

### ools and techniques for the commissions

#### Workshop November 2008



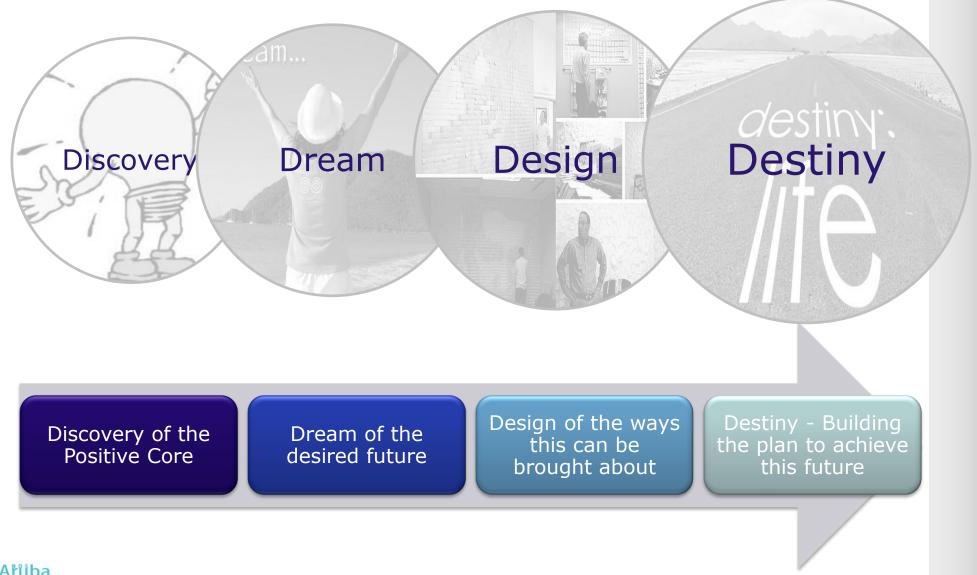
### **Process overview for commissions**

	1 Agree commission Aspiration and Goals	2 Ensure opportunity sustainability	3 Build social architecture	4 Detail the alignment to desired outcomes	5 Identify Strategic Resources	6 Develop Roadmap	7 Final Stress test
Tools	Aspiration themes	• Sustainability Web	<ul> <li>Social architecture</li> </ul>	Gap Assessment	• SOAR	• Roadmap	<ul> <li>Sustainability Web</li> <li>Scenario stress test</li> </ul>
Inputs	<ul> <li>Dream phase version of aspiration statements</li> </ul>	<ul> <li>Aruba vision</li> <li>Sustainability principles</li> <li>Sustainability themes</li> <li>Sustainability theme statements</li> <li>Positive core in Discovery phase report</li> </ul>	<ul> <li>Discovery phase stakeholder maps</li> <li>Aspiration statement</li> </ul>	• Sustainability web	<ul> <li>Positive core strengths and resources</li> </ul>	<ul> <li>Aspiration statement</li> <li>List of strategic resources</li> <li>List of potential implementation actions</li> <li>Social architecture</li> </ul>	<ul> <li>Initial draft of sustainability web from Step 2</li> </ul>
Outputs	Agreed aspiration statement	Sustainability web	<ul> <li>Social architecture</li> <li>List of new relationships required</li> </ul>	<ul> <li>List of potential implementation actions</li> </ul>	List of strategic resources	• Roadmap	• "Future resilient "roadmap

## Nos Aruba 2025

The approach has 4 phases





# **Objective for today–Train the trainer!**



1. Provide the tools to the commissions for defining their opportunities/ agendas



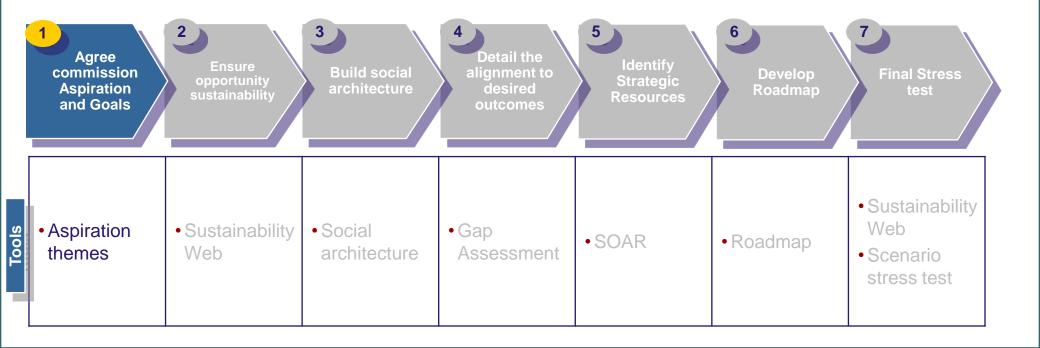
ARUBA

2. Explain how the tools are to be applied by using examples

## Today's Agenda







## **Opportunity Aspiration Statement**

## **Aspiration Statement Example**



#### The future of one happy island: sun, sea and wind. Powered by: Our People!

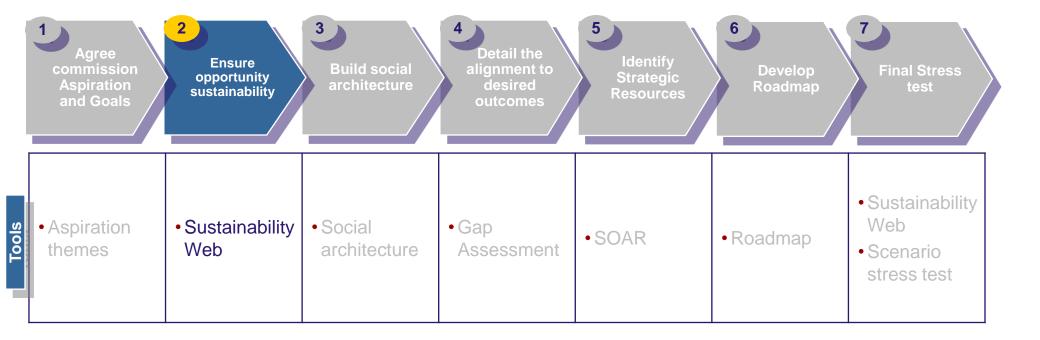
Aruba will be a place where we as the people of Aruba respect our limited boundaries, both geographical as between the individual habitants of our community. Therefore we value as most important for the sustainability in our society the quality of our lives, both for our generation and generations to come. Being a multilingual people we have exceed excellence in accepting and living in close harmony with the immigrants which we have invited to come, invest in and prosper of our island. We live in a multi ethnic and cultural community where through a great awareness of self responsibility and social tolerance, social cohesiveness has become one of our greatest assets of our society which has and will enrich the quality of our lives as individuals and a community as a whole.

