

SWG Training course on communication, presentation, organisation of events and documentation for stakeholders from Drina-Tara and Drina-Sava cross border regions



22. – 24.4.2013
Ethno village Stanisici in
Bijeljina – Bosnia and Herzegovina

Photo-Documentation
for the „Drina-Sava“ cross border region

The Training started by answering the question: Who we are? in the „Drina-Sava“ Stakeholder Group

Who we are?				
Name Location	Profession	Organization	Function	I like ...
Jrena Skopje, MK	Doctor of veterinary medicine & journalist	SWG RRD	Public relation officer & Regional consultant	Traditional cuisines of the whole world
Nicola Sremska Karlovac	Journalist	Touristic Cluster Srebi Dravina	General manager	photography KULEN good wine
DEJAN LOZNICA, SRBIA	DIPLOMIрани EKONOMISTA	GRADSKO VEĆE GRAD LOZNICE	ČLAN GRADSKOG VEĆA	SPORT
Nedžib Atić, Ugljevik, RS	dipl. inž. rudarstva	Opština Ugljevik GRADSKA UPRAVA LOZNICA	samostalni stručni sara. za prodaju loz. proizvoda	mnogo toza
ZORAN LOZNICA, SRBIA	MR AGROEKONOMIST		STRUČNI SARADNIK ZA PROJEKTOVANJE	POJOPRIVREDA I SELO
Dubravka Jlok, RH	Ekonomist	Muzej grada Jloka - Grad Jlok	Voditelj načelnikovodstva	Folklor, ples
Marko Se Metković	Master chocolate maker	Agencija	koordinator za reklamiranje	Poljoprivredu
Vuković, Slobodan Dolji Zabar Republika Srpska Slobovanović Slobi Zabar	Diplomirani inženjer građevine	Opština Dolji Zabar OPŠTINA DOLJI ŽABAR	Samostalni stručni sarađnik za prostorno vredjenje i građevinsko KOORDINATOR ZA REGIONALNU I KOMUNIKACIJU SARADNIK I STRUČNJAK	Sport, prirodu, porodicu
Perić Sremska Karlovac	Ekonomist	LAR, Sremska Karlovac	Šef	POSREDOVANJE I SPOSREDOVANJE KAZA I POSREDOVANJE ZA POSREDOVANJE
Nedžića Nijemci, CRO KROZICA KROZICA	MA, Politički nauka, Međunarodna odnosi	OPĆINA Nijemci JAR "JERENICA" DRENJE	Vještak	Fudbala Kuloga
Uwe Krappitz Novi Pazar/ Bavaria	Agric. Engineer (Horticulture)	Regina Ltd. Regional Innovation Agency	Managing Director, Regional LAG Mang. Trainer/Moderator	to grow, produce and drink a good wine!

During presentation



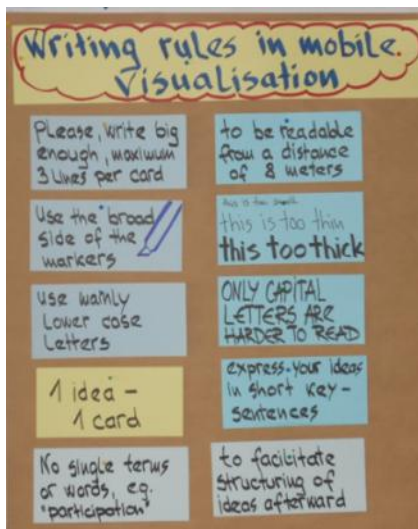
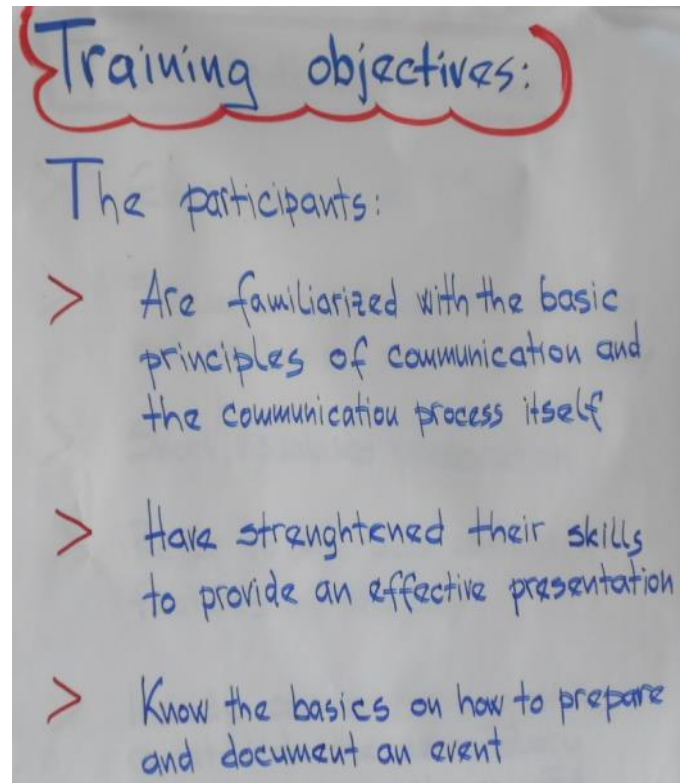
Presentation of participants continued

