



**USING THE DIOtherCITY COURSE:  
EXPERIENCES AND RECOMMENDATIONS  
FROM OUR PILOT WORKSHOPS**

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## Introduction to the guide

DiOtherCity is a collaborative adult education project financed by the European Union through the Erasmus+ program, running from June 2021 to May 2023. The project is led by CEPS Projectes Socials (located in Barcelona, Catalonia, Spain), and features the participation of the following project partners: Arteria Foundation (Zabrze, Poland), CIP Citizens in Power (Nicosia, Cyprus), Les Apprimeurs (Paris, France), Logopsycom (Mons, Belgium) and Mulab cultural association (Rome, Italy).

The DiOtherCity project has finally been completed after 2 amazing years of working together on content production, pilot testing our tools and creating alternative city tours in Spain, France, Poland, Belgium, Italy and Cyprus.

The aim of this short guide is to present the partners' experiences during the development and testing of our course (available at <https://oer.makingprojects.org/oer/diothercity/> free of charge and open to all!), as well as the creation of local, alternative and creative city tours. Here, we will provide you with more information on our experiences developing and testing our resources so you have a clearer idea about how you might use the course materials yourself, as well as giving you some tips on what to keep in mind and what you should avoid when implementing the materials and creating your own city tours. We hope this guide is informative, useful, and above all, inspiring as you explore and document the unique, alternative and peripheral areas of your city!

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## Our stories: experiences from our national testing workshops

### Spain

Spain is a European country full of wonders, with its Mediterranean lifestyle and gastronomy drawing many visitors and providing good quality of life for local residents. The DiOtherCity project was implemented primarily in Barcelona, the capital of the region of Catalonia, and the organization responsible for delivering the local workshops was CEPS Projectes Socials.

CEPS's national testing of the materials created during the DiOtherCity project was carried out by Danielle Bishop on 2 March 2023, via an online webinar. CEPS did its testing in an online format in order to reach a greater number of people— both in Spain and across Latin America— and also because we felt it fit well with the ethos of our project, which is centred on the use of digital tools and elements. We also had the support of another project, Idees Digitals, which is run by our partner institution Trànsit Projectes and focuses on collecting and highlighting best practices of innovative digital projects. This meant that we could publicise the DiOtherCity Project and test our materials with a much wider audience.

The webinar lasted approximately 2 hours and 15 minutes, in which we offered participants an “Idea Incubator” of sorts, showing them how to generate and begin sketching out the idea for an alternative city tour in a collective way. We began with an introduction to the DiOtherCity project, our partners and our main objectives. Next, we showed them the OER website and all the materials we have produced and answered participants' questions about them. Then, we showed them a variety of sample tours that have been created by the participants in our C1 training workshop to give attendees some inspiration for their own

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tours and to illustrate how you can create a tour for almost any city, neighbourhood or special interest. This introduction corresponded with Module 1, the introductory module of our course.

After the introduction, we spent the next 1.5 hours constructing the basic idea for an alternative tour in a collaborative, crowdsourced way. We took participants through all the building blocks or main phases of creating a tour, explicitly mentioning the key themes of the 5 modules of the course and explaining several approaches to each theme, while also pointing participants toward the OER and its specific modules and materials for more information and options.

We started the practical part of the session by discussing what themes come to mind in terms of cultural and touristic routes and used a poll from Mentimeter.com to generate a Word Cloud, which helped us easily see which themes were the most popular amongst the many webinar participants. As a result, we decided to generate our own tour based on urban art in natural areas, and we made a map on Google My Maps by collectively asking participants to suggest locations in their cities that fit this theme and then describe them. At the same time, we also showed how to create and customize this type of map for an alternative tour. This activity not only mapped the basic points of the tour, but also described part of the process of researching a city tour (Module 2).

Next, we identified and discussed what these points had in common, which was that most of these spaces were public spaces used by citizens to assert their rights, hold farmer's markets or sell artisan goods, and gather to remember aspects of their local cultural

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memory and history. We discussed these elements in a bit more depth to develop the base of the narrative/ storytelling aspects of the tour (Module 3).