Throughout the years Aruba has reached world excellence in producing green energy. Every household has their private technology generating sustainable energy for the years to come. Every household can generate a surplus of energy which can be sold as a product. Aruba's University of Green Energy has become the world leading knowledge centre on water, wind and solar energy. Exporting this knowledge generates enough financial assets to be used partly for the benefit of the people of Aruba. The hotel sector, as one of the first in the world has been completely transferred to green energy. Aruba has been and will be the showcase of the world when it comes to green energy and environmental awareness. This generates great sympathy in the world being such a small island, and tourism has been prosperous and green ever since. The University of Aruba has profited from this development by expanding their hospitality education and change it to a green perspective. Hence this university has reached great excellence in this area.

As a result of governmental policy in the early years the climate to invest on Aruba for international investors had become very interesting. Over the years international multinationals have chosen Aruba as their financial headquarters. One of the conditions for the companies has always been a yearly donation to projects (preferably supporting the education programs on green energy for the benefit of the children) in favor of our community and especially for our children and the youth. The philosophy behind this is to pay their respect to the parents of these children who have made it possible for them to prosper and be happy on Aruba, and for this their children and their own children must be provided with the same perspectives and even better opportunities they have.

Aruba as a showcase to the world will continue with every single energy product exported for the benefit of countries and people who have less. This export product receives a recognizable stamp: "100 % pure Aruba Green Energy" **Powered by: OUR PEOPLE!!!!** 





# Tools for looking at the sustainability of commissions' ideas

Creating a sustainability web

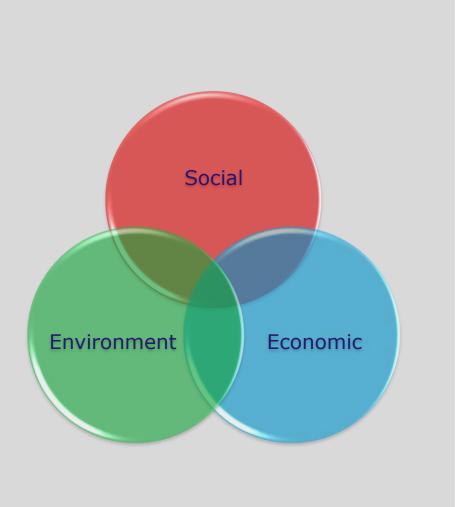
# The goal at the heart of NOS Aruba 2025

## The Goal

A Sustainable Aruba that is developing for the <u>benefit</u> of all people and stakeholders of Aruba and that has a <u>future</u> for our children and our grandchildren which will make them <u>proud</u> to be Arubans.



# What sustainability is about (see guideline sustainability principles)

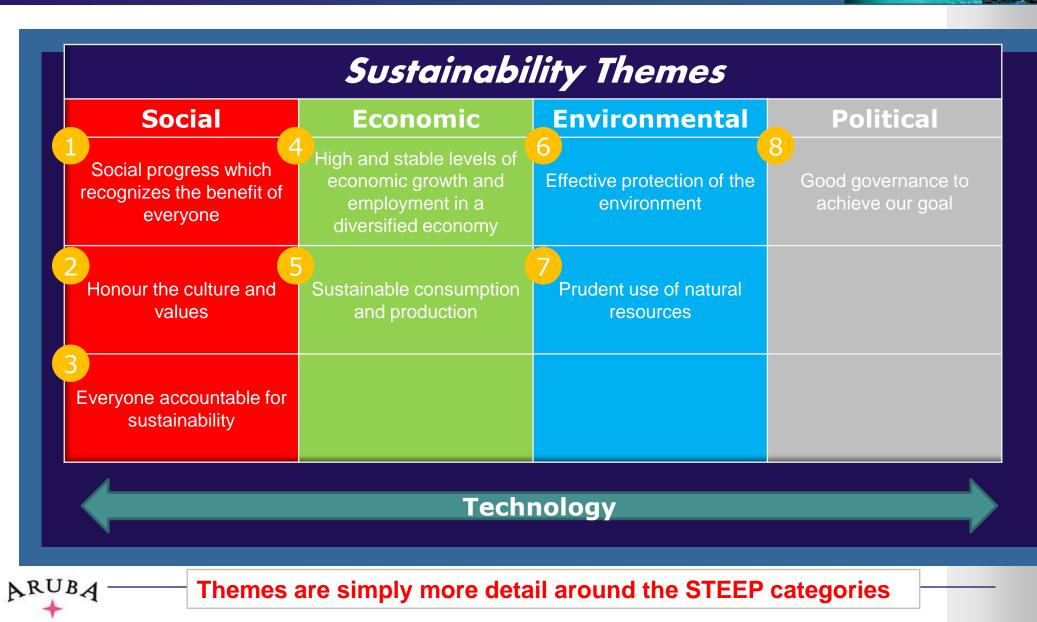


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### Sustainability

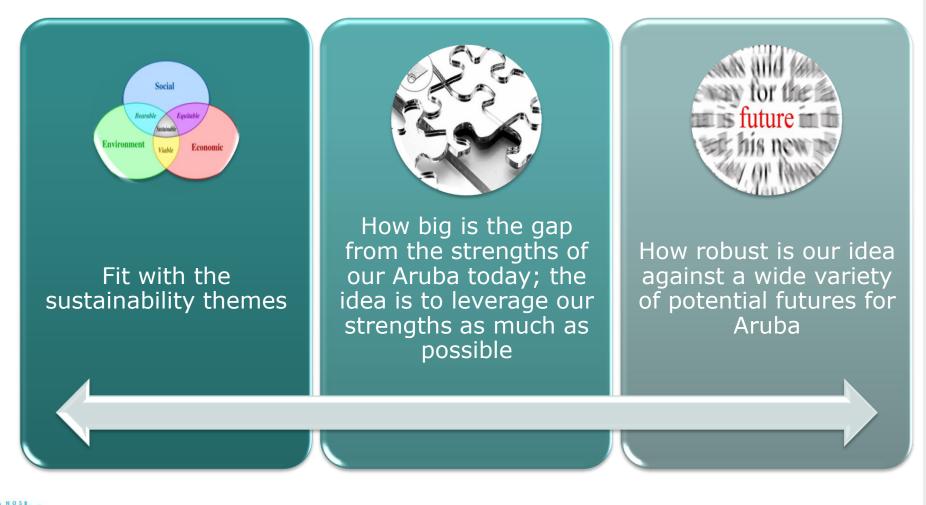
We <u>integrate</u> economic, social, community and environmental priorities