Name Location	Profession	Organization	Function	I like...
Lara P. Loznica, SRBija	Landscaper architect	Gradska uprava Loznica, SRBija	Planiranje i umjetništvo prostora	Priznanje i poznavanje lokalnog...
ТОМИСЛАВ СРЕМСКА МИТРОВИЦА	АНДРЕЈС. МЕНАџМЕНТА	ГРАД СРЕМСКА МИТРОВИЦА	ЗАМЕШНИК ГРАДОНАЧЕЛНИКА	ПУТОВАЊЕ
Nenad Vuković BRČKO MARINA MAKSIMOVIC SR. MITROVICA	Diplomirani inž. Proizvodnog menadžmenta	Privredna Komora Brčko distrikt BiH	Generalni sekretar Privredne Komore	Naučno-istraživački rad - Studijska putovanja - Edukacija
MATEJA ILIŠEVIĆ HRVATSKA	DIPL. ING. POGOPRIVREDC	GRAD SR. MITROVICA	POMOĆNIK GRADONAČELNIKA	VOLIM DA PUTujem
Mikić Zdravko Bijeljina, BiH	UMIV. bacc. oec	LAR "VJEVERICA" DRENOCVI	PRIPRAVNIK	PJEVATI
ALEXSANDRA LOZNICA SRBija	Diplom. inženj. poljoprivrede	Agrarni fond Grada Bijeljina	Sam. str. učni Saradnik za poljopriv.	Sport
JEDAN VELIMANOVIC LOZNICA	MSC ANALITIČAR ZAŠTITE ŽIV. SREDINE EK. PRIR. RESURSA	UG. "NINBUS" FACULTET ZA PRIMER EKOLG. "FUTURA"	PREDSEDNIK UG SARADNIK U NASTAVI NA FACULTET	PRIRODU, DECU <u>DRINU</u> ♡♡♡♡♡
SABINA Mujicovic TUZLA BIJEIJINA SRB	STP. PRILAVNIK	MREŽA ZA RUKOVANJE KRAJOLJ. SPOSRE LAG - DRINA	OSNOVAČ ČLAN U.O. MEMBER LAG-a	<u>DRINU</u> !!! ♡♡♡♡♡
PEDA Milić Loznica, Tuzla SRBija	Mag. sci. Agronom Prof. of Hungarian Language	City of Bijeljina	Independent Expert Consultant for Agriculture & RD	Denologist Globotiker Hedonist... D+S user likes
SLAVKO BOGATIC SRBija	EKONOMISTA	Udruženje domaćina Tuzla	- PREDSEDNIK - Vlasnik	KEKANIKA
Ivan Plavšić Nijemci, Cro	Diplomirani ekonomista	Kovak Milić Opštinska uprava Bogatic	RUKOVOĐILAC ODJELOM ZA URBANIZAM	TRKAČKE KOPE - GALOTERE
ALEKSANDAR DAMJANOVIC BEOGRAD	Prostupnik ekonomij, bacc. oec.	Općina Nijemci	Vještbenik	Muzika putovanja
VERA JOVANOVIĆ VESNA KATIC	DIPL. ING. ŠUMARSTVA PROFESOR ENGLSKOG, POLITIKOLOG	SWG RRD SWG "SISTEM" Brčko, B.H	REGIONALNI KOORDINATOR EKSPERT ZA PISANJE PROJEKATA Director	OUTDOOR WHAT EVER FOTOGRAFIJU JEDRENJE Sports

The learning expectations of the participants are elaborated in small „buzzing groups“,
The clustering resulted in 5 major expectation themes



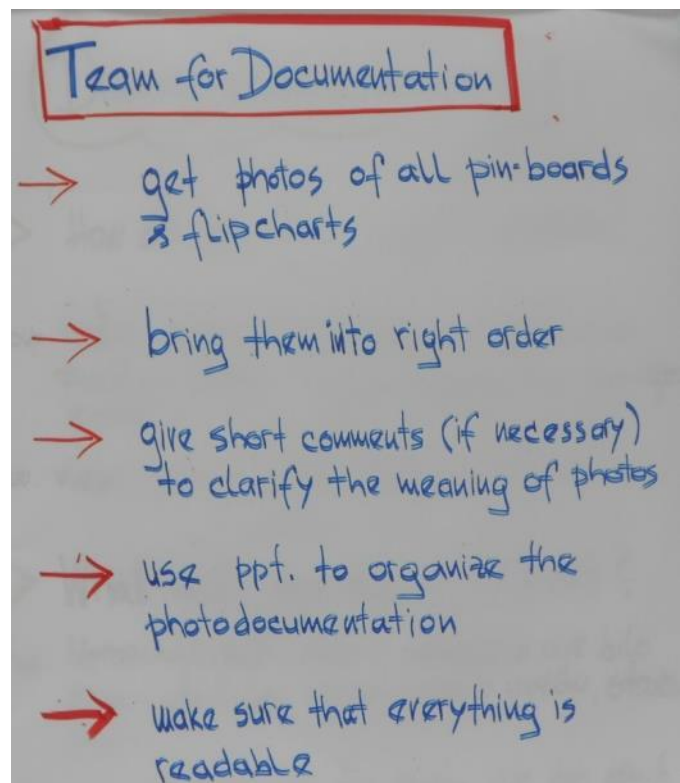
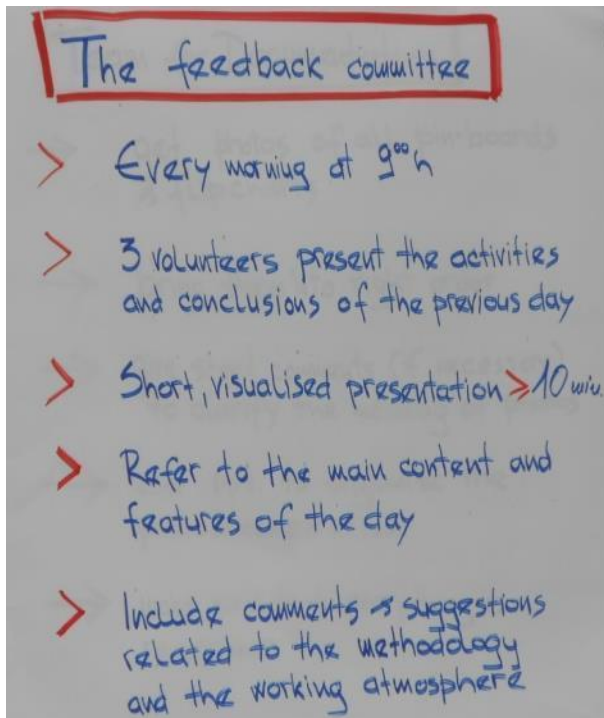
The objectives of our training workshop