Afterward, we explained the importance of using digital platforms, tools and elements to provide a structure for our tours and to give them more details to make them richer and more attractive experiences. We showed many examples of how such a tour might be organized (on ActionBound, on a blog, as a podcast, etc.) and discussed other digital elements that might enrich it further (QR codes, videos, interviews, 360 photos, etc.). This corresponded to Module 4 of our course.

Finally, we wrapped up the webinar with a short discussion of how alternative city tours can be one element of a successful business strategy for professionals in the CCIs, provided that they focus on sustainability and the inclusion of local residents. We had an interesting debate on whether or not city tours should be monetized and under which circumstances, and how we can carry out ethical cultural and tourism activities as responsible, sustainable cultural entrepreneurs (Module 5).

There were a total of 52 people participating at the peak of the webinar and 38 who participated throughout the entire session. There were participants from Barcelona and several other cities across Spain, as well as from many different Latin American countries—Argentina, Mexico, Colombia, Ecuador, etc. Their responses to our evaluation questionnaire have been very positive, with many people asking for more and longer training sessions with the course materials as a base, as well as one-on-one or small group mentorships for the development of their own alternative city tours.

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This, plus the fact that there were 140 people originally registered in EventBrite (in the 2 weeks the event was open) shows there is a lot of interest in the DiOtherCity project and creating alternative routes. We hope to continue using the materials in future workshops and creating more tours in the future, and we are thrilled you are interested in using the materials, too!

If you would like to take a look at the stops on the international route based on urban art in natural areas that we created during the Barcelona webinar, you can access it via Google My Maps here: <https://www.google.com/maps/d/edit?mid=1A3IFZ-YXPi1RXXvWph12sffDaYX-fbM&usp=sharing>

We would love to see your experiences exploring our route and/or Barcelona, so make sure to tag us using the hashtag #DiOtherCity 😊

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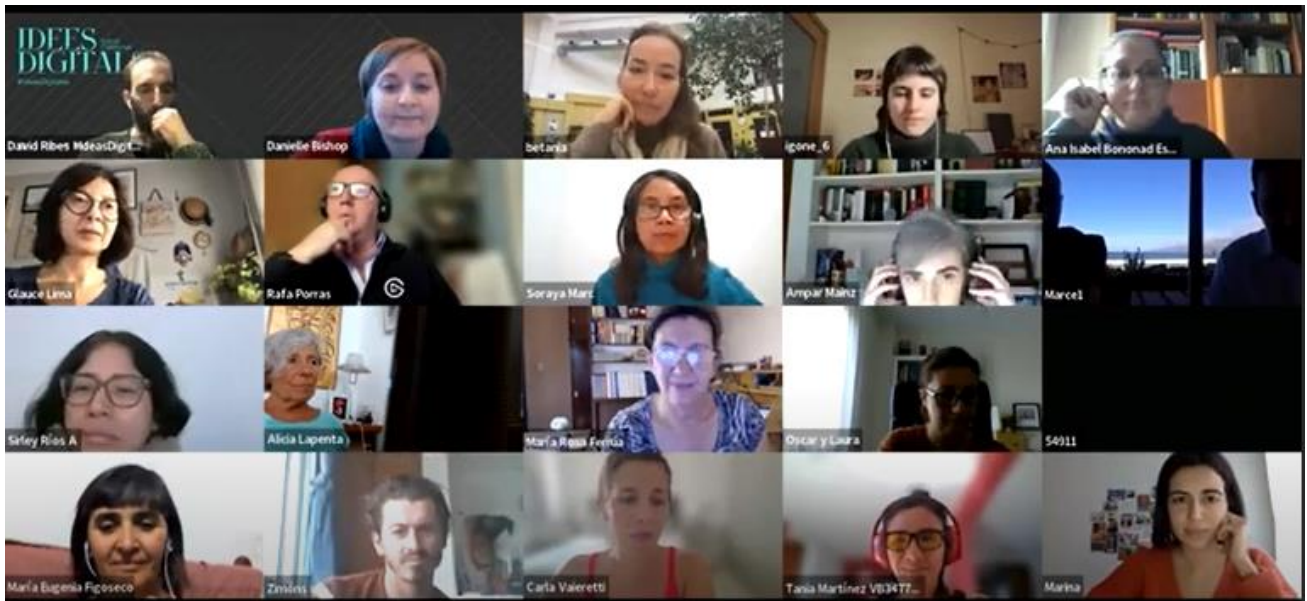
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Here are a few pictures from our experience:

