



# Outreach, Involvement, Empowerment and Learning: *Make it Happen*

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**PLATO**

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# Three angles

- **Marketing**  
(Who do I wish to reach?)
- **Governance**  
(Who do I need to get support from, to whom do I need to account?)
- **Psychology**  
(What would I like people to gain from it?)

# Marketing?

- For whom? (targeting)
- What makes it special? (profiling)
- How can we make it known? (publicity)
- How do we wish to be perceived? (branding)
- What media will we use? (distributing)

# Governance

- Legislation
- Democracy/Politics
- Decision making
- Implementation
- Participation
- Monitoring & Evaluation

# Psychology

People wish to:

Being taken  
seriously

Getting involved

Developing

- Be Seen
- Be Heard
- Be Recognized
- Be Informed
- Be Needed
- Be Invited to join
- Be Accepted
- Be Part of a Community
- Learn and Develop
- Build a Perspective



# COMMUNITY



PEOPLE PLACES STORIES

# Wavelengths of networking

Being taken  
seriously

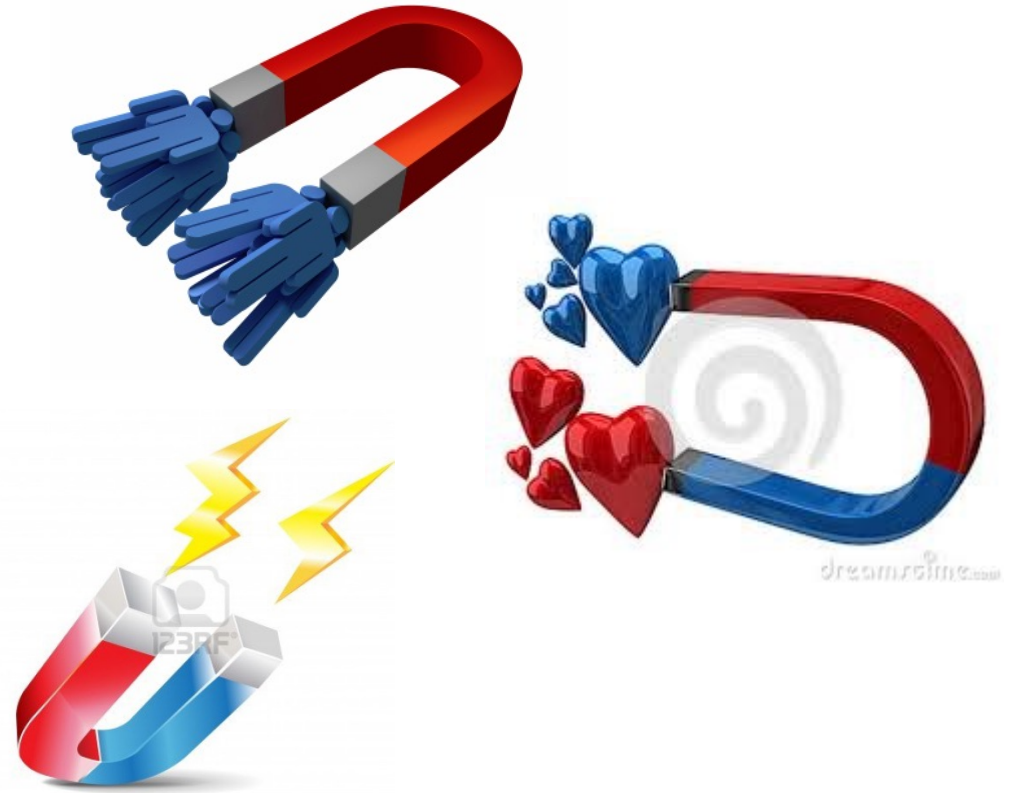
- Identify
- Reach
- Inform

Getting involved

- Comfort
- Seduce
- Persuade

Developing

- Challenge
- Involve



# The Example of The Castle of Goutelas

## Website:

Located on the foothills of Forez, Goutelas castle is a very living heritage! Since the 1960s, it has drawn its creative force from the collective adventure of its rebuilding : interactive exhibitions, open-air concerts, shows and debates on ideas, the site comes alive throughout the year through a vast program labeled by the Ministry of Culture. Discover both its roofs made of glazed tiles, its towers and ramparts and the exceptional view on the plain. Take a break at the castle's café.