and the writing rules in mobile visualisation

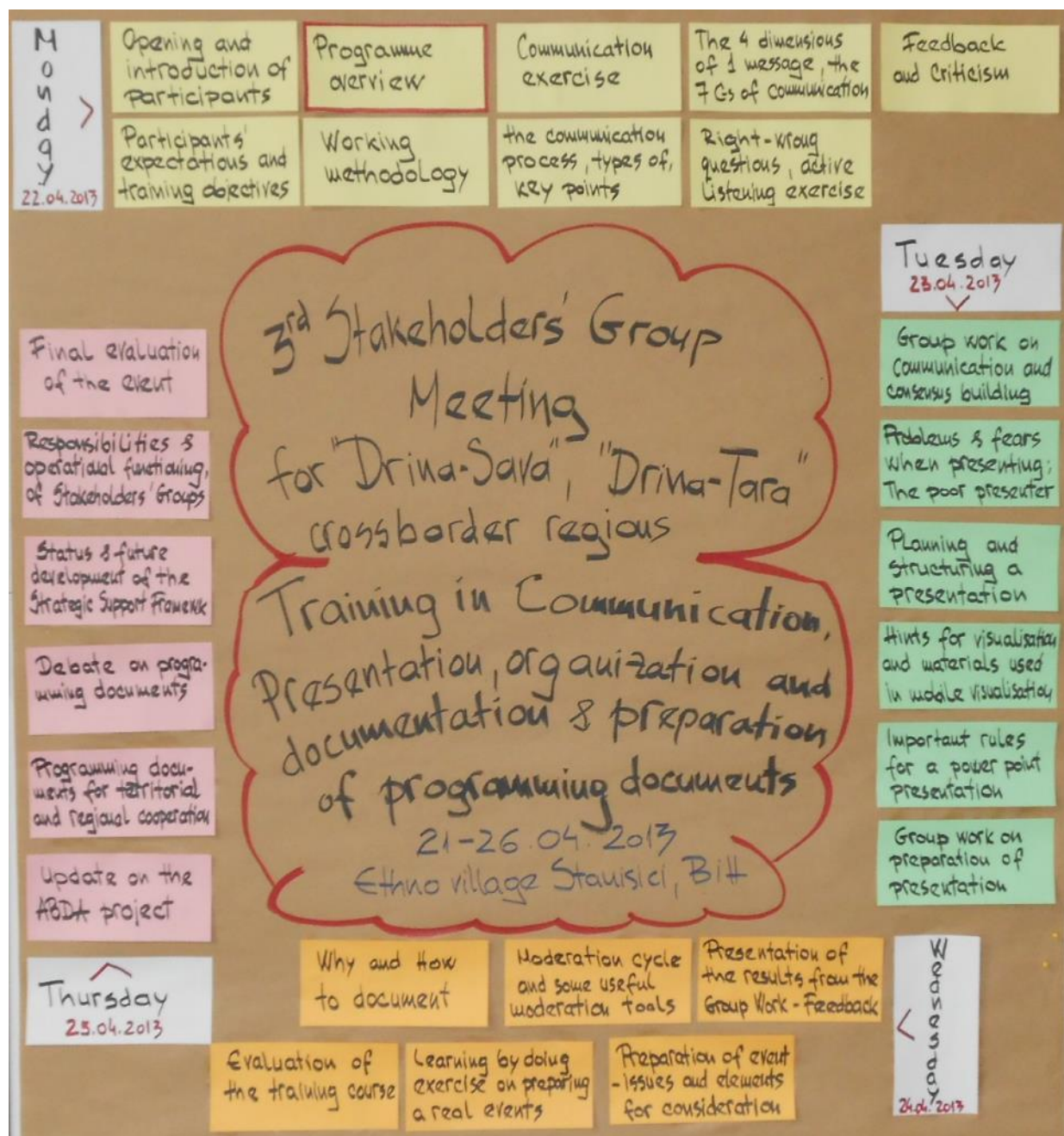


Additionally, the trainers introduced the „feed-back committee“ and its rules as well as the opportunity to participate in the elaboration of the photo-documentation