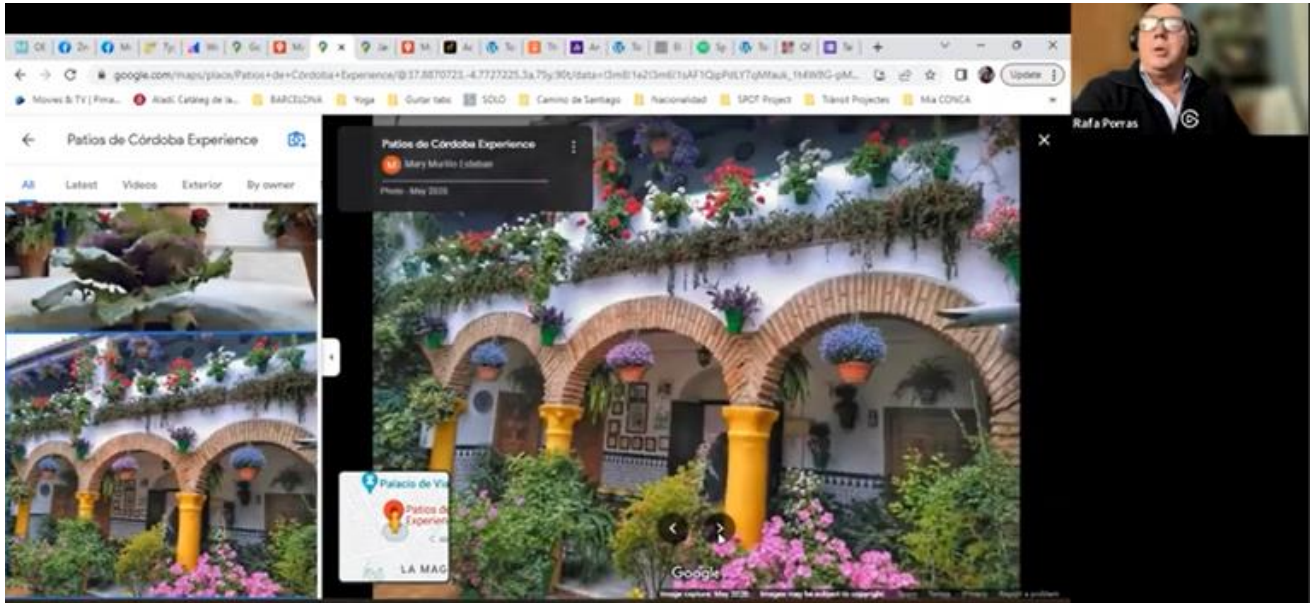


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**Some short testimonials on the workshop, the course and the DiOtherCity project, straight from our participants:**

- “A very inspiring workshop. It introduced new technological tools to broaden cultural knowledge and to make the work occurring in the different territories more widely known.”
- “I found it very accessible. I was starting from scratch, and I learned a lot and it gave me a lot of ideas to implement.”
- “Everything was very clear and very interesting. There is a lot of information and many tools to further deepen [the course’s] usefulness and its applicability to projects.”
- “It is a very interesting worldwide project with excellent topics, and it helps cultural managers to elaborate sustainable projects.”
- “I would love to participate in a project like this!”

