



WIDER VALUES Focus Group

Methodology

Links to materials in appendix



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Drill of the workshop and facilitation

- **Purpose of the session**
 - Explore wider values prioritized on the site
 - Support dialogue across different perspectives to understand how different stakeholders see a particular land use scenario
 - Learn from suggested practices and discuss alternative spatial strategies based on broader values of soil remediation and restoration
- **Interactive & participatory format**
 - Duration of 1.5 hour
 - Recommended to have 3-6 people per group
 - Hands-on game using cards, tokens, scales, and tables
 - No right or wrong answers, focus on discussion
- **Facilitator role**
 - Guide discussions by asking questions, not influence decisions
 - Ensure balanced participation and timing
 - At the start of Step 2, present two (land use) scenarios linked to the site.
- **Key mindset**
 - Be open, creative, and collaborative
 - Embrace trade-offs and different viewpoints

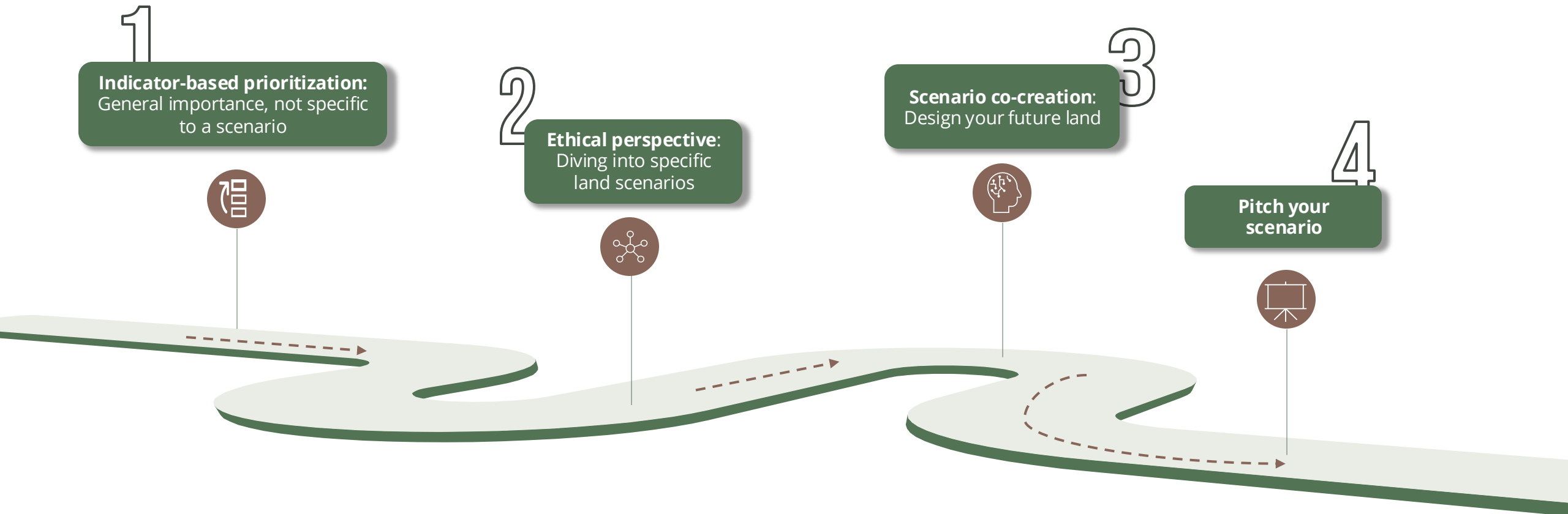




01 | Game steps

Wider values focus group

Participants will be divided into two groups: **Group 1 with xx** and **Group 2 with xx**



Indicators to assess wider values

Links to print the materials in the Appendix (page 18)

List of categories	
Environmental impacts	Local/Global Climate
	Soil and soil health
	Water
	Biodiversity
Social impacts	Social impacts
Economic impacts	Directly to specific stakeholders
	For the wider society

Categories of the indicators / ISLANDR's or yours



Indicator cards with descriptions
You can use the cards format and adapt it from Canvas

Step 1: High priority indicators

Indicator-based prioritization building on the pre-session survey

 Estimated time: 30 minutes

1

The facilitators introduce the indicator categories, the cards, and the prioritization scale. Each group receives a set of indicator cards and a scale. Distribute the cards evenly among participants in each group.