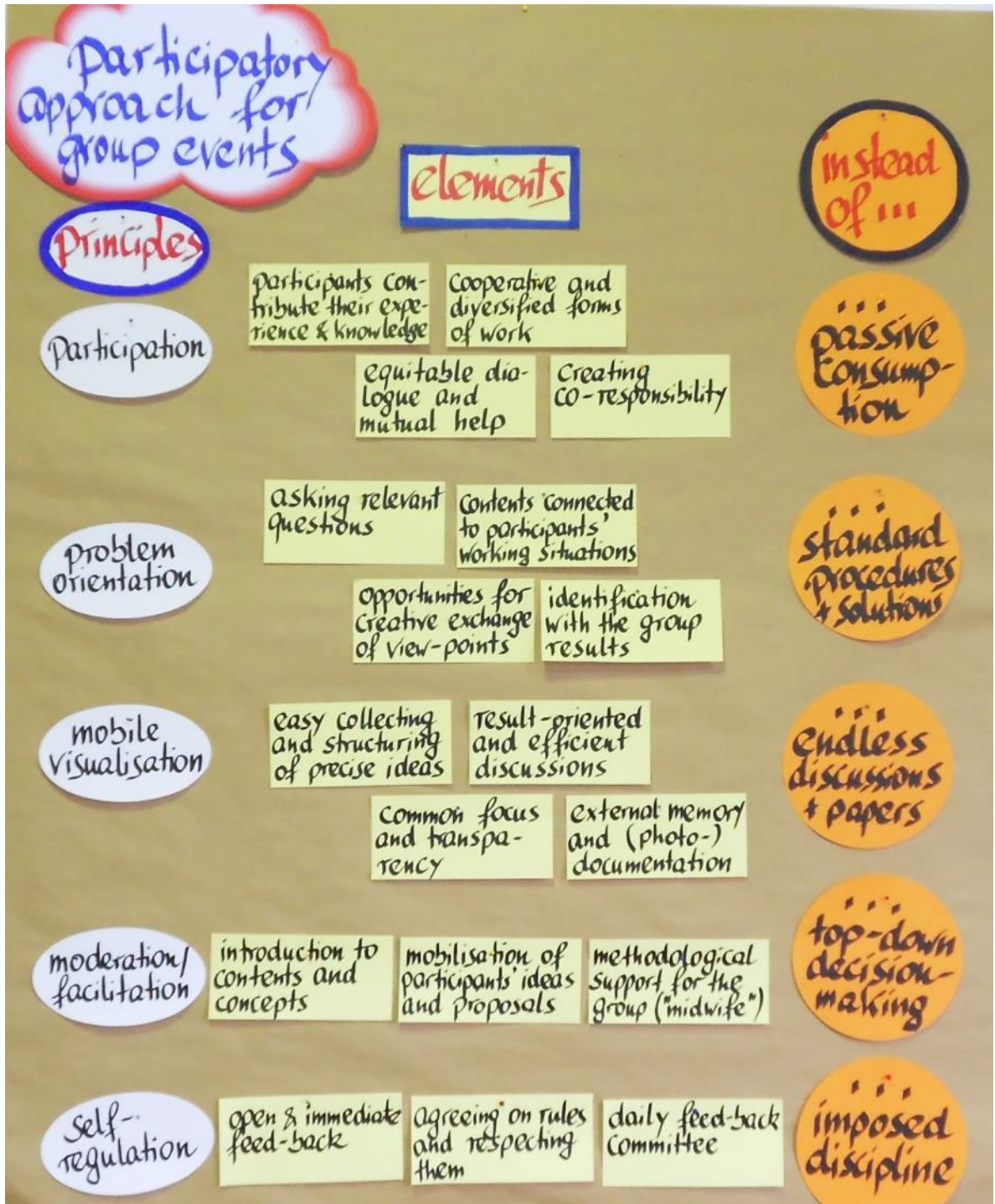


Programme flow of the 4 workshop days:

Three for our training and Thursday for the further development of the Pilot Regions under the upcoming EU planning period

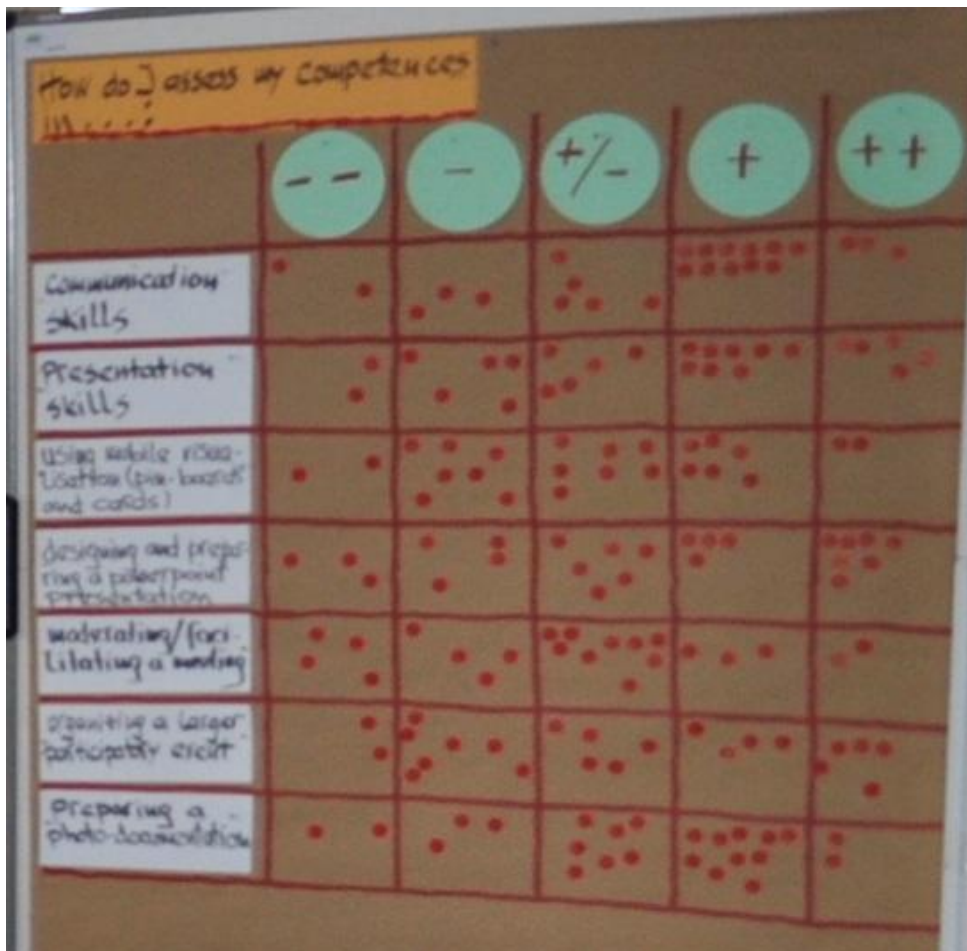


After answering:
Who we are? and What are we going to do?
The third initial question for a participatory event: How are we going to work?