# To realize our goal in a sustainable way we need to address the following 8 themes



# How do the commissions know they have a good idea

#### When thinking about the opportunity the commission produces:



### Demonstrate their contribution to sustainable development

- The sustainability web is a tool to visually demonstrate the commission's contribution to a sustainable Aruba
- It is a subjective evaluation (high, moderate, low) based on the commission's consensus view
- The score is as follows:
  - 5 = High satisfies all statements of the theme fully
  - 3 = Moderate satisfied some of the statements fully or satisfies most of the statements partially
  - 1 = Low does not satisfy most of the statements



# Social

Sustainability Theme							
Social progress which recognizes the benefit of everyone	Honour the culture and values	Everyone is accountable for sustainability					
<ol> <li>In 2025 biedt Aruba zowel een kwalitatief als kwantitief aanbod, zowel publiek als privaat aan alle doel- en leeftijdsgroepen om hen de mogelijkheden te bieden zich volledig op persoonlijk vlak te kunnen ontwikkelen</li> <li>Na 2025 Aruba tin un social healthcare system cu ta mas gericht riba prevencion cu e parti curativo</li> <li>Publiek toegankelijke zorg en hulpverleningsinfrastructuur, algemene en toegepaste zorg voor alle inwoners van Aruba, kwalitatief en betaalbaar</li> <li>Special attention is given to the youth from birth to childhood</li> <li>Norms &amp; values are honored in relation to our (multi)cultural heritage</li> <li>Each member of the community is aware, lives and promotes wellness lifestyle in order to achieve a higher quality living standard for everyone</li> </ol>	<ol> <li>Comberti tur Arubiano den un agente di cambio ( personanan c uta "walk the talk") di nos custumber y tradicionnan.</li> <li>Aruba ta un comunidad di hendenan cu ta biba den harmonia y cu respet pa otro.</li> <li>Identifica, define y promove nos cultura y identidad Arubano.</li> <li>Identifica nos custumbernan, consientisa nos pueblo y practika dor di sina nos hubentud.</li> <li>Conserva y desaroya e abilidad pa lesa, scribi y expresa den diferente idioma.</li> <li>Having respect for each others culture.</li> <li>Enfatisa riba nos cordialidad, amabilidad, respect pa tur ser humano (grandi t chikito) y mentalidad positivo.</li> <li>Den 2025 Aruba ta un comunidad unda ciudadanonan tas inti nan mes sigur y responsabel pa otro.</li> <li>Nos limpiesa mental ta refleha su mes den e for,a cu nos ta cuida nos naturalese.</li> <li>Nos norma y balornan sano ta e base di educación na cas, scol y sociedad.</li> <li>Na 2025 tur famia na Aruba ta biba den paz, amor y felicidad. Tin unión familiar den cas y barionan.</li> </ol>	<ol> <li>Education for high level of consciousness regarding sustainability</li> <li>Whatever you do affects the other! In all sectors</li> <li>The media as educator &amp; provider information on Sustainable Development</li> <li>Effectively use of consumers item &amp; resources.</li> <li>S R-behaviour -&gt; Refuse-Re-use- Reduce-Recycle-Restore</li> <li>Our community: elderly, youth &amp; families work together on SD, balancing economy, social &amp; ecological possibilities</li> <li>More integration in the community/barrio creates more awareness on SD</li> <li>Personal Commitment: "I am an example on SD"</li> <li>Stakeholders: roll model on SD for the community</li> <li>Healthy &amp; Happy citizens contribute more to SD</li> </ol>					

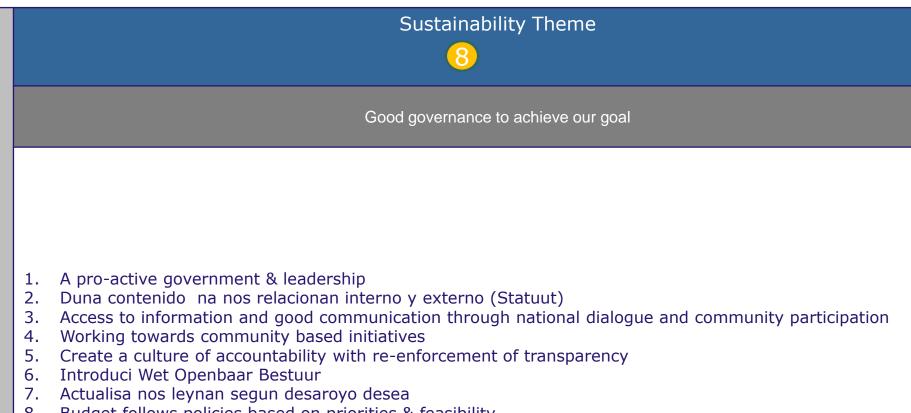
# Environment

Sustainabi	ility Theme 5		
Effective protection of the environment	Prudent use of natural resources		
<ol> <li>Effective protection of the environment</li> <li>Aruba has clean water, air, land</li> <li>Aruba is reforested with local plants and trees</li> <li>Aruba makes abundant use of alternative energy sources of sun, water and wind</li> <li>Everybody is aware about the importance of nature and acts accordingly to protect it</li> <li>In 2025 we are reconnected with nature</li> <li>Aruba recycles and reuses its waste</li> <li>Aruba makes efficient use of the limited land</li> <li>Aruba is co2 neutral and uses it to attract tourism</li> <li>Legislation of environmental laws and being implemented</li> <li>Aruba plants vegetables and herbs for its own use and well-being</li> <li>All barrios and schools are connected through bicycle paths/tracks with way of preference (voorang)</li> <li>Decisions of today are taken based on implication for the future</li> <li>People of Aruba enjoy and respect silence</li> </ol>	<ol> <li>Prudent use of green technologies in more efficient ways</li> <li>Rain, storm and waste water management for commercial &amp;domestic use</li> <li>Conservation of local biodiversity by active nature management</li> <li>Zoning in order to create a balance between the desired (competing) land uses eg. Nature, housing industrial, tourism, etc</li> <li>Active coastal zone management to create a balance between conservation and human use</li> <li>Well balanced gas/oil exploration in a sustainable way and an efficient damage containment strategy</li> </ol>		