2

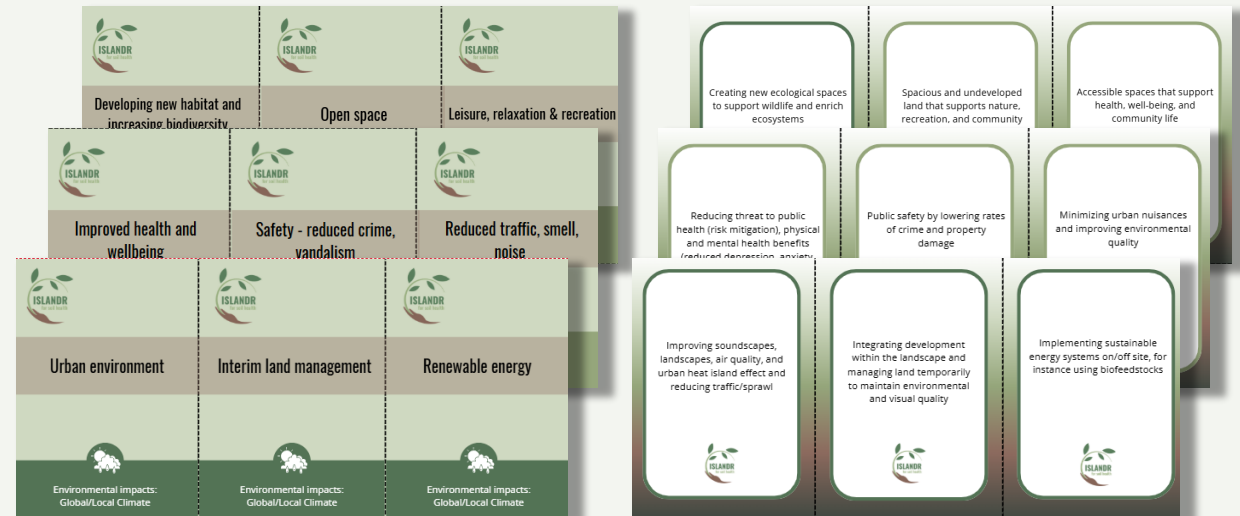
Taking turns, each participant reads their card and its description. The group then discusses their **perceptions on each indicator** and collectively places cards on the scale based on **general importance**, not yet tied to specific scenarios.

3

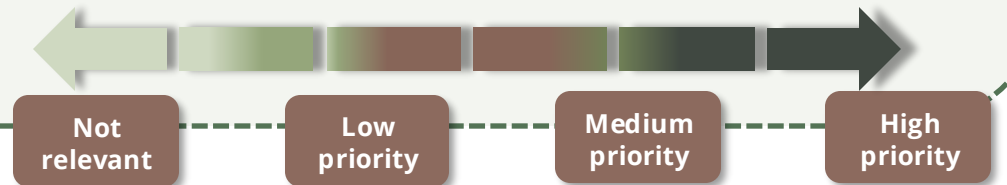
Each group selects **10 high-priority indicators** considered most relevant to their region.

Materials needed

- Indicator cards (front: Title and Category / back: Description)