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## France

France is a Western European country renowned for its rich history and cultural diversity. DiOtherCity partner Les Apprimeurs operates mainly in Paris, in central France. Paris is an extremely touristic city, but there are also hidden gems in the peripheral areas, as well as in the centre of the city.

Les Apprimeurs' national testing of the materials created during the DiOtherCity project was carried out in two ways: as a face-to-face event carried out by Karine Duperret and a webinar organised and filmed by Eva Gierczynska in April 2023, which was then watched by several interested people who expressed their opinions about the video material and the course through our evaluation questionnaire.

The face-to-face testing took place on the 30th and 31st of May, at École Nationale Supérieure Louis Lumière, with the participation of students from the Information and Communication Technologies faculty. The testing lasted for 2 days and involved 8 students. We started with a presentation of an interesting software (Pubcoder) followed by a half-day training course and a one-and-a-half-day creation of ebooks showcasing multiple city tours. Various ebooks were made: for example, one on the castles of the Loire, which lists the castles and the opinions and images of Google visitors, and another on the green route of Nantes and the evolution of the landscape over time.

These two testing days worked particularly well for the aims of the project, as they took place in the ESN Louis Lumière that is located on the outskirts of Paris that is undergoing major changes - the Olympic village for the Olympic Games of 2024 is being constructed there. With 18 flats in construction, the landscape is transforming before their very eyes,

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going from an industrial yet rather calm area to an extremely busy zone that is being visited by more and more tourists that want to see the construction site and what it is becoming. We thought that this circumstance is particularly interesting given the subject and the scope of the DiOtherCity project.

Another testing day was also carried out by Karine Duperret with the students of Publishing and Multimedia Creation of La Sorbonne on the 17th of April. The testing lasted one day and followed the aforementioned schedule, showing that it is also possible to create interesting tour ideas in a shorter timeframe.