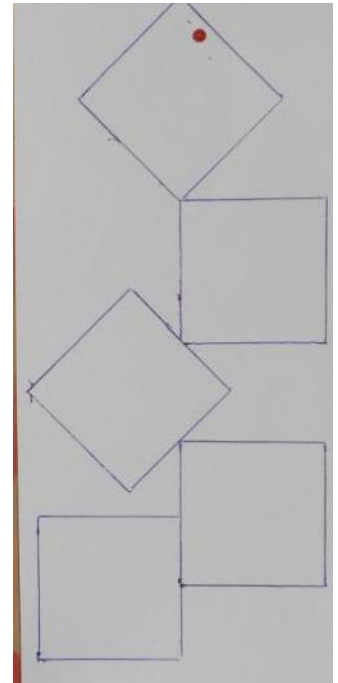


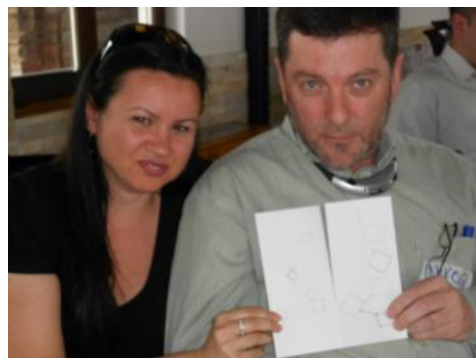


A **self-assessment** as part of the introduction to our topics and as a reference for the group

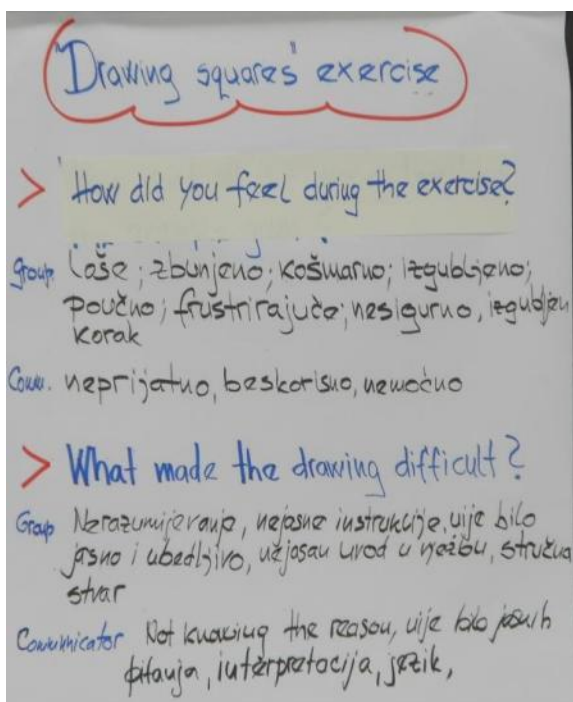


A difficult **communication exercise:**
„Drawing Squares“
One person has to explain only verbally and
participants have to try to draw the original
design and position of the 5 squares