# Economic

	Sustainabi 6	ility Theme
	High and stable levels of economic growth and employment in a diversified economy	Sustainable consumption and production
Desired Outcome Statements	<ol> <li>A national innovation system through knowledge based capabilities</li> <li>Strategic conditions for economic growth STEEP in place</li> <li>Opportunities for new business ventures both within and outside existing industries</li> <li>Improved flexibility, efficiency, productivity and equity of markets and economy</li> <li>Economic diversification into high value areas (jobs, industries etc)</li> <li>Sustained high value responsible and balanced tourism</li> </ol>	<ol> <li>Be more self-sufficient</li> <li>Have sustainable practical efficient building codes</li> <li>Be recycling our waste and promote efficiency in disposal methods and usage</li> <li>Have good and broad energy management</li> <li>Have education on secondary effects of consumption and production</li> <li>Have an economy that is sustainably diversified</li> <li>Have sustainable marketing</li> <li>Have regulation, laws and standardization in place</li> <li>Have diverse infstructure developed</li> <li>Be conscious wrt to what we consume</li> <li>Have structured agriculture</li> <li>Be using innovative green technology</li> <li>Be an educated economy, aware of the need of natural resource protection and all aspects of a healthy sustainable and conscious life</li> </ol>

# Political

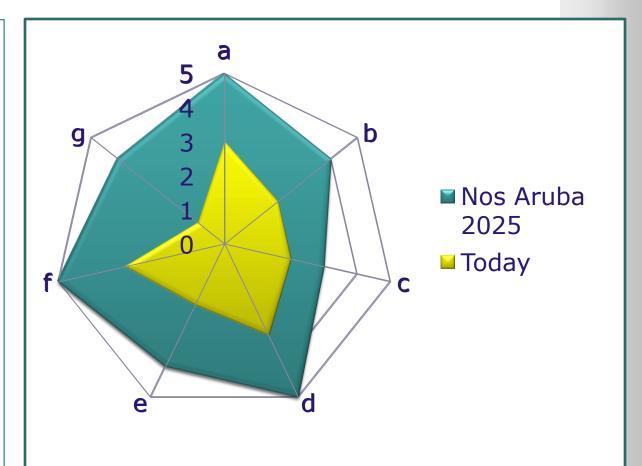


- 8. Budget follows policies based on priorities & feasibility
- 9. Renew realistic policies in order to sustain the Aruba vision 2025 through qualified policy-makers

Sustainability web: Demonstrate how the opportunity will contribute to the statements for desired outcomes for Aruba

# • The sustainability web looks at

- 1.The fit with the sustainability themes (how many of the statements of desired outcome do we address and how well do we address them)
- 2.How much do we leverage the current strengths of Aruba



# Building a web (1)



- Look at the 8 themes and summary in one phrase to what extent your opportunity/agenda satisfies each of the desired outcome statements for that theme
- Score each theme from a 1-5 use the following template:
  - 5 = High satisfies all statements of the theme fully
  - 3 = Moderate satisfied some of the statements fully or satisfies most of the statements partially
  - 1 = Low does not satisfy most of the statements

Theme	Explanation of score	1	2	3	4	5
1						
2						
3						
4						
5						
6						
7						
8						

- Draw a spider web with each branch of the web representing each of the sustainability themes
- Draw your scores in the web

**Note:** After workshop one individual scores all statements and shares with the commission for review. Scores are adjusted after review. The updated web, becomes the working draft



## Building a web (2)



- Look at the 8 themes and a one phrase explanation where we are today in relation to the desired outcome statements for that theme
- Score each theme from a 1-5 use the following template:
  - 5 = High satisfies all statements of the theme fully
  - 3 = Moderate satisfied some of the statements fully or satisfies most of the statements partially
  - 1 = Low does not satisfy most of the statements

Theme	Explanation of score	1	2	3	4	5
1						
2						
3						
4						
5						
6						
7						
8						

✤ Add your scores to the web

Note: After workshop one individual revisits the positive core work and scores all statements and shares with the commission for review. Scores are adjusted after review. The updated web, becomes the working draft



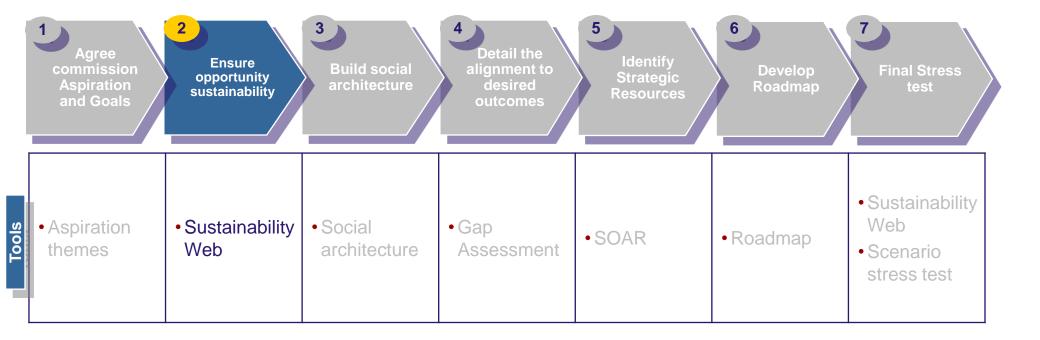
Our opportunity =

# Addressing sustainability themes

# Building on current strengths

+





## **High level Scenario stress test**

## How well does the commission's idea survive in different futures for Aruba?

- Does your opportunity/agenda still exist in this scenario? (do for each scenario)
  - If no, why not?
  - If yes, what does it look like? Is it unchanged from your concept or does it change? (for example...). If it changes, how does it change? What is minimum change?
- \* How attractive is your opportunity/agenda in its current form and why?
- What are additional benefits or opportunities that arise in your opportunity/agenda in each scenario?
- What are the new threats (or opportunities lost) that arise in each scenario?
- Identify the common aspects of your opportunity/agenda in each scenario? Separate from scenario specific aspects.
- Identify "signposts" to monitor for scenario specific elements; think of key decisions and when they need to be made)



Our opportunity =

# Addressing sustainability themes

# Building on current strengths

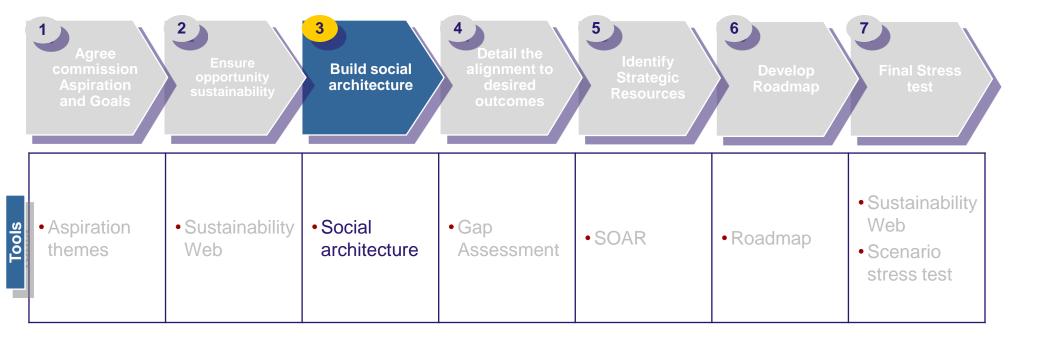
Robust across scenarios

+

+-







# **Introducing Social Architectures**

A tool for visualizing the future relationships that maximize our commissions' chance for success

## **Commission opportunity Statement**

- Your statement should describe the best possible outcome for Aruba
- Start with: Aruba will be a place where......
  - Include the following themes:
    - How you make money with your opportunity in your scenario
    - OR
    - How does your agenda build the environment for success
    - How does your opportunity or agenda help/change the other STEEP categories
    - Explain how your opportunity or agenda meets the sustainability guiding principles
    - Energize, inspire, motivate!!