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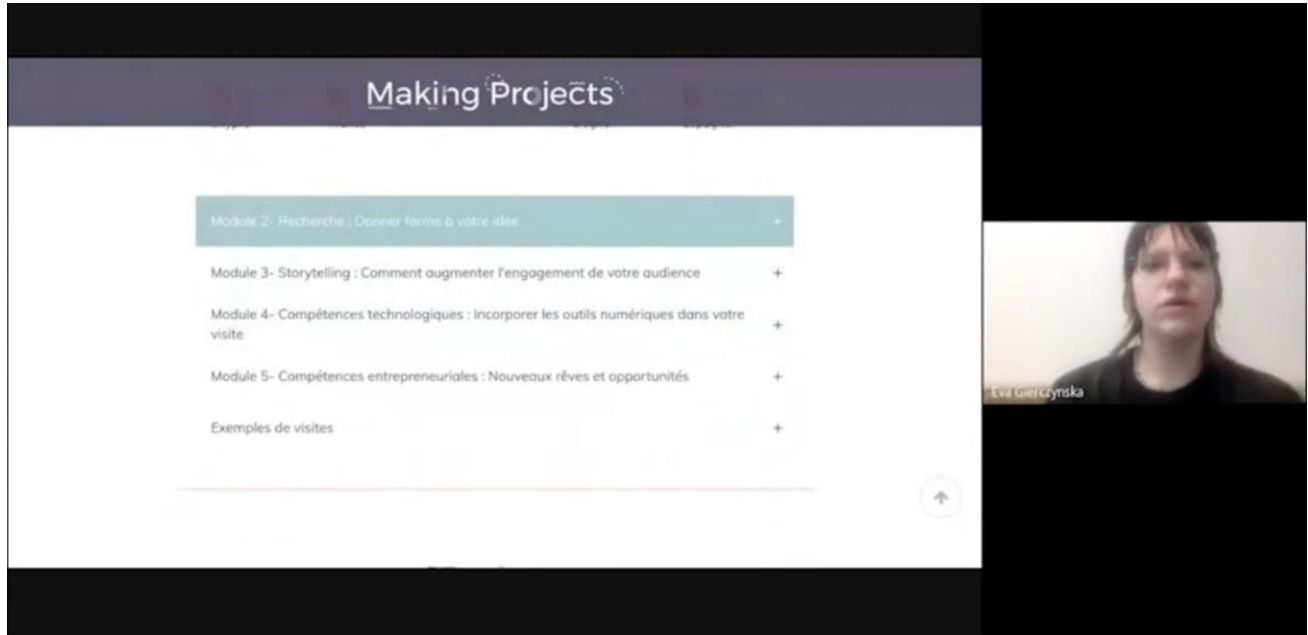
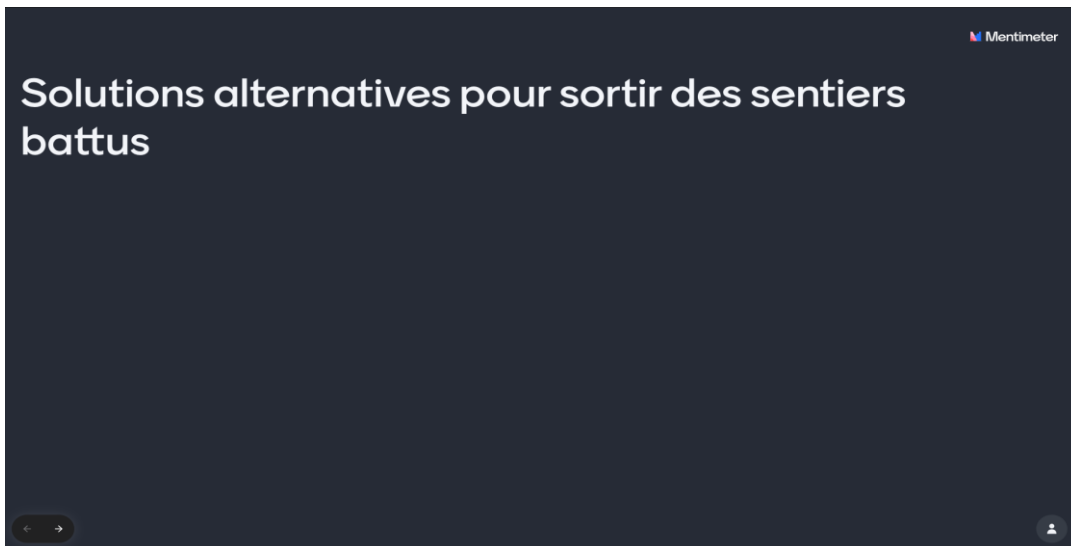
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Some pictures from our experience:



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### **Some feedback and testimonials from the workshops:**

The students were interested in the subject of the project and particularly appreciated the freedom of choice regarding the subject of their Pubcoder presentations. The students see Pubcoder as a tool that can be used to add a narrative and a guiding thread to their presentation/exhibition, which is a modernised version of a web documentary. Pubcoder allows you to put something online and simultaneously archive it; you can add audio and interactive elements, and there are updates that let you add new features to the software. Finally, it is also easy to use.

### **Here's what two students had to say about the experience:**

“I find that the sample visits already provide a lot of inspiration. The discussion we had during the workshop also helped me a lot to brainstorm.”

“There are plenty of resources available for creating a tour, even as an amateur (which I am).”

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## Poland

Poland is a fairly large country in central eastern Europe. The DiOtherCity project partner the Arteria Foundation operates mainly in Upper Silesia, which is located in the southern part of Poland. It is a large metropolitan area consisting mostly of post-industrial towns. In this area, there are many peripheral places and several large and important tourist attractions. So, there are still many places to discover, though they are unfortunately many times degraded by the action of heavy industry and experience social problems.

During the pilot phase of the DiOtherCity project, we held two workshop meetings with representatives of the Creative and Cultural Industries and local social activists. A total of 11 people took part in the workshops. During these meetings, we demonstrated the preparation of our course materials and the final results of some of the tours created by project partners.

