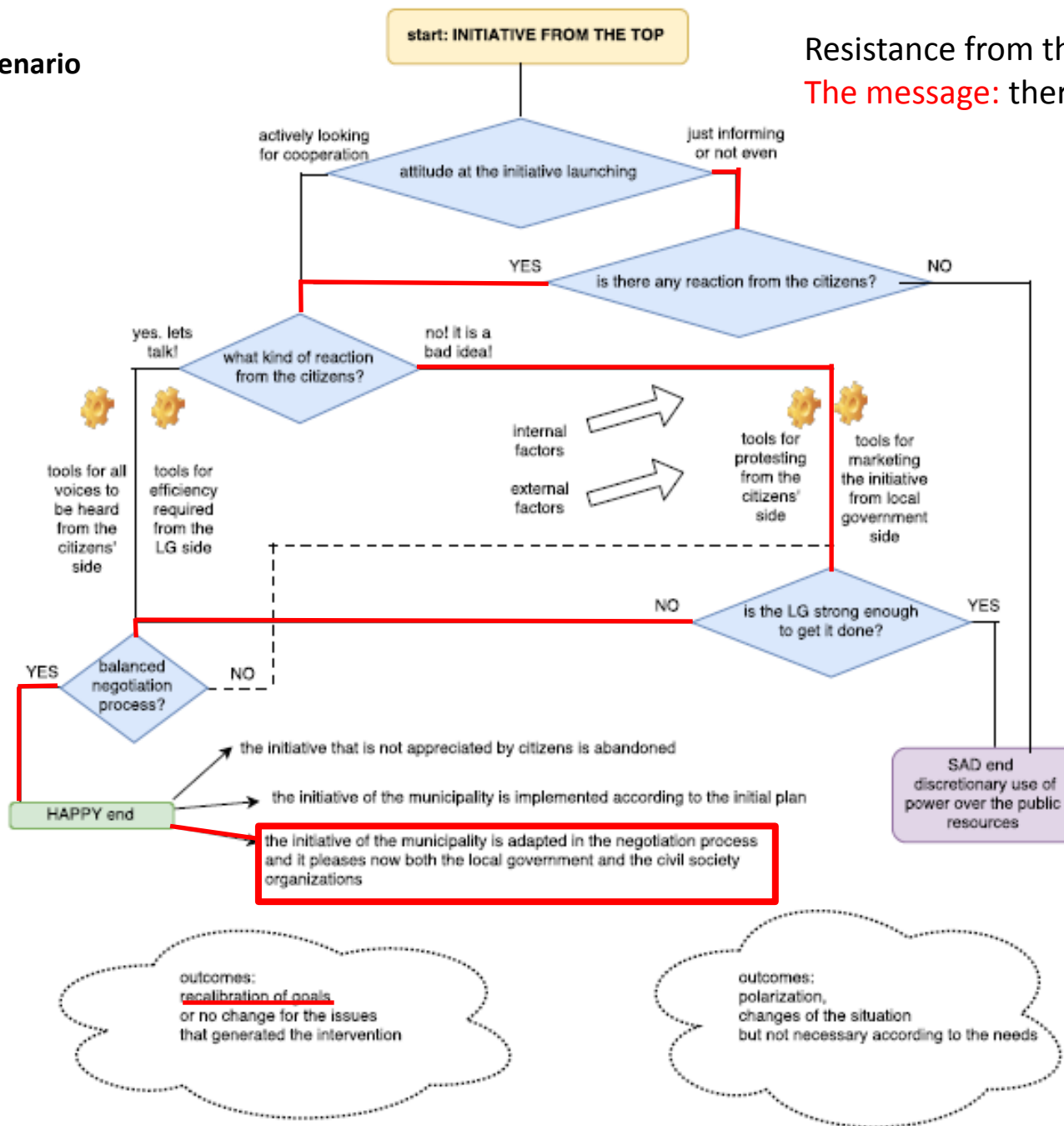


scenario

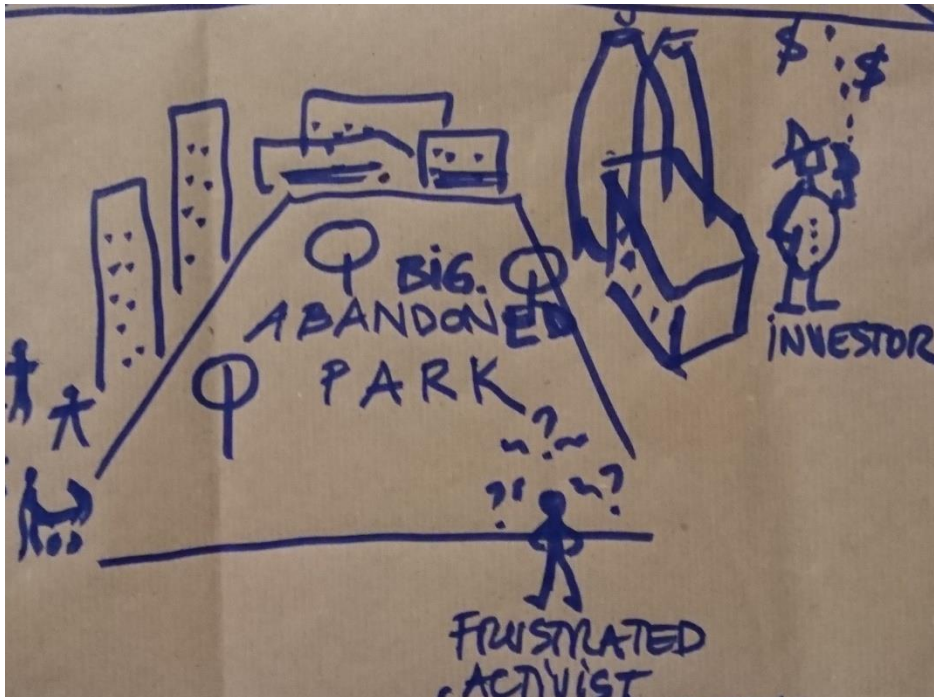
Resistance from the citizens
The message: there can be win-win



The setting

In the periphery of the Eurbania city, there is a big but quite abandoned park. I

It is surrounded by collective housing estates, with high density of inhabitants. A factory is there as well, but the production is very much reduced...



The characters

THE FRUSTRATED ACTIVISTS:

He is part of a group that have decided to establish an NGO. They have tried to raise awareness of the inhabitants about the park: to require the attention of the Municipality, to form volunteer teams to improve the park, etc.