# Restoration

55 years ago, **Duke Ellington** arrived in the Forez to play a **concert at Goutelas**. Two extraordinary personalities with strong commitments to contribute to a better world – **Duke Ellington and the French lawyer Paul Bouchet met**.

Bouchet told his friends about it. One of them, the painter **Bernard Cathelin**, was especially enthusiastic and **urged Bouchet to have it restored**.

**Bernard Dorel**, who was an **18-year old law student** at the University of Lyon, inspired by Paul Bouchet, **volunteered** to join the restauration team. He describes the Goutelas adventure as the illustration of Paul Bouchet's **philosophy of life and work**



# Duke Ellington in Goutelas



# Possible goals

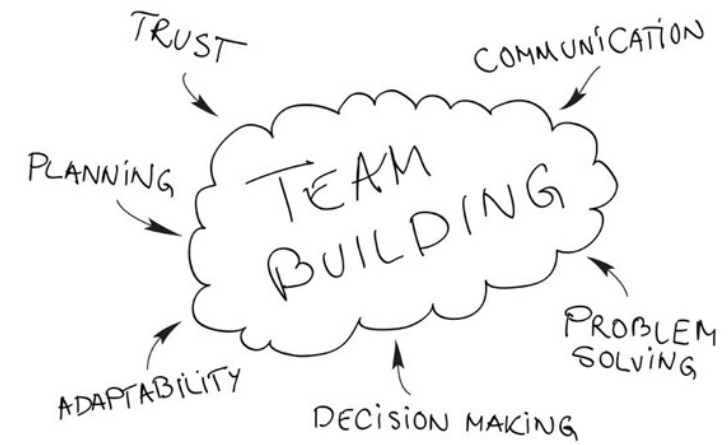
- To raise awareness of the value of the castle
- Gain insight in the events of the past
- Explore the architecture
- Get to know the historical inhabitants of the castle
- Connect people/ generations
- Raise awareness of issues of identity, and culture
- Link history to the current issues
- Provide an environment for learning, and development

# Examples found

- Link with adult education to better reach groups
- Involve special groups (un-employed, interest groups etc.)
- Involve architects, craftsmen, and students in restoring the building
- Provide crafts training courses
- Organise a knowledge exchange fair (technicians, historians artists, chefs, growers, ecologist,...)
- Start a community of vegetables, and herbs growers
- Organise story telling events
- Creating a platform for performing artists
- Guides develop together a programme for guided tours
- Meetings with photographers and painters
- Link to wider heritage, or other communities
- Welcome and promote initiatives taken by others

# Methods

- Ask questions
- Ask people to have inputs,
- Show Examples of activities
- Engage in Activities/ make Products together
- Talk together about Pictures/Paintings, Drawings, Art
- Appoint “Ambassadors”
- Mutual Interviews
- Reflect upon Stories
- Select from Potential Learning Needs
- Show Tangible Outcomes



# Personal Impact

- Have Connections
- Be Informed
- Feel Welcome/Included
- Feel part of a community
- Have an Interest
- Feel Challenged
- Have a Perspective
- Feel Confident



## Assignment:

What will you do within your scenario to reach people, to involve them, and empower them?

- Who may have to be reached?
- Which (sub)groups do you distinguish?
- Which strategy/wavelength do you have in mind?
- What sequence of actions and methods do you have in mind?
- Who do you think may best be involved in doing this?
- What if it doesn't work (Plan B)?
- How will learning be made part of this?



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