We also tested some of the tools developed during the DiOtherCity project during these workshops. This resulted in the creation of further new tours about the office buildings and skyscrapers cropping up in the city of Katowice and the murals located across the city of Katowice. Both of these tours are available to view on the OER course site, under the “Sample Tours” section.

We encourage everyone to share your tours inspired by the #DiOtherCity project and made with the tools you learned in our training modules!

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### Some testimonials on why participants attended the pilot workshop:

“I tested it with myself and my students in mind.”

“I was curious about new things. What might work for me.”

“I'm looking for new opportunities. Also, to earn something more.”

“Interesting workshops. I am also a guide, looking for new ways and methods of working.”

“I'm looking for new inspiration for books and for working with women.”

“The testing was very interesting. I learned about new programmes.”

“I learned cool new things. They might be useful for me in my studies too.”

“I wanted to learn about new digital tools, and I was not disappointed.”

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## Belgium

The site of DiOtherCity partner Logopsycom's testing was the city of Mons, in the French-speaking Walloon region of Belgium. As a city with many historical buildings, Mons partakes less in the traditional Belgian 'chocolates and waffles' tourism and more in remembrance tourism. Since adapting the slogan "Where technology meets culture" after being chosen as the European Capital of Culture in 2015, its economic activities centre on both tourism and the high-tech industry. City tours have dealt with pandemic and post-pandemic realities by shifting the focus towards offering innovative and sustainable experiences for a more local audience.

For the pilot phase of the DiOtherCity project, a face-to-face testing workshop was held in May 2023 by members of the Logopsycom team with representatives of the Creative and Cultural Industries who are teachers and students in training. A total of 7 people took part in the testing as part of a national testing phase for Belgium. The location of the testing – the city of Mons – exemplified the goal of the project to highlight the touristic potential of non-touristy areas with the use of digital tools.

The testing entailed the presentation and demonstration of the project materials – the e-learning course and digital tools – as well as some of the sample city tours created by the partners and participants in a 5-day training. Those who participated in the testing expressed their opinions concerning the relevance of the testing for their vocational endeavours and filled out a questionnaire.

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### Feedback on the workshop:

The students and teachers involved in the training responded highly positively to the digital tools for facilitating tourism experiences, voicing particular interest in the use of a chatbot to conduct a city tour. Seeing as how Logopsycom are experienced in the creation of chatbots and developed a chatbot-mediated tour of Mons for the purposes of this project, the participants were given the opportunity to try out the technology themselves and witness the potential for innovation and interactivity.

In addition, the experience with the testers revealed an interest in learning material that offers step-by-step instruction on how to apply chatbot software to streamline tourism interactions. This is a point that the partnership can consider in their future efforts to build on the results of our project.

Other positive remarks from testers include a comment from a teacher that this kind of project motivates their students and better involves them in the preparation of tours, as well as a student comment that the content of the testing (tools and course presented) enabled them to learn more about their own city.

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## Italy

The Italian culture is steeped in arts, music, food and unique architecture. Mulab is the Italian representative of the DiOtherCity project and organized its pilot workshop in the Corviale neighbourhood in Rome.

The workshop took place on the 19<sup>th</sup> of March 2023, and the chosen place for its implementation was the Hall of the CIC of Corviale (the tenant's committee), a peripheral urban place where many of Mulab's actions and reflections regarding the DiOtherCity project have taken place. There were around 30 participants, including a very mixed target audience with members of the cultural and creative sectors, the training and education sector, high school students and members of the local community.

The DiOtherCity OER platform and its functionalities were presented by Serena Cipolletti and Sara Scapolo, who attended the project's international training in Poland in July 2022. Even though the platform wasn't fully translated at the time of the workshop, they still showed and explained all the modules in detail. The workshop was received with curiosity and great interest from all the participants.

After the overview, Sara and Serena invited the participants to try their hand at a small practical part of storytelling around the area. The participants were divided into groups, and within 40 minutes they created 4 videos and a photo hunt related to the neighbourhood. We received very positive feedback from the participants, both in terms of the current potential and accessibility of the course and in terms of the possibility of future development, variations, and applications of the course after the completion of the DiOtherCity project.