THE INVESTOR: Donald

He is known for being very fast on identifying and exploiting opportunities. This is how he made his fortune.

THE MAYOR: Martin

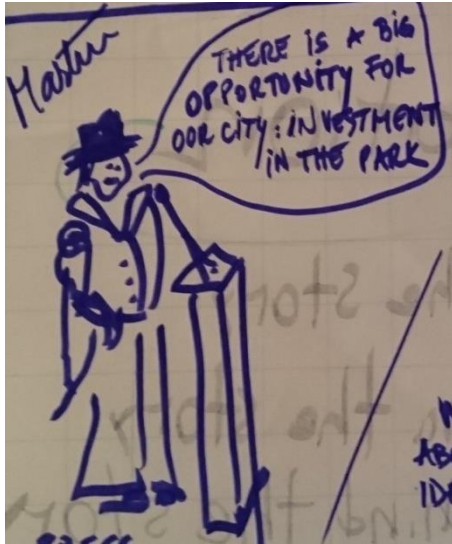
He is vulnerable to corruption, but he has charisma and he likes children.

The plot:

One day, the investors make a phone call to the mayor...

turning point 0:

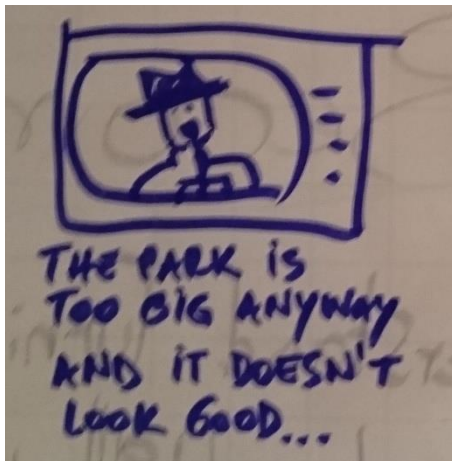
The initiative is presented to the public by the local authority



It is presented on TV, in the news, by the Mayor who has (too) rapidly organized a press conference.

