

The Butterfly Effect of Quy Nhon City toward 2050



CHANGE ONE THING. CHANGE EVERYTHING.



TBWA \ THAILAND

TBWA \ THAILAND

Participants List

Group 1

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....
- 7.....
- 8.....
- 9.....
- 10.....

Group 2

- 1.....
- 2.....
- 3.....
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- 10.....

Group 3

- 1.....
- 2.....
- 3.....
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- 10.....

Group 4

- 1.....
- 2.....
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- 7.....
- 8.....
- 9.....
- 10.....



Workshop Agenda : Day 2

8.30 **Register**

9.00 **Recap Day 1**

Visualize the Future : Imagine the Quy Nhon City in 2050 *(Inspired by showing the stimulus pictures of city around the world)*

The Future Scenario : Developing the stories of the future scenarios

- Headline News
- Scenario Story

----- **12.00 – 13.30 : Lunch** -----

13.30 **Hats Game (Other People's View)** : *Identify the key concern on solution and the future adaption by looking at different point of view.*

16.00 ----- **Wrap-up**



Recap Day 1



The “Ground Rules”

- Silent your cell phone ringing
- We start on time
- Everyone’s here all of the time

And...

- There are no bosses
- There are no enemy (only friendly butterfly)
- We’re all on the same team
- Be a light not a judge, be a model not a critic
- There’s no right or wrong answers/opinion







Visualize the Future

If I can't picture it, I can't understand it

Albert Einstein



“Imagine is more important than
knowledge”

Albert Einstein

“For the things we have to learn
before we can do them, we learn
by doing them.”

Aristotle



*“Create your future
from your future, not your
past.”*

Werner Erhard

Visualize the Future Scenario

Objective

- To stimulate imagination and represent abstract information into concrete forms by visualizing how Quy Nhon City will look like and the conditions it will face in the next 30 years.

Process and Presentation Guideline

- Select any pictures of cities that best describe the Quy Nhon city in the next 30 years, based on the future context from Day 1
- Explain the reason **WHY** and **HOW** these pictures represent the image of Future Quy Nhon city.



Example : The Future of Gotham City



A fringe of stagnation & struggle



Two worlds in one



A core of new eco-prosperity



Crowded City



Heaven for Tourist

*Based on the future context from yesterday,
Let's imagine how Quy Nhon city will
look like and what situation (negative
& positive) they will be facing in
2050?*

Not more than 12 pictures

*Please specifically explain **WHY** and **HOW**?*

30 Mins



Presentation

5 Mins / Group

Coffee Break



15 Mins



Headline News

Headline News

Objective

- To provide a quick overview of the future of Quy Nhon city

Process

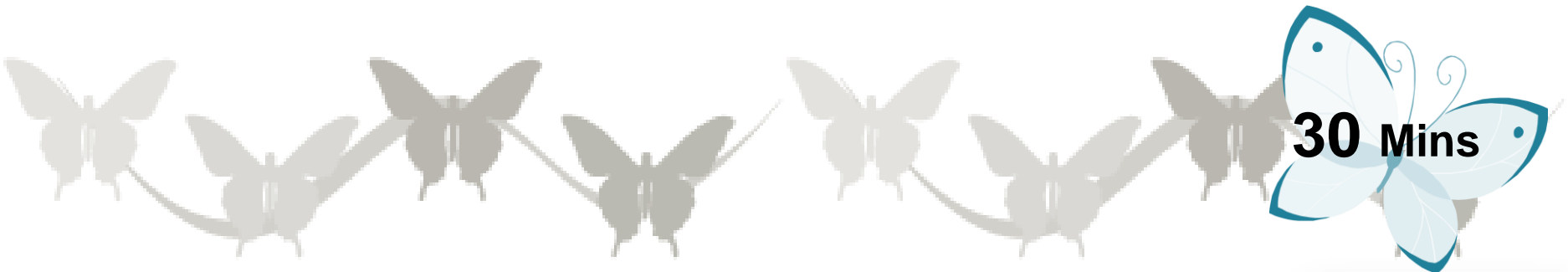
- Writing the newspaper “Headline News” that describe key events or trend that take place in Quy Nhon city in 2050”

Name of Newspaper + Pictures

30 Mins

Headline News

*Please think up the newspaper
“**Headline News**” that describe major
situation of Quy Nhon city in 2050*



30 Mins



WUNC

time



1 Hour



The Scenario Story

The Scenario Story

Objective

- To generate the scenario story which illustrate holistic view of the future Quy Nhon city.