# The design phase involves creating the social architecture for the future that:

- Builds on the positive core
- Makes the fulfilment of your Dreams & Aspirations possible



#### When we talk about social architecture we mean:

- Social, political and Economic systems (formal and informal)
- Structures
- Strategies
- Processes
- Procedures

#### Strategic alliances

- Preferred practices
- Informal partnerships
- Ways of influencing

.....and so on

In short, we mean all of the ongoing commitments and approaches that define Aruba's identity, culture, values, and potential Most people spend 50% of their time not just doing their job but fighting their own institutional bureaucracies

Dee Hoch Founder of Visa International First we shape our structure, and then our structures shape us.

Winston Churchill

All systems are perfectly designed to achieve the results they are currently getting

> Marv Weisbord Organizational consultant



Virtually everything in our life is influenced by design choices made in the past:

- How you spend your time
- How hard you work
- With whom you interact
- How closely you collaborate
- How free you are to innovate, grow and develop

### **Everything is influenced by your social architecture**



# Redesigning the social architecture is key

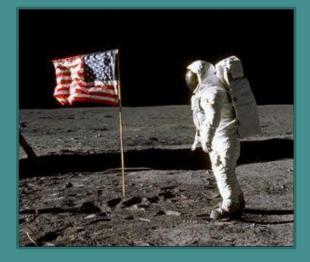


Redesigning your social architecture is a key ingredient in the sustainability of your Dream as well as any other change

The social architecture is to people what water is to a fish – it has a profound influence on our performance and well being, but we rarely pay attention to it.....much less take steps to change it!!







First man on the moon

## Systems have significantly changed in the past



The fall of the Berlin Wall



Democracy in China?

## **Ingredients for appreciative change**

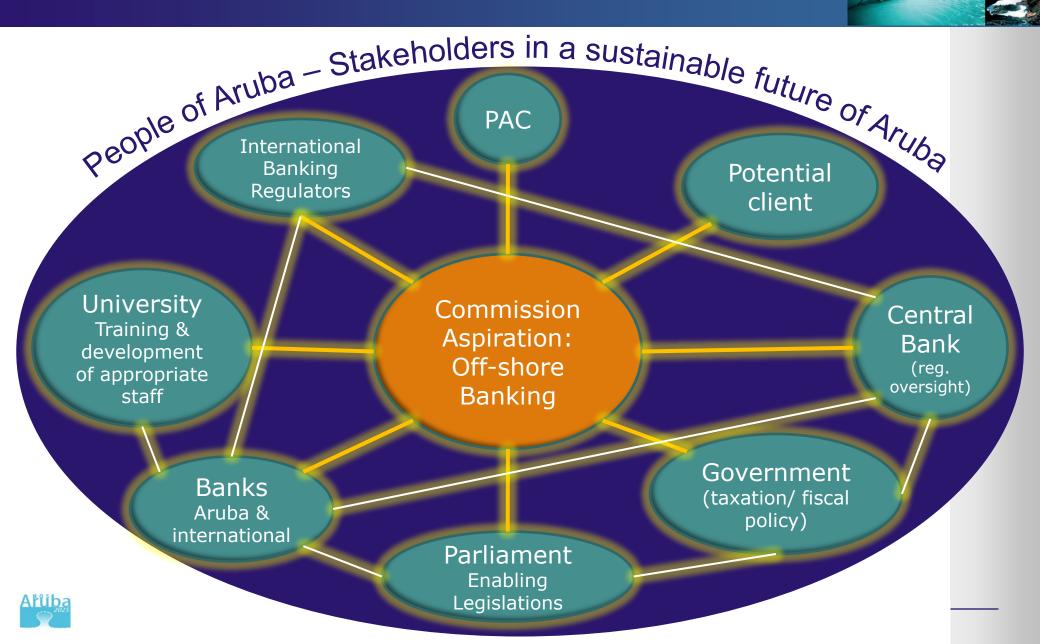




- The key stakeholders that will shape the opportunity of your commission going forward
- The relationships between these stakeholders (formal and informal)
- The influence stakeholders have on the desired outcome of your opportunity
- The influence stakeholders have on each other



## **Example of a social architecture**

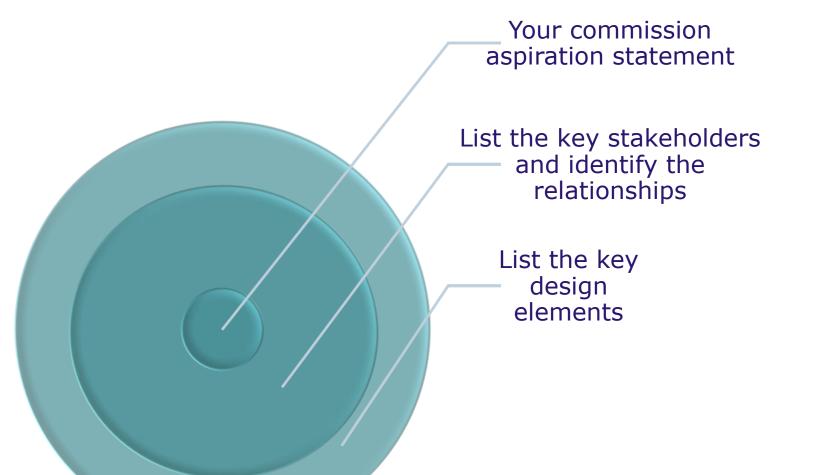


### A social architecture is designed around 5 questions:

- 1. Who are the key stakeholders
- 2. What is the relationship of the stakeholders with the commission's aspiration
- 3. How important are the stakeholders for the achievement of the commission's aspiration
- 4. What is the influence of these stakeholders on other stakeholders
- 5. How do these stakeholders relate to each other?