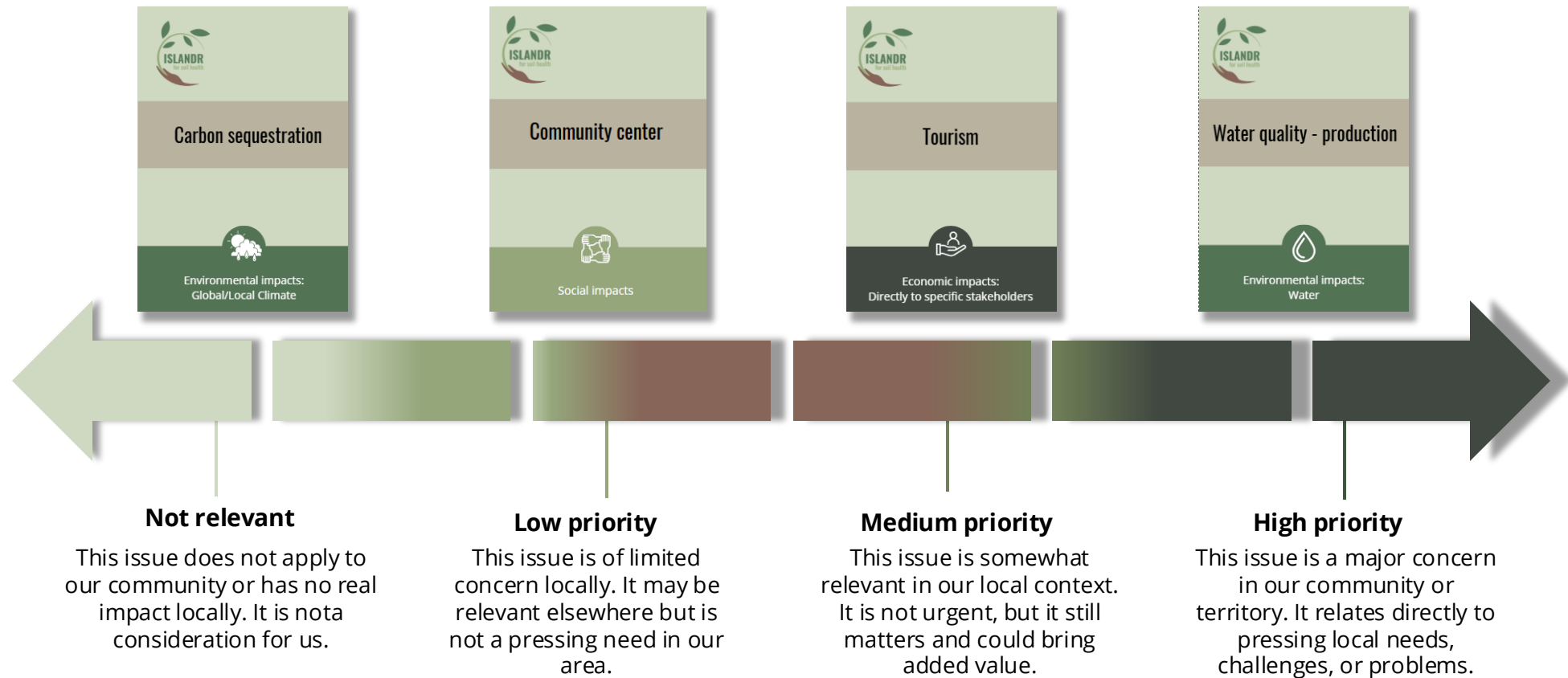


- Scale



Step 1: High priority indicators

Ranking indicators using the scale



Example of indicators ranked on the scale

Step 2: Value orientation

Five potential ethical perspectives to guide decision-making



Nature

Valuing unity with and protecting nature, caring for all living things

- Nature protection
- Ecological health
- Environmental responsibility



Community

Valuing equality, social justice and caring for other humans

- Community well-being
- Fairness
- Health
- Intergenerational justice
- Governance



Economy

Valuing wealth, achievement, status and economic influence; caring about environmental issues if perceived as a threat to or opportunity for oneself

- Individual benefits
- Economic opportunities
- Jobs
- Income



Stability

Valuing safety and security, tradition, loyalty and social stability

- Continuity
- Safety
- Tradition



Innovation

Valuing independence, self-direction and stimulation

- Openness to change
- Transformation
- New solutions

Spatial planning strategies / Scenarios

These spatial planning strategies present differentiated objectives, actions and land uses as possible alternatives for the future of the xx sites:

SPS1

XX

SPS2

XX

Step 2: Value orientation

Diving into land use scenarios and values behind the high-priority indicators selection

 Estimated time: 20 minutes

1

Each participant chooses their top two ranked indicators from Step 1 **specific to the land use scenario** and ask themselves the following questions :

- Which value orientation they reflect
- Why does this matter to you? Any personal experience?
- How would you feel if you had to compromise it?

2

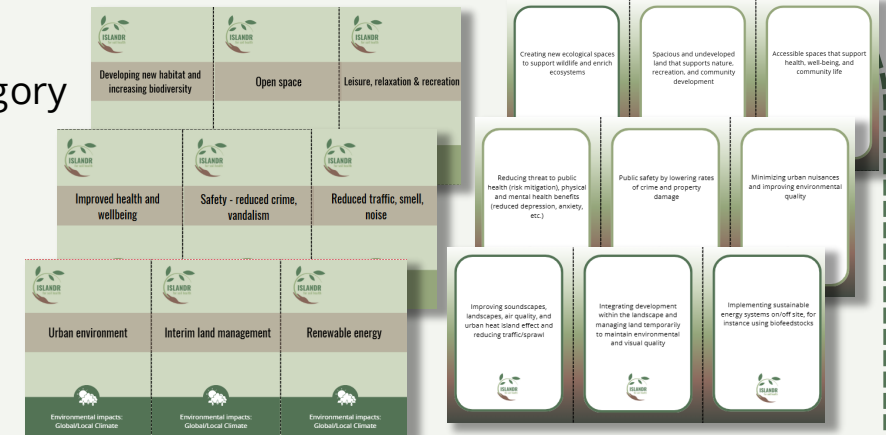
Collectively, fill the table in, one row per indicator for top 10 indicators.