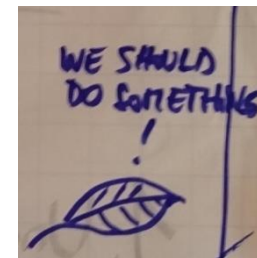


The presentation does not sound at all as an invitation to consultation, but more like just informing the citizens about a decision that is already taken.



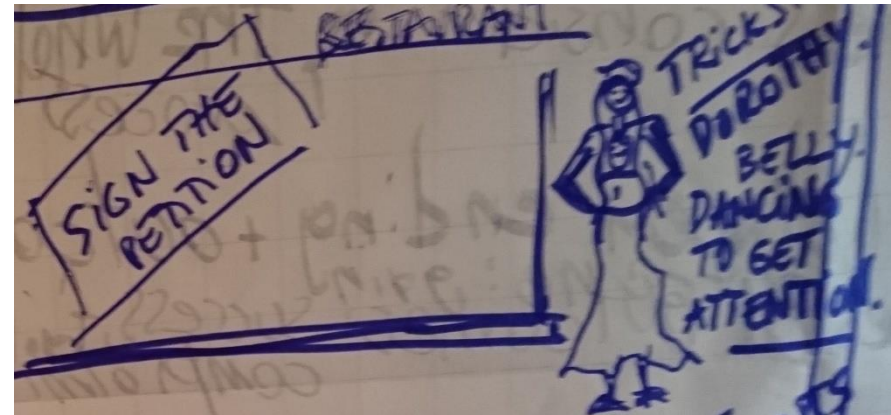
turning point 1:
The civic group is furious

They decide that **they should do something** through the NGO they have created recently called GREEN LEAF



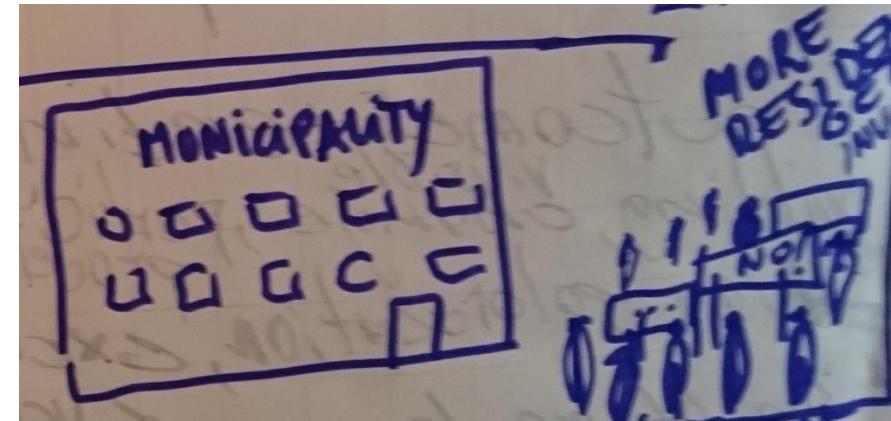
Stage A: RESISTANCE

With the help of **Dorothy**, the owner of the restaurant that is at the ground floor of a building right next to the park, the inhabitants find out about the resistance group.



They sign a PETITION.

They organize PROTEST EVENTS in front of the municipality.



The PRESS presents the position of the GREEN LEAF and inhabitants of the area so that **many other EURBANIA citizens join the movement through social media tools.**

Luckily, the people from the Green Leaf NGO have knowledge not only about environment , but also about the legal framework for urban planning documentations.

