MyData for Cities - SWOT

Template for 2-hour SWOT workshops with cities

NOTE: Important information about the document

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- To suggest edits, use suggest mode
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If in doubt ask help from Slack or hello@mydata.org

This document helps you to run a SWOT (Strengths, Weaknesses, Opportunities, Threats) workshop in your city to gather information about city's current position on advancing MyData-concept in the city services and activities.

Workshops following the same format will be run in several cities in parallel during April-May 2019 and the gained insights will be gathered to a common *Cities Roadmap for MyData* that will be published in the MyData 2019 conference http://mydata2019.org

Cities involved in the workshop process:

- Helsinki, 26.3.2019, facilitated by Antti 'Jogi' Poikola
  https://mydata-global.org/helsinki-swot

- Nantes, Lille and Rouen by Sarah Medjek
  https://docs.google.com/document/d/1tYOf9HYBbleOmR96V1g0EBX2zJfE3F-9z4sS5uHJjXY/edit

Cities - SWOT in a Nutshell

Objectives:

- Gather comparable quality input for the Cities roadmap
- Engage cities to join MyData Global and the #cities group

Participants:

- Recommendation is to have 4-10 participants
- City officials, decision makers and people working with the city
- People responsible on digital services, data, privacy and related topics
- Basic prior knowledge on MyData (run a intro session if needed)

Facilitation:

- 1-2 local MyData community members facilitate the workshop
- Facilitators invite participants
- Facilitators finalise the output document after the forkshop
- Facilitators communicate via #cities Slack channel

Length (2 hours in total):

- 30 min, framing and intro
- 20 min brainstorming SWOT items
- 20 min prioritising each area
- 20 min finalising the SWOT and extracting the key messages
- 30 min next steps and closing

Documentation:

- Each workshop will be documented to the end of this document
- In order to be able to compare and summarise between the cities try to run the workshop following this template and document the differences

Followup:

- Share the workshop results with the participants
- Invite participants and the city organisation to join mydata https://mydata.org/join the MyData 2019 conference and the #cities group
- Facilitators will have joint follow up calls in #cities channel
- In June a common Cities Roadmap for MyData-meeting will be organised (possibly in Helsinki, date and place to be decided)

Preparations

Invitation

Invitation to be modified and translated to your language:

…

Materials

Computer for showing the intro presentation

Post-its and pens

Four flipcharts titled:

- Strengths (internal)
- Weaknesses (internal)
- Opportunities (external)
- Threats (external)

Presentation

Flow of the workshop

Opening round

Documentation - Helsinki

Date: Facilitator:

Participants:

Introduction

Note key questions or thoughts raised during the introduction, this helps other facilitators to answer the same or similar questions.

Brainstorming and prioritising SWOT items

List the SWOT items below highlighting the top-3 prioritised in each categories. Make sure that the items are described so that someone from another country can understand the item and the reasoning behind it, usually one word is not enough for that so some more details need to be added even if in the original post-it there might have been only one word.

As an imaginary example: instead of "CDO" write "City of Helsinki has new CDO that is motivated to boost MyData"

Strengths

Weaknesses

Opportunities

Threats

Extracting the key messages

Write down 1-3 key messages raised from the SWOT workshop, what is truly important for the city in order to be implementing MyData? These are building on top of the prioritised SWOT items, but go deeper and more into action "what could be done" mode now.

Next actions

Identify and commit to some next actions, can be small or bigger, but important is that the actions are doable (i.e. do not depend on other actions, people or circumstances), have named person and indicative time frame.

Some ideas:

- Communicate about the SWOT workshop outcomes to person X
- Join Slack
- Prepare a proposal for the city to join MyData Global
- Organise a session on topic X with people Y
- Include MyData in the ongoing preparation of X
- …