3

Debrief in a group about the decision-making process.

Materials needed

- Indicator cards
Front: Title and Category
Back: Description
- Pens



- Table (example in the next slide)

Indicator	Value Orientation	Value Conflict	How would you feel if you had to compromise this indicator?

Step 2: Value orientation (Example)

Diving into land use scenarios and values behind the high-priority indicators selection



Soil biological quality



Environmental impacts:
Soil and soil health



Value for future generation



Social impacts



Tourism



Economic impacts:
Directly to specific stakeholders

Indicator description	Value orientation	Value conflict ?	How would you feel if you had to compromise this indicator?
Soil biological quality: Including soil fertility, describing the ability of the soil to supply nutrients	N	N versus E	
Value for future generation: Heritage, option, and bequest values of this ecosystem, referring to historical significance and preserving it for future generations	C & N	C versus E & I	I would feel unfortunate and sorry for my children not to be able to grow up with this surrounding and its meaning as the ancestors worked a lot on this land to make it what it is today.
Tourism: Attracting tourism to support local economy (e.g. "little Alps" in Wallonia)	E	E versus N	

Example of table filled out with the high-priority indicators

Step 3: Design your future (land)

What does our land look like in 2035 ?

 Estimated time: 20 minutes

1

Each group keeps the same scenario from the two land use scenarios from Step 2. The participants will stand up to proceed the Step 3.

2

Discuss the scenario by reflecting on following questions:
1. What does our land look like in 2035, considering the political or financial limitation, and what kind of value or benefits would this land use bring ?
2. Who is affected by this change and how ?

3

Use a large sheet and the tokens to **create a vision board**. Place the tokens on the roadmap and draw connections to show synergies, dependencies, or trade-offs if relevant. Participants are free to draw or decorate the board and can create additional stakeholder or community tokens using the blank ones if they feel a relevant element is missing.

Materials needed

- Tokens of community and stakeholders + blank tokens
- Large paper
- Pen



Pitch and Debrief

In 2035, our (land) will look like ...

 Estimated time: 20 minutes

Each group will present their final scenario in a **10-minute pitch**, including:

- Scenario name and vision
- Top 10 indicators (Step 1 and Step 2)
- A brief walkthrough of the vision board and key connections



Partners



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THANK YOU



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02 | Appendix

Materials to download

- **Indicator cards + tokens**

- Editable:

https://www.canva.com/design/DAGtyLJQSzg/_BQ8llwdC7G5mdDobFFZw/edit?utm_content=DAGtyLJQSzg&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

- Original version:

https://www.canva.com/design/DAHEZiyczA8/sWpAGAb3uPLU8whUOmP1uw/edit?utm_content=DAHEZiyczA8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

- **Indicator cards + tokens (Printable version with reversed back page)**

- Editable:

https://www.canva.com/design/DAG0cLanlsk/SLyXXpj9JOb4iZ4dyk83DA/edit?utm_content=DAG0cLanlsk&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

- Original version:

https://www.canva.com/design/DAHEZvjS7eA/gAzSIEh8k0vegjqWFc9Psw/edit?utm_content=DAHEZvjS7eA&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

- **Scale :**

https://www.canva.com/design/DAHEZriU26Y/RJKAFvkKVsVhGQNta17Gaw/edit?utm_content=DAHEZriU26Y&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Indicators 1/4

General impacts	Description
Human Health Protection	Reducing exposure to environmental risks, supporting physical and mental health
Protection of Ecology	Preserving ecosystems and environmental characteristics