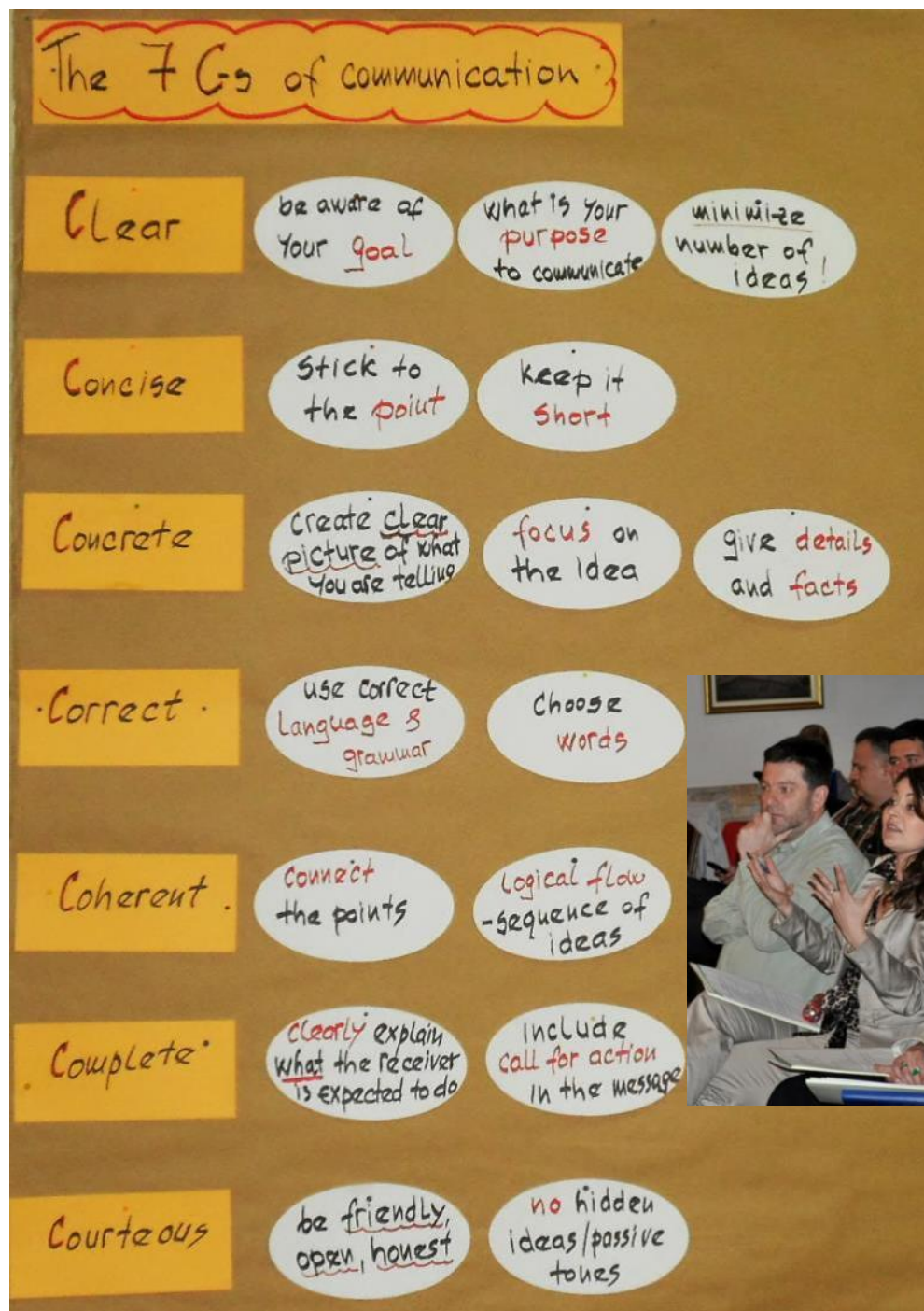


The assessment of the exercise,
With a reflection from participants
why designing was not easy



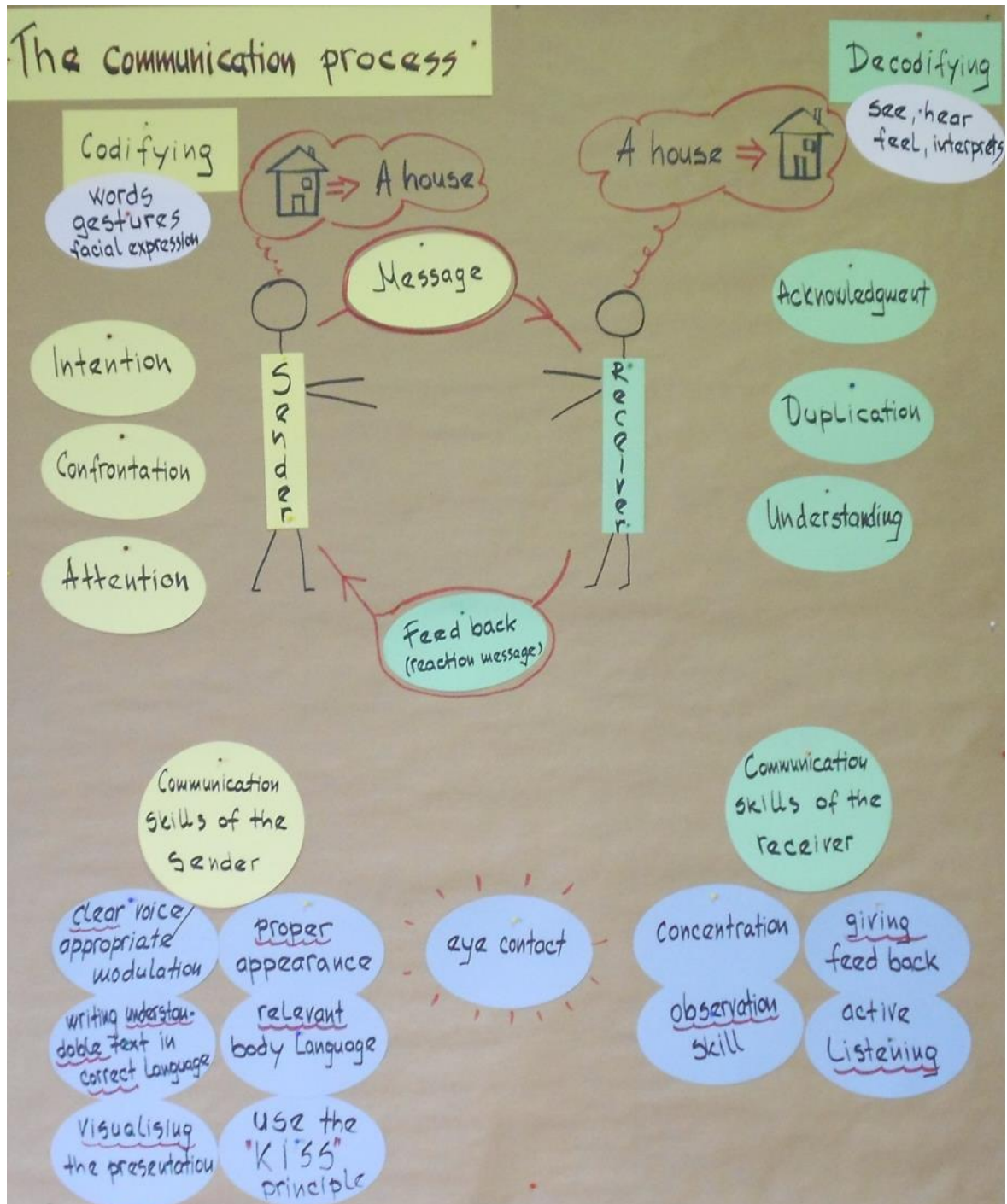
Our next presentation:

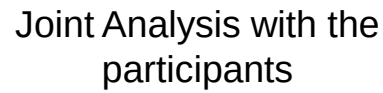
the 7 C's for a good message and communication



The two-way communication process:

Codifying and decoding messages and feed-back
On both sides, the sender and the receiver





Another simple sounding factual information:
„The traffic light is green ...“

**But how complex and different
intention, reaction and results can be ...**

It can be understood when looking carefully to the next page

a well-known situation:

- ▷ give gas
- ▷ I have eyes, I see it
- ▷ I will check
- ▷ not enough information
- ▷ angry glance
- ▷ ignore him
- ▷ I am not blind
- ▷ keep stopped
- ▷ would you like to drive?
- ▷ I am driving
- ▷ thank you
- ▷ ironically: thank you darling
- ▷ I'm not daltonist

a man tells to a woman, who is actually driving the car;

What did the man want to tell her?