#### A template to design the map



Once designed, challenge your map with other people outside your commission

## **Practice: Building a social architecture (1)**



#### Form into groups by commission

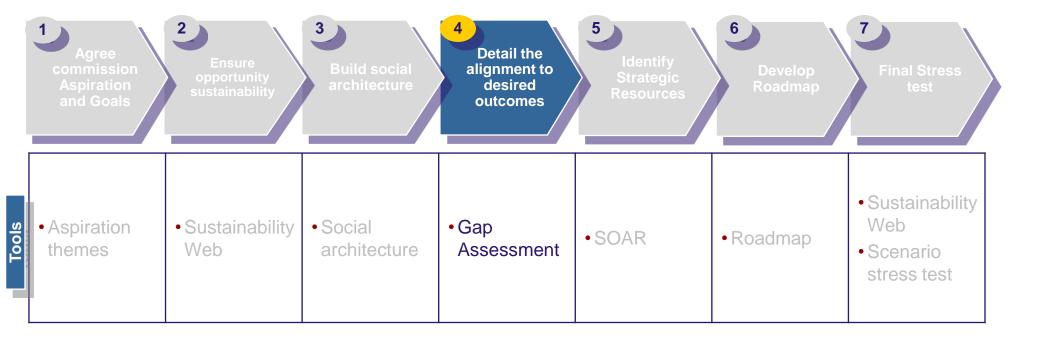
- (if you do not yet belong to a commission join any group if your group is small – less than 5 – please join a different group for this practice)
- Write your aspiration statement in the middle of a flipchart
- Using the resources around the walls and brainstorming identify your key stakeholders and write each on a separate post-it
- Add these post-its around the aspiration statements and review to remove duplicates – add any others that you brainstorm as a group



## **Practice: Building a social architecture (2)**

- Two team members remain with the flip chart the rest move round the room to the next group
- Review and challenge the stakeholders on the chart while the two 'original' members explain their social architecture and capture all new input (adding additional stakeholders and looking at the relationships)
- Repeat by moving to the next group and adding additional review and challenge





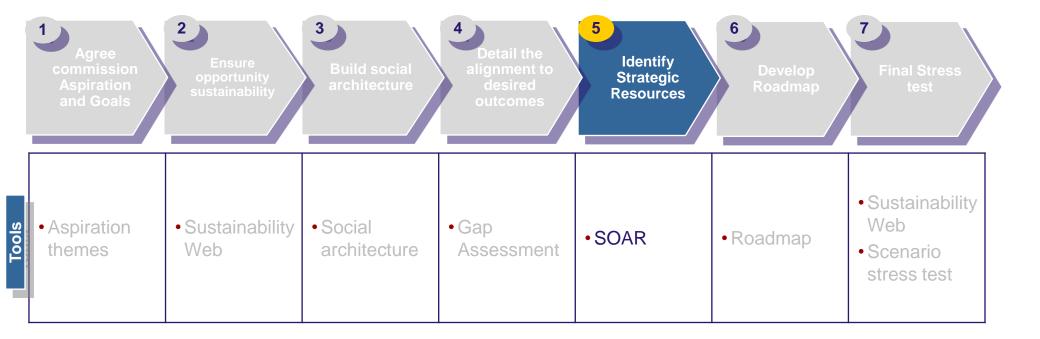
# Detail the opportunity alignment to the desired outcomes

## **Detailing your opportunity**



- Now think of you opportunity/agenda, what can realistically be achieved by 2025 across each element of the web. Consider:
  - who are the stakeholders (refer to your social architecture)
  - what kind of priority is it today/tomorrow with the stakeholders
  - how it will be paid for
  - what is achievable in Aruba in best/worst case instances (time, resources today/tomorrow)
  - What are the things that roughly need to be done
- Review the ratings of where you are today with your opportunity/agenda.
- List the things that need to be achieved to get to your vision in 2025, with an unlimited budget.
- \* Then think of how you would get there with a limited budget.





#### **Strategic resources**

#### **Strategic Resources**





#### Tangible Resources

- <u>Cash</u>
- <u>Fixed Assets</u> such as plant, buildings etc

Intangible Resources

- •<u>Relationships</u> can be individual or corporate
- <u>Individual Capital</u> knowledge and skills that are owned and controlled by individuals
- <u>Collective Capital</u> knowledge and skills that are shared and are controlled without reference to a single person's expertise

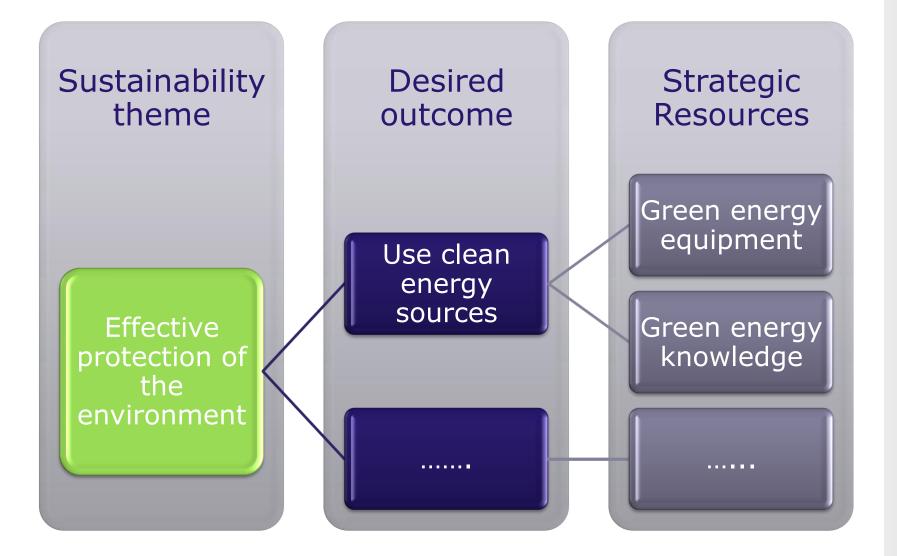


#### Natural Advantages

 Environmental factors such as location; wind; tide; water; mineral, oil or gas deposits; etc that can be exploited to benefit the sustainable development of the economy – can be permanent or temporary as a result of <u>Forces</u> acting on strategic environment



