, focusing on areas like satisfaction, impact, or improvement.
2. Design the Questionnaire
Create concise, clear questions using a mix of open-ended, multiple-choice, and scaled formats.
3. Distribute to Participants
Share the questionnaire via online platforms or physical copies, ensuring accessibility for all stakeholders.
4. Analyze and Apply Insights
Review responses to identify trends and actionable feedback. Use findings to refine and improve future activities.

Question Categories and Trigger Questions

1. General Feedback: How would you rate your overall experience?
2. Effectiveness: Did the activity meet its intended goals?
3. Inclusivity: Was the activity inclusive and participatory?
4. Suggestions: What improvements would you recommend?

Expected Outcome

Comprehensive feedback to improve alignment, engagement, and impact of Pilot Lab activities.

4. Monitor PL Model Cards _ Projects and Activities

Methodology Step

Activate, Evaluate and Evolve (4.2D)

Definition

Event and Project Monitoring Cards are structured tools for documenting and tracking Pilot Lab activities, ensuring alignment with goals while capturing essential details about partnerships, outcomes, and community benefits. These cards provide a clear, standardized framework to evaluate progress and communicate results effectively.

Purpose




To monitor, evaluate, and communicate the key components, stakeholders, and impacts of Pilot Lab events or projects. This tool ensures transparency, tracks progress, and highlights contributions to community and territorial development.

How To

1. **Create Monitoring Cards (Digital)**
Use a predefined template to document critical details for each project or event, including partners, mission, duration, and outcomes.
2. **Populate Key Sections**
Fill in the cards with information about the event or project, ensuring all stakeholders, objectives, and impacts are clearly identified.
3. **Update Regularly**
Keep the cards up to date throughout the event or project's lifecycle, adding progress reports, changes, and outcomes as they occur.
4. **Analyze and Share**
Use the completed cards to evaluate alignment with the Pilot Lab's goals, track achievements, and share insights with stakeholders and the community.

[Download Canvas](#)

RegenerAction Blueprint

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MONITORING CARDS

Activity/ Project Name:

PARTNERS	PROJECT DURATION
MISSION	
EXPECTED OUTCOMES	
IMPLEMENTATION LOCATION	
STAKEHOLDERS INVOLVED	
COMMUNITY AND TERRITORIAL BENEFITS	

ACTIVITY 18: Measure Impact generated

1. 3D Impact Model for Transformative Impact

Methodology Step

Activate, Evaluate and Evolve (4.3A)

Definition

SCALE 3D by Tim Strasser is a strategy & evaluation tool for supporting network leadership to develop transformative capacity and impact across three dimensions of depth, width and length. It can be used to clarify strategic goals and activities of transformative innovation networks and projects, as well as to evaluate their performance and impact.

The "Three Dimensions of Transformative Impact and Capacity" framework is designed to assess and enhance the transformative potential of social innovation initiatives. It focuses on three key dimensions:

1. **Depth:** This dimension examines the extent to which an innovation challenges and changes existing structures, practices, and beliefs. It assesses the profoundness of the impact on societal norms and systems.
2. **Width:** This dimension considers the spread and adoption of the innovation across different contexts, communities, or sectors. It evaluates how widely the innovation is embraced and implemented.
3. **Length:** This dimension looks at the sustainability and longevity of the innovation's impact over time. It assesses the capacity of the innovation to endure and continue influencing beyond its initial implementation.

Purpose

The framework aims to provide a comprehensive tool for practitioners and researchers to evaluate and strengthen the transformative capacity of social innovations. By analyzing these three dimensions, stakeholders can identify areas needing improvement and develop strategies to enhance the overall impact of their initiatives.

How To

1. Clearly articulate and prioritize intended transformative impacts and capacity outcomes (in each of the three dimensions) by filling in the canvas. Use the trigger questions to guide discussions in your groups. You can see the questions as prompts to consider, while focusing on what you think is most meaningful to your project - no need to address all questions.