- ▷ you are too slow
- ▷ I'm in a hurry
- ▷ showing his superiority
- ▷ you are not concentrated
- ▷ disbelief
- ▷ I don't trust you
- ▷ I want to help you
- ▷ Speed up her driving
- ▷ I'm better (in seeing)
- ▷ don't be undetermined

"the traffic light is green"

On what depends the woman's reaction?

- ▷ her love
- ▷ type of tone
- ▷ her mood
- ▷ frequency of situation
- ▷ how much they know each other
- ▷ is it a problem?
- ▷ Situation in the traffic
- ▷ ownership of the car
- ▷ where they are
- ▷ if there are married (how long)
- ▷ good coffee in the morning
- ▷ the last night



The reason for such a diversity:

Sender's and Receiver's



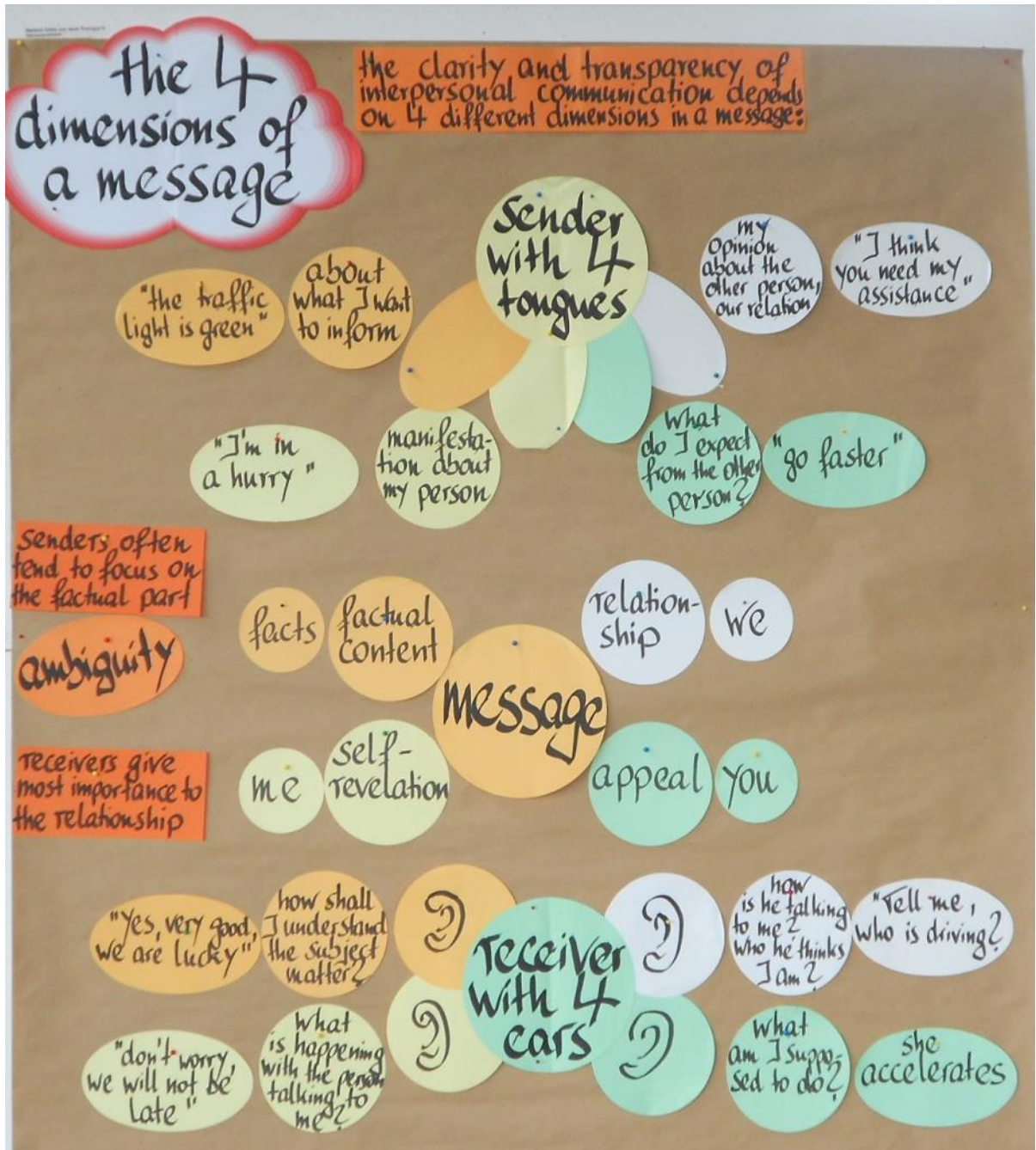
**factual content,
appeal**

and



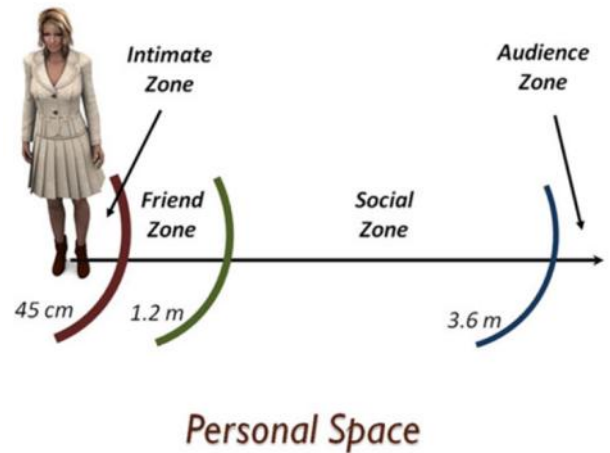
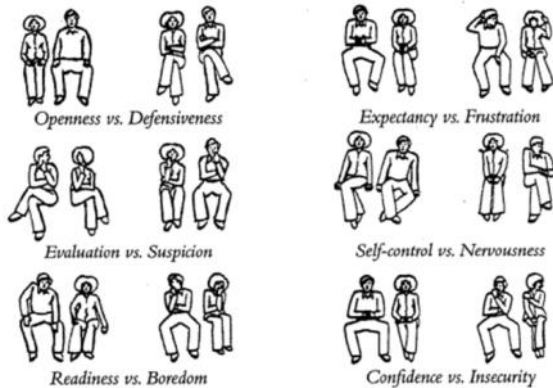
**self-revelation,
relationship**

can bring up many options and reactions!