#### **Example of Strategic Resources**





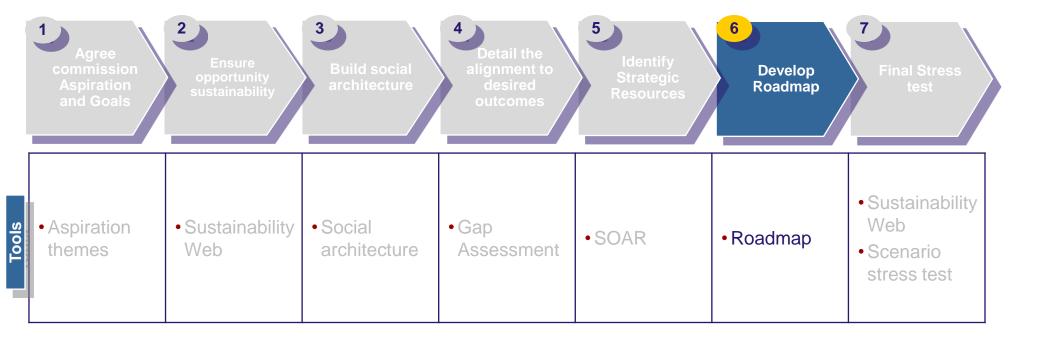


#### We will start this practice working in pairs

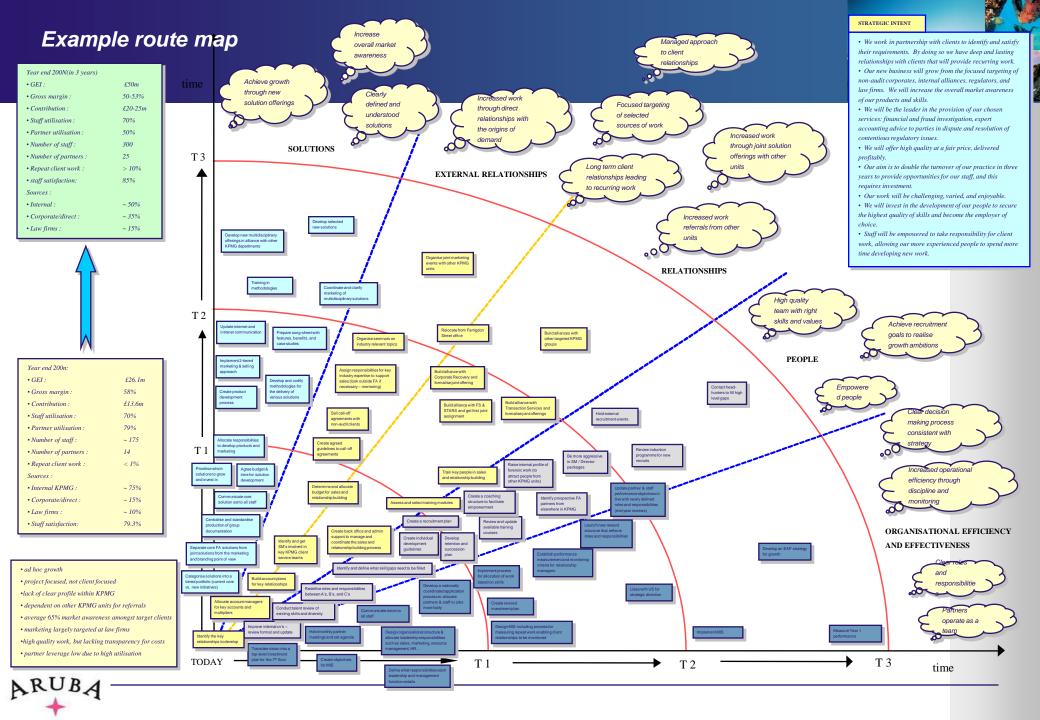
- 1. Each pair selects 1-3 identified desired outcomes for their theme
- Each pair will look at the information on the wall and collect evidence about the strategic resources that need to be in place for your selected desired outcomes to become a reality
- 3. Write each strategic resource on a piece of paper
- 4. Review your potential strategic resources with another pair

Note: In your commission you will need to brainstorm the potential strategic resources building on opportunity wheels and other relevant inputs and validate this with some of your key stakeholders





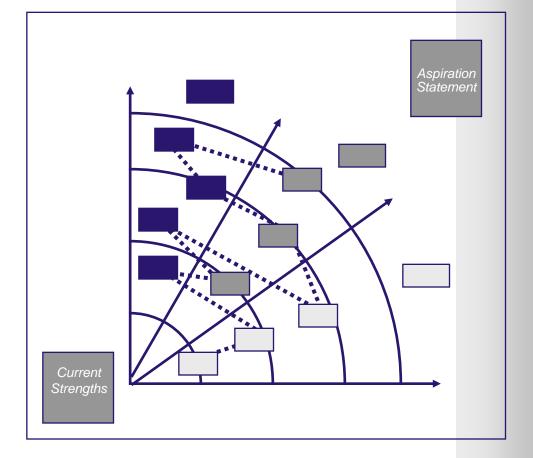
## **Building a roadmap**



#### **Road Maps - What are they?**

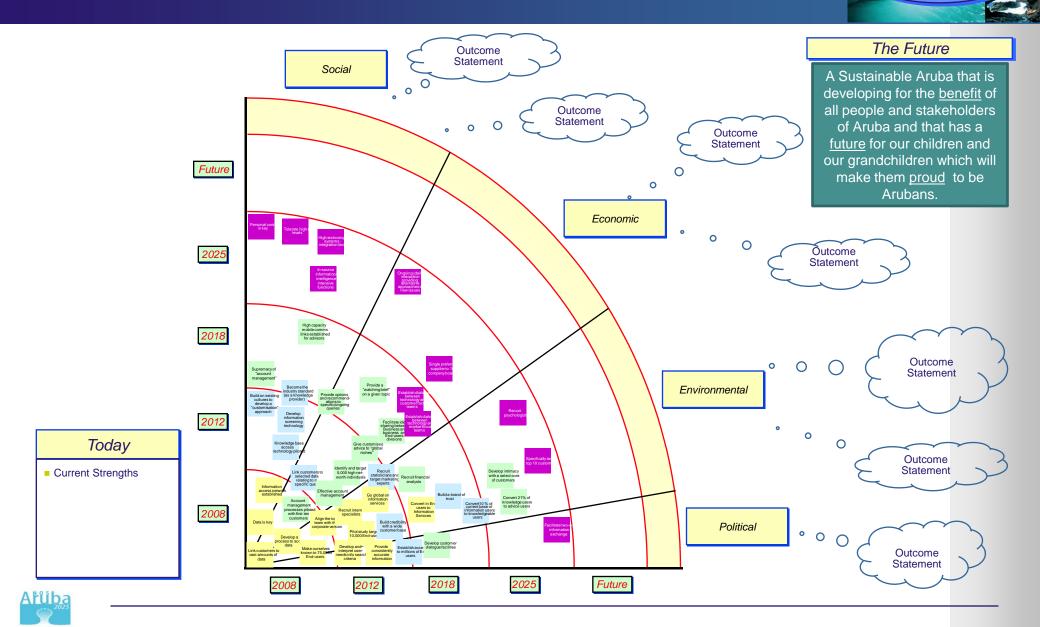
#### Definition

- A strategic planning tool used to develop and determine the necessary steps Aruba has to complete to achieve its desired outcome statements
  - where are they now?
  - who and where do they want to be?
  - how and when they are going to get there?