Process and Presentation Guideline

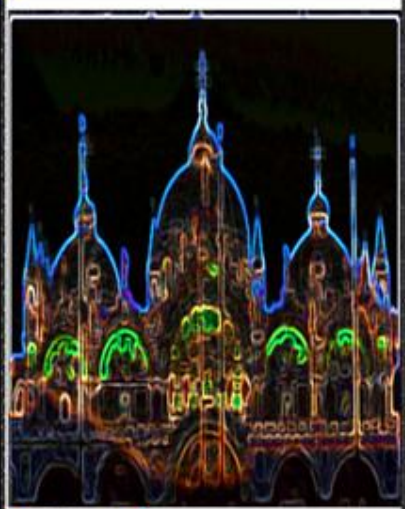
- Construct and generate storylines around the “Headline News”, to write a story of future under changes in development and future climate risk with focus on their effects on sectors/people in this city.

**Now let's imagine
This is a Quy Nhon city in which.....**



Venice, a 24-Hour Disneyland

Venice became a cultural park and a museum city: one of the 4 most important tourist destinations of the world



Carnival takes place 4 times a year

Corporations dominate economy and city life



Floods and high tides become touristic attractions

Venice is a stage where the whole population acts in a gigantic performance



Venezia Inc.

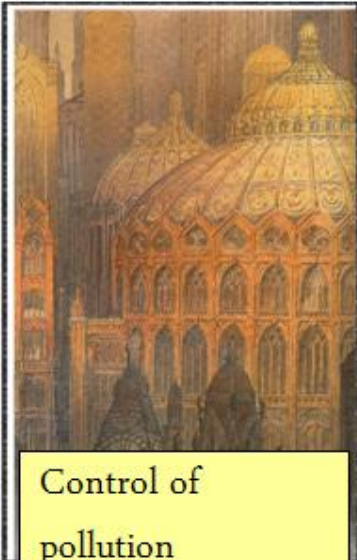
Venice, a 24-Hour Disneyland

Venice, the city of culture and local heritage where tourists flock to absorb the rich history within the Venetian scenery. Now imagine Venice as a historical theme park that would rejuvenate the local events and festivals and would allow tourists to visit the city in great depths. However inflation induced by tourism made the goods and services in Venice unaffordable for people living there. Consequently there are no inhabitants, just tourists and people working for the theme park. Every facility is then focused on serving the visitors, optimizing their Venetian experience. To enter, tourists have to buy the Venice Card and queue for attractions in a theme park manner. In a sense Venice has been frozen in time and preserved before it would become modernized over the years. The city's economy is the theme park's economy, so as long as we keep the park flourishing, the economy is secured.



The New 'Old Venice', Bye Bye Tourists

Restoration of the lagoon morphology
Encouragement of traditional activities, like fishing



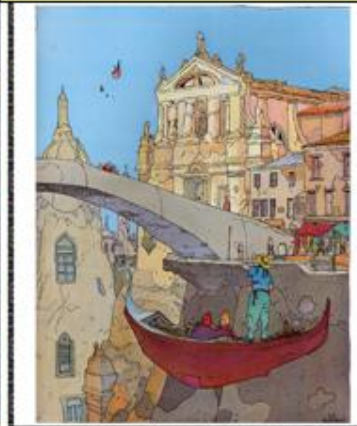
Control of pollution



Control of tourism and of floods



Cultural treasures and cyberjobs as economic base



Cyberia

The New 'Old Venice', Bye Bye Tourists

This is a new 'Old Venice', everything has gone back to where it begins with. The cause of decreasing amount of tourists each year makes every single person has a full experience of this city. There are no more waiting lines to ride the famous Gondola. They have a better and closer look at St Mark's Bassilica. All the damage around the historic building has been fixed. The cause of pollution has dramatically decrease, since there are a lot less busses for the tourists driving around the city. The higher tourists taxes are the less plastic bottles on the ground. People are trying not to waste money on buying unnecessary stuffs. In the other hand, those local kids have a safer place to run around. You see more families in the city, because they earn back their place to live again. Once in awhile they will have their traditional festival that has been gone for years. Since there are less people, Venice people will be united and be one big family again. Where all the lovers come to enjoy their honeymoon.