Widening - how has your project expanded reach and diversified engagement of people in Transition activity?

- A. How many and how diverse are the people actively engaged in the project? (consider ethnicity, gender, age, social status, etc)
- B. How many and how diverse are the people who benefitted from the project in your community? (consider ethnicity, gender, age, social status, etc)
- C. How many and which kind of collaboration partners were involved (other community groups, schools, businesses, social movements, etc)?
- D. How has or will your project have wider ripple effects beyond the people or partners you directly interacted with?

Deepening - How has your project contributed to more fundamental systemic and cultural change and promoting practical alternatives to established systems?

- A. How did your project empower people to take practical action to improve social/environmental wellbeing and/or strengthen local economies?
- B. How did your project address social justice issues, such as equity, power and privilege?
- C. To what extent did your project have an impact on your local council (in terms of stronger recognition of and collaboration with community-led Transition efforts)?

D. To what extent did your project promote Inner Transition in your community?

Lengthening - How did your project help to sustain positive change in the long term? What might be the legacy of your project for Transition activity in your community?






- A. How did your project revive or re-energise Transition activity in your community?
- B. How did your project strengthen trusting and resilient relationships in your community? (e.g. among residents, other community organisations, consumers and producers, etc)
- C. How did your project strengthen the capacity for Transition activity in your community? (e.g. through improved access to physical and financial resources, admin support / organisational development, etc)

[Download Canvas](#)

Tools Reference [Video Explanation](#) by Tim Strasser (Source: [Transformation Hosts International](#))

RegenerAction Blueprint

3D PROJECT CANVAS

	 INTENDED RESULTS What specific changes do we want to see at the level of our target group(s) and wider societal systems, as a result of our efforts?	 THEORY OF CHANGE How will our activities bring about the intended results? What assumptions might we need to check? ("If we do x, then we believe y will happen")
Widening reach engagement partnerships 		
Deepening values and mindsets, power relations, policies 		
Lengthening continuity longevity evolution 		



2. SDG Impact Mapping

Methodology Step

Activate, Evaluate and Evolve (4.3B)

Definition

This tool evaluates the impact of Pilot Lab initiatives by aligning them with specific SDGs (Sustainable Development Goals). It provides a structured framework to monitor contributions, assess outcomes, and refine strategies for enhanced sustainability and community benefits.

Purpose

To systematically track the contributions of Pilot Lab initiatives to targeted SDGs, identify areas for improvement, and ensure alignment with global sustainability objectives.

How To

1. Define Goals and Metrics
Select relevant SDGs and define measurable indicators for each goal based on the project's objectives.
2. Align Initiatives
Map each activity or project done by the PL to the selected SDGs, identifying specific contributions and expected outcomes.
3. Collect Data
Use surveys, interviews, and environmental monitoring tools to gather quantitative and qualitative data.
4. Analyze Results
Evaluate progress against metrics and document both successes and challenges. Use insights to inform future planning.
5. Share Findings
Communicate results to stakeholders, emphasizing alignment with SDGs and areas for further development.

[Download Canvas](#)

SDG IMPACT MONITORING TABLE

SDG GOAL	INDICATORS	ACTIVITY/PROJECT CONTRIBUTION	MEASUREMENT CRITERIA	PROGRESS & FEEDBACK
NO POVERTY (1)				
INNOVATION & INFRASTRUCTURE (9)				
REDUCED INEQUALITIES (10)				
JUSTICE & PUBLIC SERVICES (16)				
PARTNERSHIPS (17)				
AFFORDABLE ENERGY (7)				
CLIMATE ACTION (13)				
LIFE BELOW WATER (14)				
LIFE ON LAND (15)				
ADD MORE IF NEEDED				



3. Impact Across Dimensions

Methodology Step

Activate, Evaluate and Evolve (4.3C)

Definition

This tool provides a structured approach to measure the impact of Pilot Lab initiatives across selected dimensions such as economy, culture, society, health, environment, and politics.