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Access to the city tours and digital content that was produced as a result of the pilot workshops that took place in Corviale can be accessed at the following link on our project website: <https://diothercity.eu/blog/corviale-seen-by-participants-of-diothercity-testing/>

The videos you will find are:

1. Storytelling in Corviale
2. The Perfume of Corviale
3. Walk Through Corviale
4. The Characters of Corviale

You can also see the results of our Corviale photo hunt on our Facebook page here.

<https://www.facebook.com/Mulab.it/posts/pfbid0kgPrLfpbx9sqaRg7bwccfr3MqcykhcW8wmLNNgpaMvpzUbNgtBDqpdZaw7BVauWSI>

We would love to see your experiences exploring Rome, so don't forget to tag us using #DiOtherCity!

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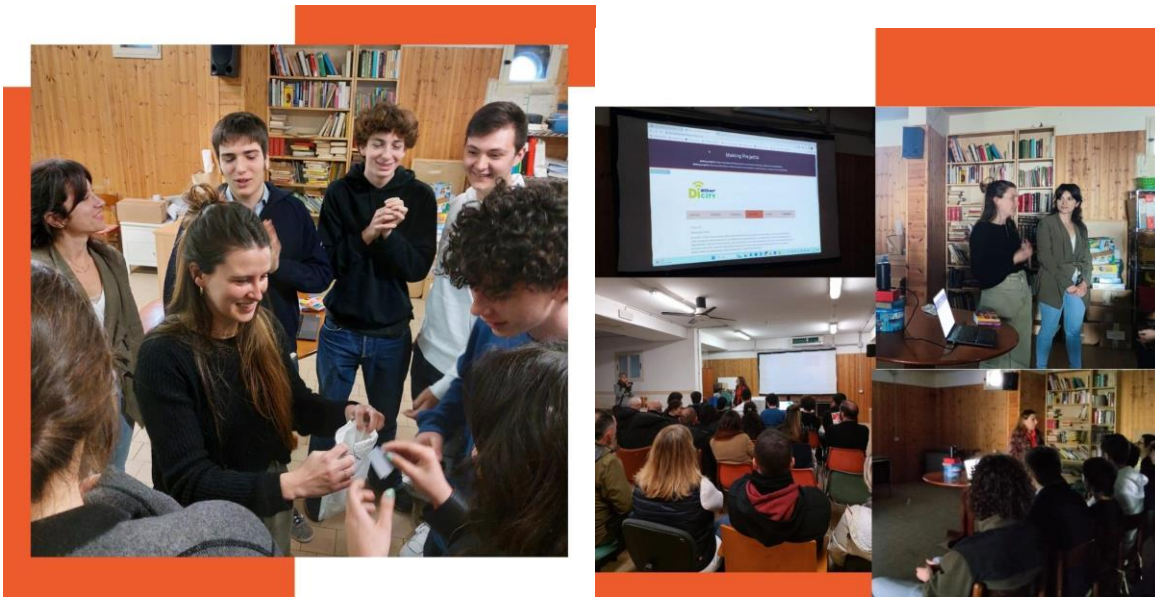
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### A few pictures from our experience:



### Some testimonials from the workshop:

“Very interesting experience, it would be nice to have more time to experience all the materials shown.”

--Livia F., a participant in both the testing and the project’s final multiplier event.

“Super interesting, it would be nice to repeat the experience with proper time to dive deep into the modules.”

--Francesco A., participant in the testing event.

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## Cyprus

Cyprus is a small island in the Mediterranean Sea with a rich history from ancient times to modern days. The DiOtherCity project aimed to explore the city of Nicosia from a creative perspective, exploring the hidden parts of the city and learning about its history.

C.I.P. Citizens in Power, the project partner from Cyprus, organized two local workshops with participants from the creative and cultural sectors and from the tourist industry. In total, 11 participants took place in the workshops, where they were introduced to the DiOtherCity project and got the opportunity to use the project's tools to create their own city tours.