Environmental impacts : Local/Global Climate	Description
Urban environment	Improving soundscapes, landscapes, air quality, and urban heat island effect and reducing traffic/sprawl
Framing Built Developments, Interim land management	Integrating development within the landscape and managing land temporarily to maintain environmental and visual quality
Renewable energy	Implementing sustainable energy systems on/off site, for instance using biofeedstocks
Air emissions (GHG, pollution), spills and leakage for soil and water	Addressing harmful emissions and contamination risks that affect air, soil, and water quality
Carbon sequestration	Capturing and storing carbon in vegetation and soil
Greenfield development savings (i.e., not developing greenfield land), and /or reusing infrastructure as positive benefits from redeveloping brownfield	Redeveloping used land reduces sprawl, preserves nature, and makes efficient use of existing infrastructure

Indicators 2/4

Environmental Impacts: Soil and soil health	Description
Soil protection	Protecting soil from contamination, erosion, salinisation and other threats
Soil quality and fertility	Enhancing nutrients, functionality, crop, vegetative cover, grazing etc.
Green infrastructure	Vegetative covers, connecting to cities and urban environment, biodiversity corridors

Environmental Impacts: Water	Description
Water Quality - production	Supply of (treated) water for on-site uses; Provision of Potable Water Resource; Improving quality of surface water on site or in the vicinity; Leachate treatment and reuse (Landfill, Acid Mine, etc.)
Water Protection - regulation	Rain / drainage water (including sustainable drainage); Groundwater Treatment and Protection; Retention of runoff / Surface Water Storage

Environmental impacts: Biodiversity	Description
Protection of habitat and biodiversity (where existing and for protected sites)	Safeguarding natural areas and species from harm or loss due to development
Developing new habitat and increasing biodiversity	Creating new ecological spaces to support wildlife and enrich ecosystems

Indicators 3/4

Social impacts	Description
Open Space	Spacious and undeveloped land that supports nature, recreation, and community development
Leisure, Relaxation & Recreation	Accessible spaces that support health, well-being, and community life
Accessibility	Footpaths and cycle routes
Views and viewpoints, Improved recreation and amenity on site and in surroundings (tourism), Aesthetic value, Land value, Symbolic value	Enhancing visual appeal, recreational use, and cultural or symbolic meaning, contributing to tourism and land value
Education	Learning and development; Creativity & innovation, adding the educational value
Community Centre	Enabling volunteering and community engagement
Addressing historical neglect in underprivileged areas	Enhancing community identity and pride through revitalized neighborhoods, ownership, empowerment, etc.; Environmental justice

Social impacts	Description
Sense of place (and pride)	Local identity and community pride through meaningful and well-integrated spaces
Improved health and wellbeing	Reducing threat to public health (risk mitigation), physical and mental health benefits (reduced depression, anxiety, etc.)
Safety - reduced crime, vandalism	Public safety by lowering rates of crime and property damage
Reduced traffic, smell, noise	Minimizing urban nuisances and improving environmental quality
Policy & Governance	Contribution to local community engagement, inclusion in decision-making - partnerships between public and private stakeholders
Heritage / Option value / bequest	No direct benefit but there could be in the future, or stakeholder value this ecosystem and want to preserve it

Indicators 4/4

Economic impacts: directly to specific stakeholders	Description
Real estate markets and regeneration (Land value recovery over time, Area value uplift) ; increased in land value of the site	Redeveloping to increase site value and spurs long-term area-wide economic uplift
Leverage of additional investment	Attracting public and private partnership (PPP) or local investment
Improvement of local taxation revenues, payment schemes, regulations, others to attract investment	Boosting investment (private and public) through targeted tax incentives, payment schemes, regulations
Revenue generated from renewable energy	Providing financial return from renewable energy sources on-site
Tourism	Attracting tourism to support local businesses

Economic impacts: for the wider society	Description
Job generation, Urban renewal and entrepreneurship, generate local business revenue, stimulus to local economy	Stimulating the local economy through inclusive and innovative employment
Real estate markets and regeneration : increased in property value in the surroundings	Increasing property value through area regeneration (land value recovery over time, Area value uplift) and environmental improvements

Tokens for the game

Tokens for communities		Tokens for stakeholders	
School	Bus stop	Kids	Local business owners
Parking lot	Market / Grocery store	Birds	Students
Park	Recycling center	Pollinators (e.g., bees, butterflies)	Fish / Aquatic species
Shopping mall	Police station	Water	Domesticated animals
Hospital	Pedestrian road	Trees	Emergency services (firefighters, medics, police)
River	Restaurant	Tourists	Farmers
Bike lane	Hotel	Microorganisms (e.g., soil bacteria, fungi)	Civil servants
Playground	Kinder garden	Elderly people	
Sports field / gym			