#### **Example roadmap**



## Practice: Designing a Roadmap (1)

- \* Write your commission aspiration statement in the top right corner of a flipchart
- Add the relevant strengths and resources from the positive core at the bottom left of a flipchart
- Draw the timeline axis and creator the SEEP 'wedges' (technology is only a means to make things happen)
- Look at the desired outcome statements that you scored as 5 or 4 (refer to sustainability web) and pick the top 5 highest scored to be added to the 'clouds'

**Note:** In your commission you will need to include all desired outcome statements that you have scored with a 5 and consider others to which you have a significant contribution



## Practice: Designing a Roadmap (2)

- Write the strategic resources and design elements (social architecture) that you will need to create to achieve your desired outcomes (1 per post-it)
- Place these in the relevant SEEP 'wedges' in a logical (time and dependency) sequence in the appropriate time horizons
- If time swap and review with another group

Note: In your commission the sequencing and timing of these key achievements will need to be refined as part of integration and in ensuring a steady stream of successes, especially achievable short term wins Roadmap should be rigorously tested with all stakeholders

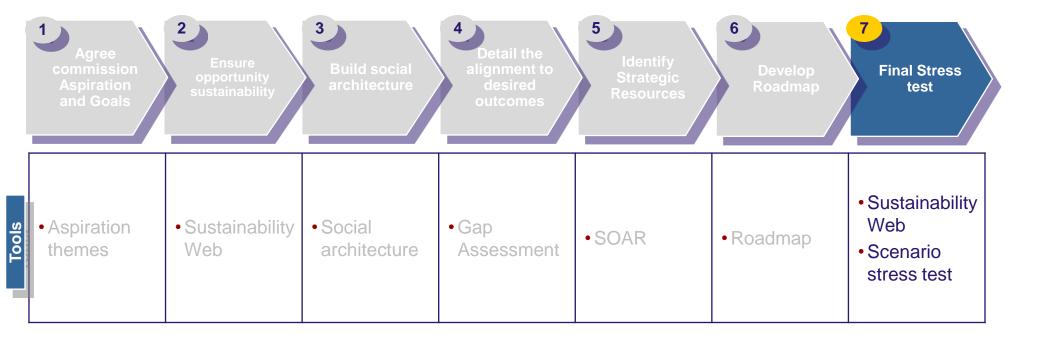


## Detail your roadmap using the opportunity questions presented earlier



- Now think of you opportunity/agenda, what can realistically be achieved by 2025 across each element of the web. Consider:
  - who are the stakeholders (refer to your social architecture)
  - what kind of priority is it today/tomorrow with the stakeholders
  - how it will be paid for
  - what is achievable in Aruba in best/worst case instances (time, resources today/tomorrow)
  - What are the things that roughly need to be done





## **Final Stress Test**





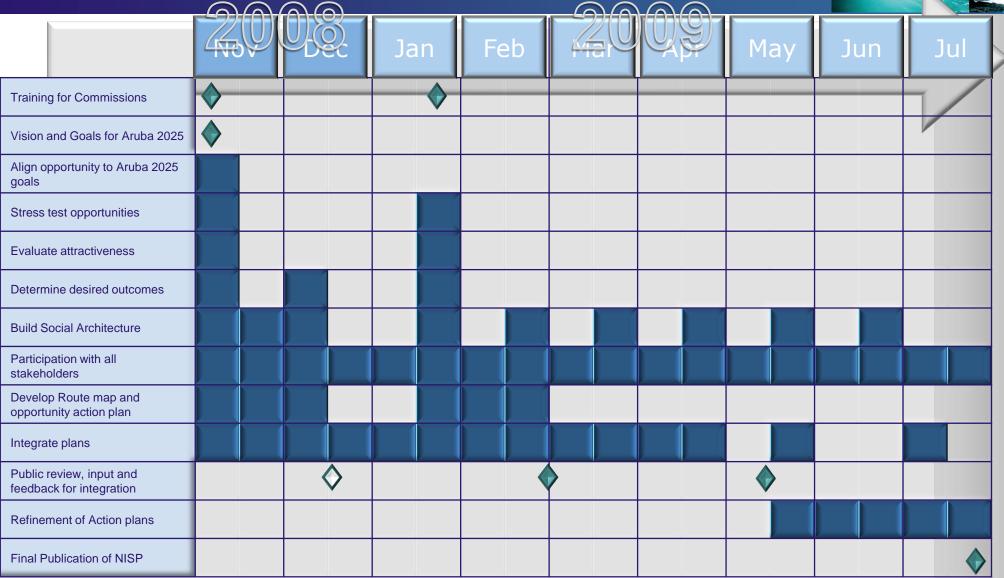
**\*** Follow the same process as outlined in step 2





## **Next steps**

#### What is the proposed timeline?



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## How will the outputs be used?



Jan

Feb

Mar

Apr

May

Jun

Jul

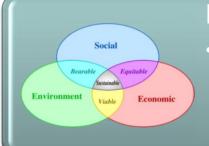


#### Public integration 1 (February 2009)

• During the first public integration all the information received and processed during the period November 2008-January 2009 will be integrated and presented to the wider public for their feedback.

#### Public integration 2 (Mid May 2009)

• During the second public integration the draft version of the NISP will be discussed and reviewed.



#### National Integrated Strategic Plan (Late July 2009)

 A national strategic plan to promote sustainable development with an efficient use of human and financial resources in cooperation with all the stakeholders will be presented. The NISP will be formulated based on the fine-tuned and integrated committee plans.

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#### **Next steps**

- Tomorrow Integration training
- 12 Nov mass participation training
- ✤ 12 14 Nov Forming commissions with MB
- ✤ 17 21 Nov First meeting of commissions
  - Each commission
    - TOR + MB
    - Guidelines and tools
    - Select Chairperson and Secretariat
    - Workplan
  - PAC formation

#### ✤ 24 Nov – 12 Dec – First concept output communication

- Statement communication
- Sustainability web
- Social Architecture
- Strategic Resources
- ✤ 20 29 January Each commission individually/PAC meeting with WPAL
  - Stress test opportunity/agenda against scenarios
  - Draft roadmap
- \* End of February Public event presentation and discussion of each commission draft
- **\*** PAC retreat reflect on what we have learned and how to involve more people
- \* May Public consultation of draft



## **Additional information**

- \* Terms of Reference document will contain additional steps and details regarding:
  - Commission structures
  - Roles
  - Reporting
  - Etc.
- \* More information/details will be shared on 6 November