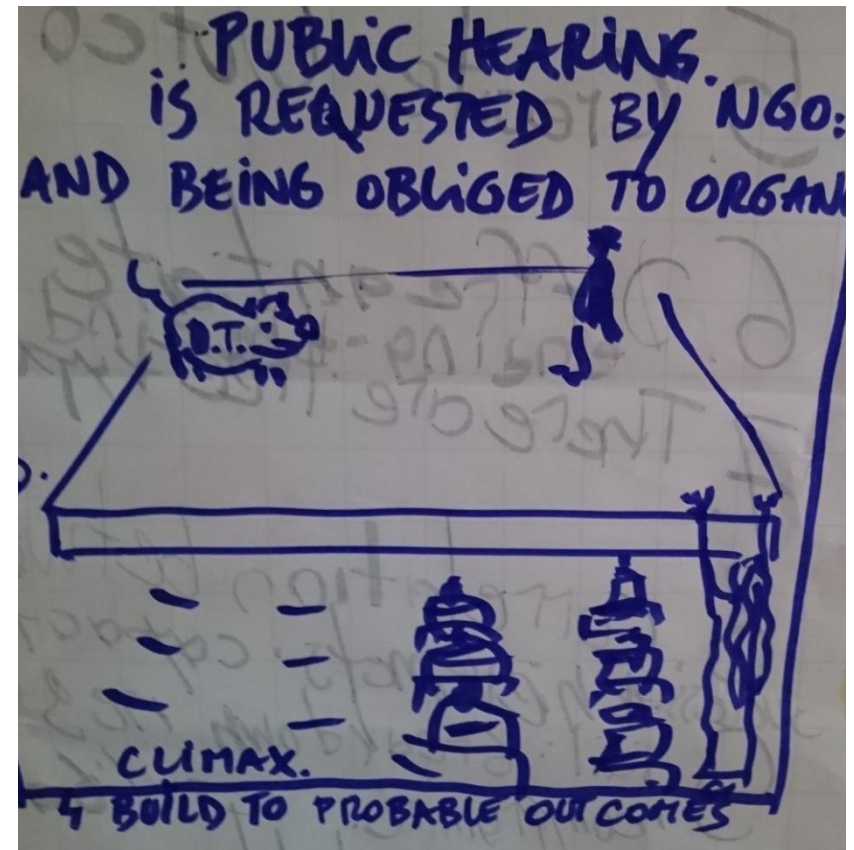
Turning point 2:
the civic group is asking for a public hearing meeting

Stage B: CLIMAX

Is the Municipality strong enough to
get it done?

The official request for a public hearing
received a positive answer from the Mayor
who invited the investor as well.

The Green Leaf Association has
succeeded in mobilizing the people
from the neighborhood, but also
representatives of other NGOs and civic
group from the EURBANIA city.

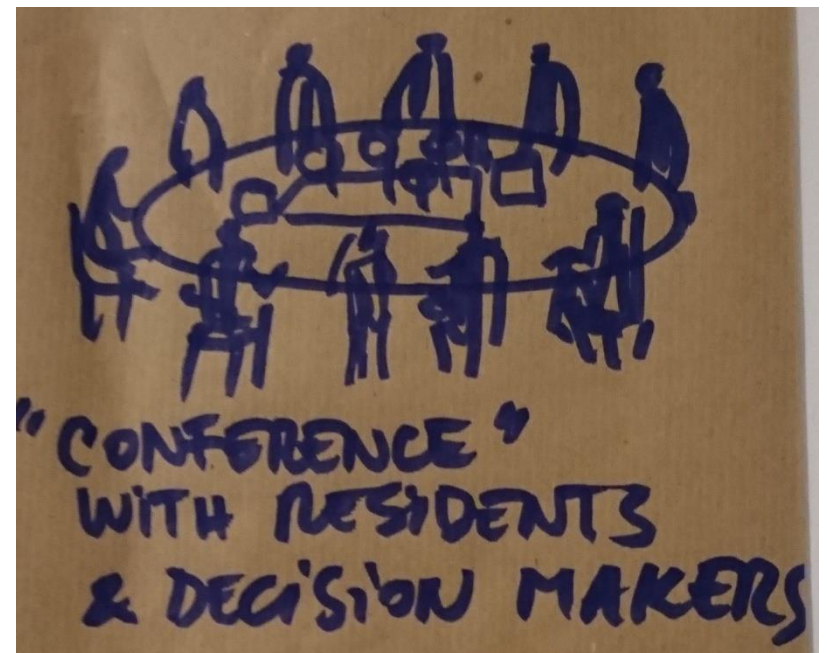
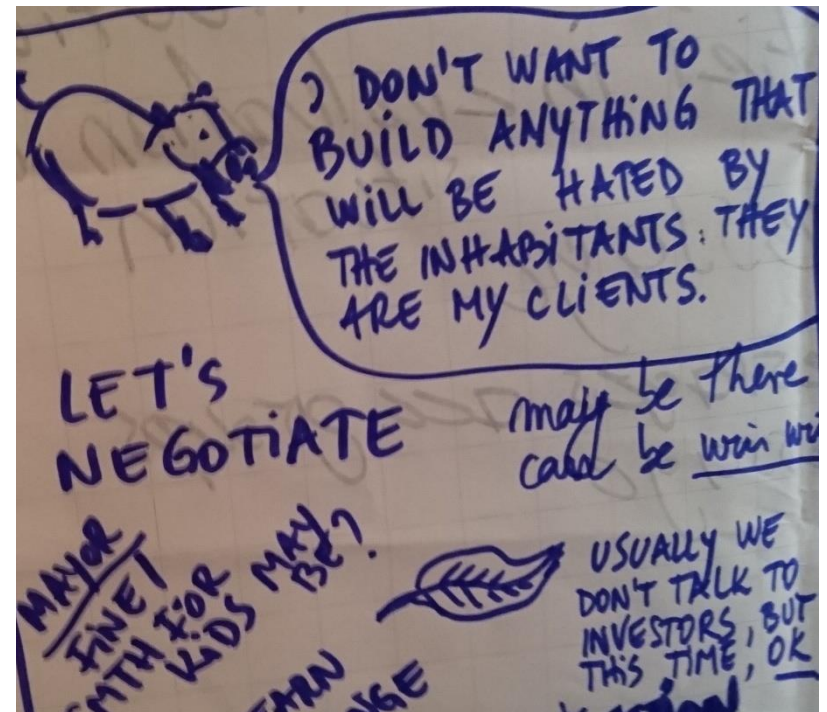


