PPS Public Market London Conference

Conference dates: June 6 to 8, 2019
Themes: Innovation | Inclusion | Impact

Session Title: “Un-conference” Growing a Market City

Date and time: Friday, June 7th, 2:30 to 4pm
Length: 90 minutes
Number of people: 25-50
Translation services: not available

Roles within the session:

- Lead Facilitator or host: Marina Q.
- Facilitator support: Cameron, helping with specific activities, recording + timekeeper
- Table lead: facilitate and record table conversations
  - Ayaa, Ken and Brenda might be interested in supporting this section
  - PPS staff are welcome to take that role too.
- Recorder - The wall of wins

Session objectives:

- Create a space for conversation between different and diverse cities that are advancing Market Cities Models
- Gather insights, best practices and innovations in the area of Market Cities to bring back to share to the Toronto Public Market Community
- Test new models of facilitation and engaging the audience (Content experts) in the a conference setting

Outcome:

- By the end of the session, we ask that you collectively develop three key points or takeaways from your discussion for us to share on the post-conference website.

Considerations:

- Based on feedback from previous conferences, it is important to stay focused within the subject of the session, so it will be important to guide the conversation so that it broadly stays on topic.
- You are also welcome to prepare a brief presentation of no longer than 15 minutes at the beginning of the session to help frame the topic.
- We invite you to get creative in how you structure and facilitate the discussion that follows

Pre-session:

During Opening Session and Market Cities: Approaches for creating market networks - Thursday June 6th, we will harvest insights/questions to inform un-conference content. Regrouping to finalize table
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Details</th>
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| 2:30 to 2:40 | Welcome Marina Facilitator: Cameron Observer: Marina | **Activity: Life Boat**  
Objective: visualize who is in the room and get them into a mindset of a different kind of session (active participation)  
Depending on the format of the space we will more around or ask people to stand up. | No applicable              |
| 2:40 to 2:50 | Introduction – Steve Davis | Less than 10 minutes presentation that re caps what we heard at the Thursday session.  
**Market Cities: Approaches for creating market networks**  
(Definition of a market city and provide examples of MC in the area of Innovation | Inclusion | Impact) | Power point With 1or 2 slides |
| 2:50 to 3:00 | Engaging the audience Facilitator: Marina Mapping clusters: Cameron | **Activity: Impromptu Networking**  
Objective: capture themes and finalize themes of break out tables  
Introduce the format:  
* 2 minutes 1 or 1 discussion around the question  
* Record theme on a paper  
* Bell rings to Switch person  
* Do this three times; each paper should have 3 issues.  
* Choose 3 people to share at the end  
We will collect all the documents & glean topics by clustering by colour on the wall. This will give us a good understanding of areas of interest and concerns, to address both at the session but also as future reference.  
**Questions:**  
* What opportunities excites you about Market Cities?  
* What challenges you about Market Cities?  
* What would you like to learn about Market Cities? | Dedicated wall Harvest comments Printed color coded papers with the three Questions (marina) Pens/sharpies for everyone Market Bell (marina) |
| 3:00 to 3:30 | Deep dive on Market Cities Facilitator: Marina | **Activity: Table Conversations**  
4 to 5 number of tables with an average of 8 to 10 participant in each, depending on total participants. (cameron)  
**Table topics:** We will bring 2 to 3 topics that have emerged from previous sessions + 2 to 3 from the previous activity  
Present the topics, If we have too many we can have a final vote.  
Assign tables and explain how open space rules  
1 facilitator or lead per table, assigned by us if we have the people or self assigned by the group. Their role will be to record the conversation and monitor engagement.  
Ask each table that at the end they will have to report back top three main areas or conclusion of the table conversation in written form | Table top Signs with topics Paper Pen Clip boards if we do not have table |
| 3:30 to 3:55 | Share findings & group discussion | 3 to 5 minutes per group + discussion |                                        |
| 3:55 to 4pm  | Thanks & next steps | | |
RULES OF ENGAGEMENT

Listen with empathy: There are a wealth of different experiences in the room today. Try to see the problems, successes and situations described by your colleagues through their lens as well as your own.

Be respectful of all the voices in the room: The more information you have, the richer the conversation becomes. Make sure that you don’t just speak, but that you afford everyone at the table the same opportunity.

Be solutions focused! Whilst it is important to understand the problems faced by the group, don’t focus on the problems alone. This session is all about sharing our collective knowledge to come up with solutions for them.

Be open Minded: We don’t often get to sit down with such a diverse group of skillsets, many of whose areas of expertise may be foreign to other participants in their group. Embrace this! If the conversation steers towards an area you aren’t familiar with, feel free to ask questions to ensure that the conversation can follow an interesting train of thought without leaving half the table on the platform

Speak plainly: When speaking, work to avoid jargon. If jargon or issue-specific language is necessary, ensure you explain the terms to the rest of the group to ensure we are learning together and not freezing anyone out.

Wear your systems thinking hats! Public markets are complex organisms, which sit, in a complex civic ecosystem. When discussing todays topics try and think of them from a couple of viewpoints;
- Interconnectedness: How does this issue connect to the other issues we are discussing?
- Feedback loops: Would changes to the factor we are discussing have knock-on effects? What would they be? Would they be good or bad?
- Emergence: Big changes can result from many small changes. What are the small steps we need to take to bring about the big change we want to see?
- Causality: When discussing problems, distinguish between where the problem manifests itself and where it is created. Identifying and solving issues at their source can be much more efficient and effective then solving them at their outlet.

All ideas are good ideas!
Today we are working in the exploratory stages of a problem solving process. Rather than shutting down an avenue of conversation with a no, alternatively you could;
- Highlight a weakness you see, and how it could be solved
- Highlight a strength you see in it, and suggest what could be layered on to build on it.
- Bring up similar real-world examples and discuss their strengths and weaknesses
Un-conference: *Growing a Market City* | recording sheet for table discussions

Table Topic: __________________________________________________________________________________________________________

Table Lead: __________________________________________________________________________________________________________

NOTES

3 highlights:

Thanks for helping us with this session.

*Marina, Cameron and PPS team*
SOME SUGGESTED TOPICS FOR THE BREAK OUT SESSION BASED ON TORONTO CONVERSATIONS:

- **Knowledge networks**: Scadding court shared how vendors at Market 707 are developing an app to share communicate, share and even do collective purchasing.
- **Market Connectors**: The power of yes
- **Inclusion**: How can Market Cities support inclusive cities (diverse background, age, culture, economic, etc)