A short Powerpoint presentation:

Reading the body language



An energizer

„Running Pillows“



The art of asking questions:

A powerful tool for the moderator to encourage the exchange of experiences and stimulate different opinions



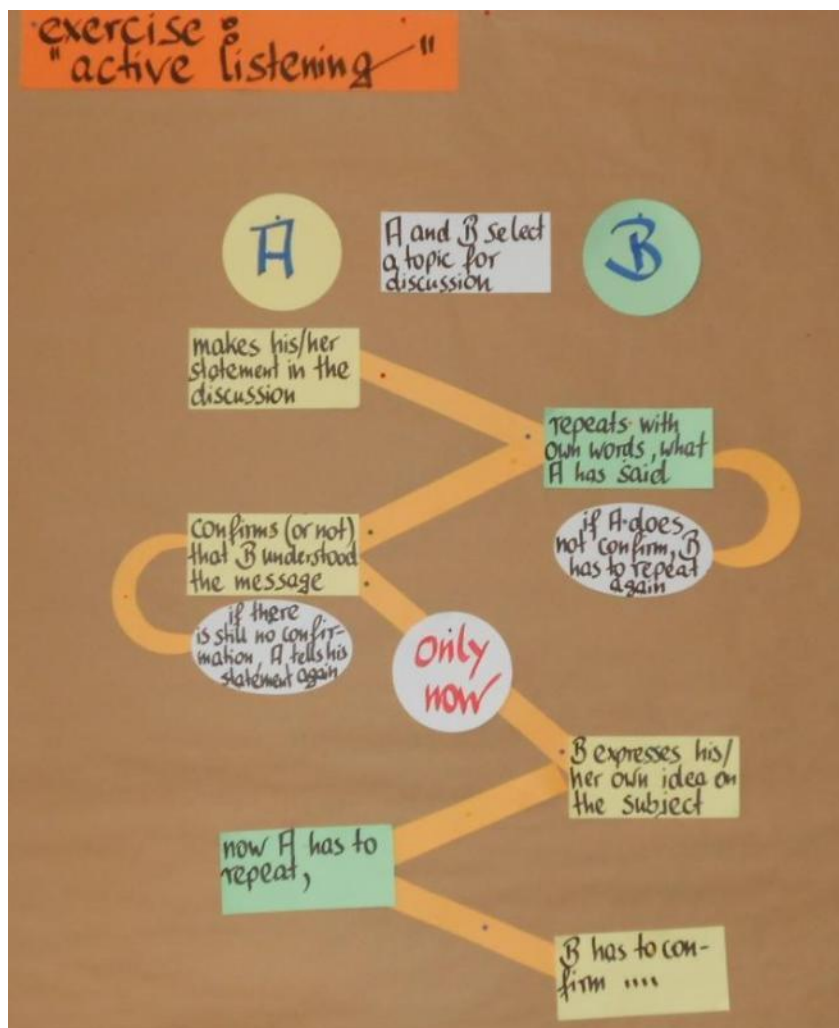
Topics for "Active Listening"

1. An Expert Advisory Group on Organic Agriculture has been established for the WB region: How do you assess the real chances for organic farming in the region?
2. SWG supports the establishment of Stakeholder groups in each of the cross-border regions: How will Drina-Sava Region benefit from the SHG establishment?
3. Facing numerous food production and processing/trading scandals: what are possible ways out of this dilemma? How can consumers' trust be restored?

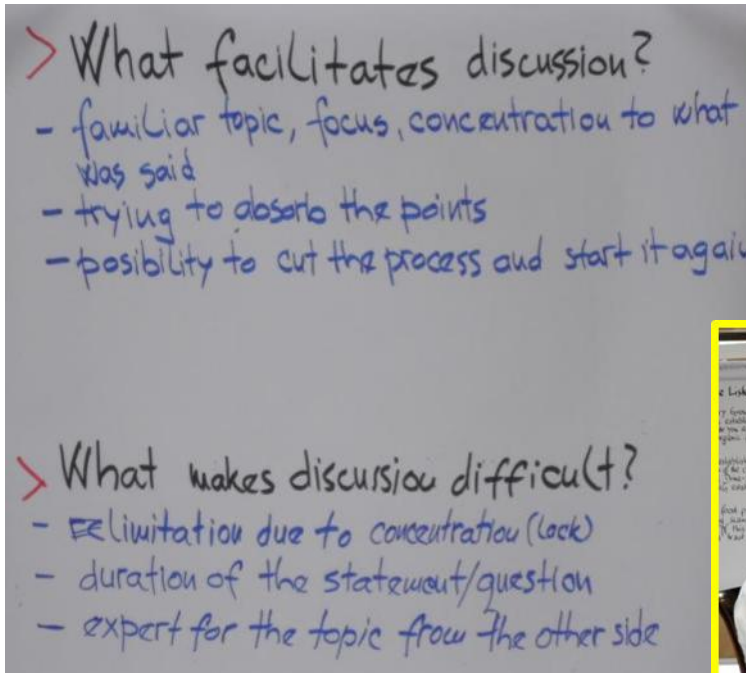
Our next exercise:

Active listening

Experiences how difficult it is being a careful listener and a good discussion partner at the same time



During and evaluating the exercise



The final input and reflection of the first day:
**Feed-back as an important communication instrument,
Even more for moderators, trainers and decision-makers**



What the **receiver of a good feed-back situation** should reflect

and

the characteristics of a **BAD feed-back**