Turning point 3:
the municipality is willing to find a win-win solution

Stage C: NEGOTIATION

After the public hearing, in which the INVESTOR has declared that he doesn't want to turn the inhabitants against his development ideas, the municipality has changed the position and the Mayor is willing to use the knowledge and the energy from the civic groups.

They are negotiating in workshops and conferences, with the aim of finding win-win ideas that would be beneficial for both the residents and the investor.

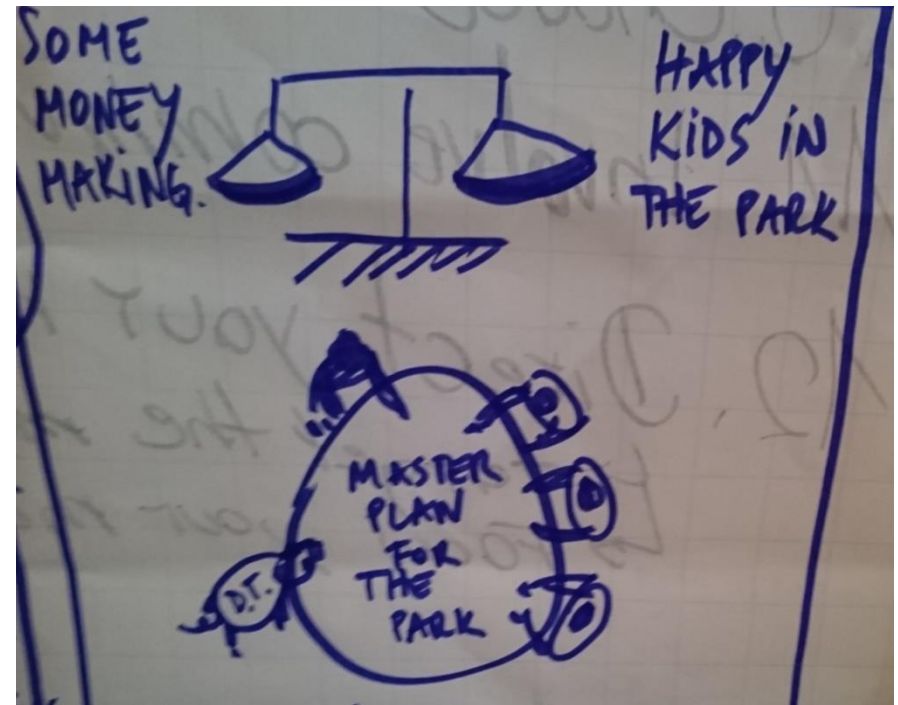


Turning point 4:
integrated development plan for the neighbourhood

Stage D: RESOLUTION

The result of the negotiation is pleasing both sides: the master plan for the park is including the park refurbishment (planting new trees, playgrounds for children, an area for open air sports, ...) but there is enough space in the big park for a commercial building that will be bringing benefits to the investor and funds in the budget of the municipality.

Even if it is not as big as the investor initially wanted.



HAPPY END