Tips : Write Up Scenario Stories

Stories about future from concerns of stakeholders in the 4 areas

- *Create human interest. Provide for potential events.*
- *Balance imagination and plausibility.*
- *Show cause and effect*
- *Put people stakeholders in the story.*

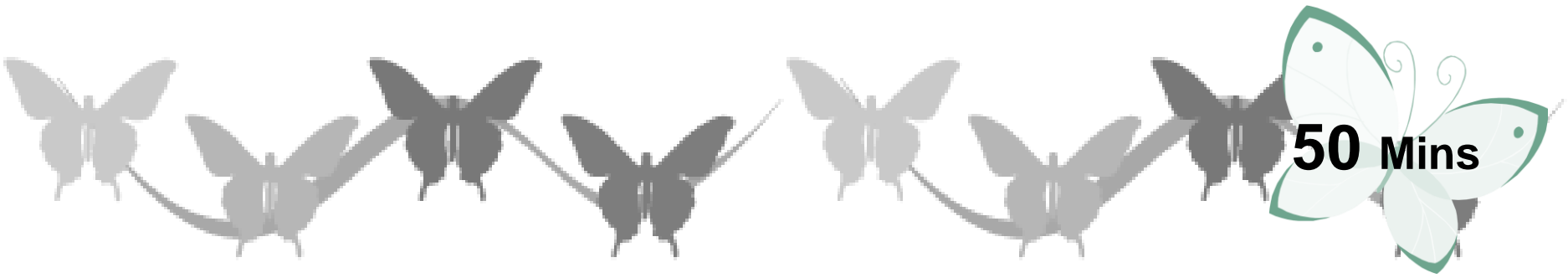


Write-up the Scenario Story

(2 stories per group)

Now let's imagine
This is a Quy Nhon city in which.....

(Each story 1 page / 20 lines)



50 Mins



Presentation

10 Mins / Group



Hats Game

(Other People's View)

Hats Game

Objective

- To identify the key solution or direction or recommended ideas for future adaptation by looking at the issues from different perspectives;
 1. as the policy maker (either local or national)
 2. as key stakeholder

Process and Presentation Guideline

1. Identify policy maker & key stakeholder (select 1 most important stakeholder) of your scenario
2. Assume if you are them, and brainstorm
 - *What they would do or adapt if this scenario happens?*
 - *List contingencies solution or direction or recommended option(s) they should put in place to deal with this scenarios.*



40 Mins

Example 1

Stakeholder : Town planner

The Key Concern/Challenge

- Road block from sand drifting

What they would do/adapt?

- Alternate transportation route – use waterway

Stakeholder : Resort owner

The Key Concern/Challenge

- Severe shoreline erosion
- Warmer temperature – high air-condition usage – high electricity bill

What they would do/adapt?

- Adjust building layout / design

Example 2

Stakeholder : Town Planner

The Key Concern/Challenge

- Coastal erosion – threaten village settlement

What they would do/adapt?

- Mangrove restoration to be buffer for coastal erosion
- Zoning land-use in the coastal area

Stakeholder : Middle-class household owner

The Key Concern/Challenge

- Flood damage property

What they would do/adapt?