Purpose

It enables systematic identification of challenges, trends, and impacts, while also setting actionable goals for improvement. To evaluate and monitor the impact of Pilot Lab initiatives across multiple dimensions, ensuring alignment with objectives and fostering targeted development.

How To

1. Select Dimensions: If not selected before, identify the key dimensions (e.g., economy, culture, health) relevant to the Pilot Lab initiative.

2. Populate the Framework: Use the provided table to document drivers, trends, impacts, and goals for each dimension. Guide your analysis with the following trigger questions:
 - Drivers (Underlying Factors)
 - What systemic or historical issues are driving challenges in this dimension?
 - Are there specific social, economic, or cultural factors contributing to these drivers?
 - How do these drivers connect to the broader objectives of the Pilot Lab?
 - Trends (Patterns/Changes)
 - What recent patterns or shifts have emerged that could influence the dimension positively or negatively?
 - Are there observable long-term changes affecting the target area?
 - What external trends (e.g., global or regional) are relevant to the identified drivers?
 - Impacts/Challenges
 - How do the identified trends or drivers directly affect the dimension?
 - What specific challenges arise from these impacts?
 - Are there areas where the initiative is falling short of achieving its desired outcomes?
 - Goals (Actionable Objectives)
 - What measurable objectives can be established to address the challenges?
 - How can these goals align with both the Pilot Lab's mission and the SDGs?
 - What specific actions can be implemented to ensure progress in this dimension?
3. Analyze and Act: Based on the analysis, prioritize areas for intervention and set measurable goals to address challenges and capitalize on trends.
4. Monitor Progress: Regularly revisit the framework to update progress, track changes, and refine strategies as needed.

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IMPACT MEASUREMENT

DIMENSION	DRIVERS (UNDERLYING FACTORS)	TRENDS (PATTERNS/CHANGES)	IMPACTS/CHALLENGES	GOALS (ACTIONABLE OBJECTIVES)	PARTNERS INVOLVED
ECONOMY					
CULTURE					
SOCIETY					
HEALTH					
ENVIRONMENT					
POLITICS					



Annex

Roles of People

Defining roles ensures clear responsibilities, effective collaboration, and meaningful contributions within the Pilot Lab. For the activities mentioned in the toolkit having some of these roles mentioned below can help PL function as a cohesive, dynamic ecosystem.

- **Facilitator:** Guides sessions, keeps discussions focused, encourages participation, and ensures key objectives are met.
- **PL Leadership Team:** Provides strategic direction, ensures alignment with the Pilot Lab's mission, and fosters stakeholder collaboration.
- **PL Leader:** Drives team engagement, keeps activities on track, and ensures alignment with long-term goals.
- **Community Stakeholders:** Contribute insights, share challenges and needs, and co-create solutions for greater impact.
- **Note Taker:** Documents key ideas, discussions, and outcomes from the session to track progress and ensure continuity.
- **Design Team (optional):** Provides feedback on branding, communication strategies, and visual identity that align with the Pilot Lab's positioning.

Materials Needed

Having the right materials ready ensures a smooth and productive session, allowing stakeholders to engage effectively.

- Canvases: For mapping ideas, structuring discussions, and visualizing key components.
 - Please note that all the links added as "Download Canvas" are open and visible to everyone in the consortium. An image reference is added to Activity 1.
 - To print the canvas - simply click on the link which opens it in a new window where you can download the canvas by clicking 'File', choosing 'download' from the drop down window and choosing the required file format. The canvas will then be added to the downloads folder of your device, ready to be printed in the required paper size.
 - Please note that you will have to login in to the canva application once by any email for the first time.
- Sticky Notes: To capture thoughts, categorize insights, and encourage collaboration.
- Pens & Markers: For clear, visible input on canvases and notes.
- Flip Charts or Whiteboards: To facilitate brainstorming and group discussions.

Digital Tools (if applicable): Platforms like Miro or MURAL for remote collaboration.

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