- Adjust building design

Hats Game

1. Identify key stakeholders of your scenario
2. Step into the shoes of 2 of them, and brainstorm..
 - *What is the key concern/key challenge to them if this scenario happens?*
 - *What they would do/adapt if this scenario happens?*
 - *List contingencies they should put in place to deal with this scenarios*



30 Mins



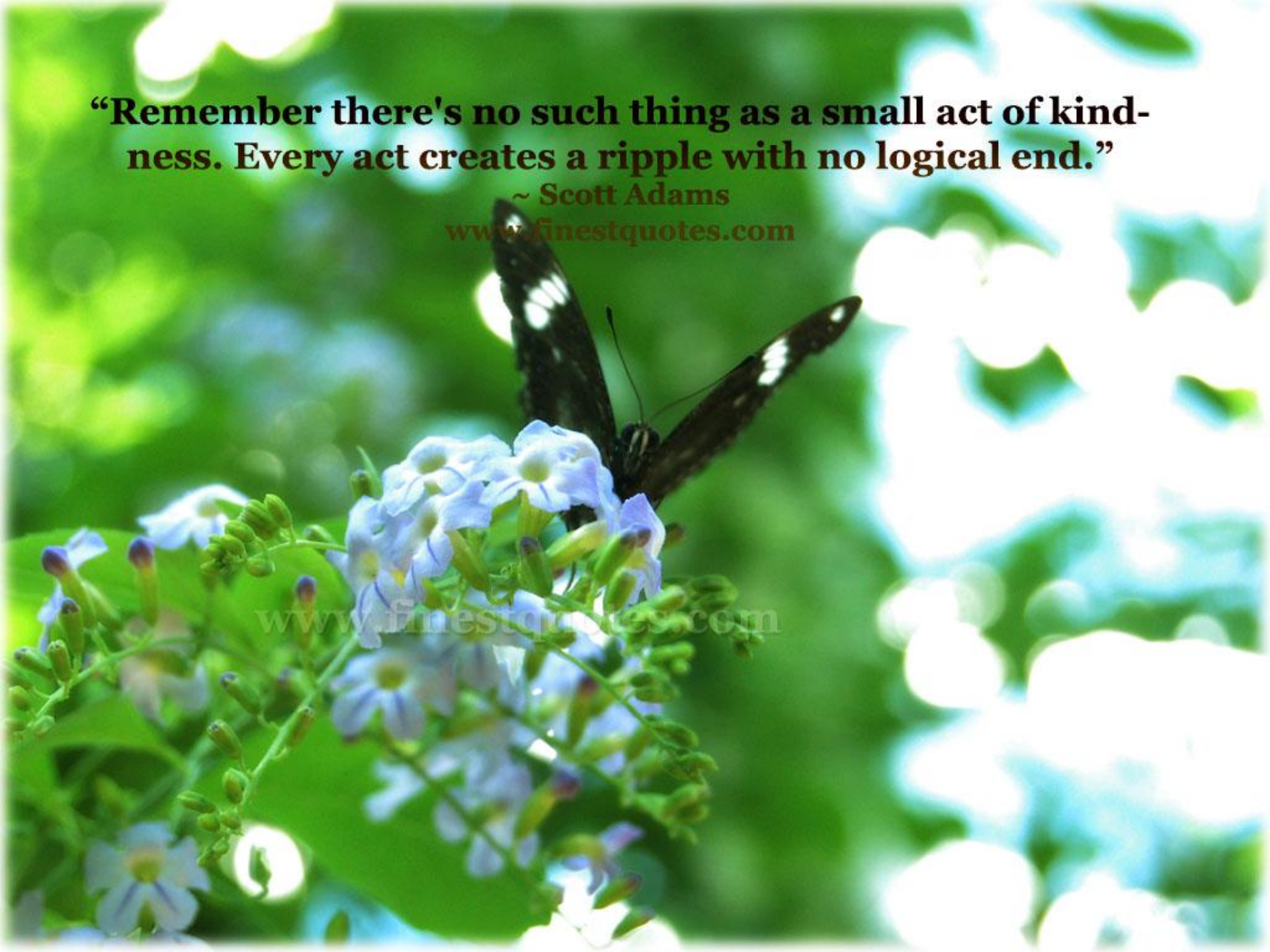
Presentation

10 Mins / Group

“Remember there's no such thing as a small act of kindness. Every act creates a ripple with no logical end.”

~ Scott Adams

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Thank You

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