The local team of participants in Cyprus created a city tour around the Venetian Walls, with the guidance of one of the participants, Klitos, who took part in the project's international training workshop in Poland with participants from all the countries of the consortium. The city tour we created during the workshop offers an alternative and more creative way to walk around the Venetian Wall and learn about the history of Nicosia from Medieval times to today.

This tour is available on our OER course at: <https://oer.makingprojects.org/oer/diothercity/>. You'll find it under the Sample Tours section, with the title "Welcome to the Medieval Ages". We would love to see your experiences exploring the walls of Nicosia, too, so tag us using #DiOtherCity.

C.I.P. Citizens in Power also organized another meeting with the same group of participants at which they presented the city tours created by participants from other countries of the consortium. During the second workshop, the participants got the opportunity to experiment

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with the tools of the project in more detail, and they started developing a short collection of pictures from around the green line – which divides the island into two parts: the Greek and Turkish Cypriot communities. This short collection of images aims to express some of the emotions of people walking along the line.

Check out our collection under the Sample Tours section of the OER course site:

<https://oer.makingprojects.org/oer/diothercity/>. If you would like to share your own images from the green line, together with your emotions when walking around the divided city, upload your images and tag us using @citizensinpower and the #DiOtherCity. 😊

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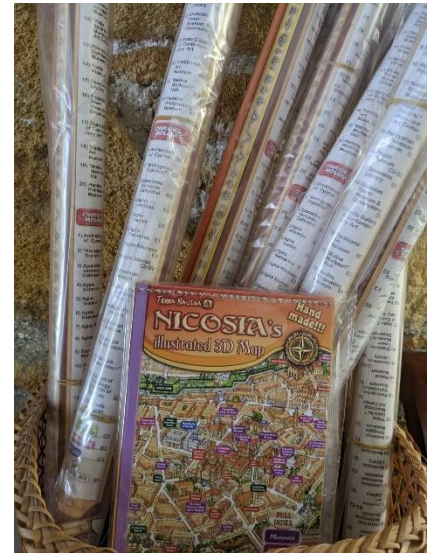
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### A few pictures from our experience:



### Some testimonials from our participants:

“My participation in the DiOtherCity workshop was like a short history lesson. The project’s tools were very easy to use, and the organisers of the workshop helped us to brainstorm and create our own city tour.” –Theodora Sakka, participant in the local workshops.

“I really enjoyed my participation in the DiOtherCity project. It was a great opportunity for me to meet new people from other countries (and from Cyprus) and think about ways to approach a city from a more creative viewpoint. I think this experience has definitely changed the way I will explore new destinations as a tourist from now on.” –Klitos Klitou, participant in the international training workshop.

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## Our recommendations: Dos and Don'ts for using the course materials and creating alternative city tours



**If you are planning to use the course materials for a class or an event:**

- ✓ Before your class or event, **read all the materials thoroughly** and try to **find your favourite part of the course**, or the part that is most interesting to you personally – that way, when you present the modules, you will not only seem much more professional, but also passionate, and there's nothing better than a dedicated, passionate professional talking about their job!
- ✓ **Take plenty of time to plan/structure your course or event ahead of time.** Having a clear structure that includes different types of activities makes for a more organized and engaging course or event. We recommend combining presentations with group discussions and interactive moments where everyone should participate, so that participants have a mix of active and passive moments. Clarifying your structure and timing ahead of time also makes it easy for you to make sure you have communicated all the points you want to share and don't leave out anything important.

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- ✓ **Think about the questions your participants might ask you, and the answers they might give to your questions.** This kind of preparation ensures you will have plenty of ways to continue your discussion. Even if the participants don't ask the same questions or give the same answers you anticipated, thoroughly thinking about these possibilities can help you better understand what you want to convey with your event, and what you want to help your participants achieve.
- ✓ **Practice your presentation** before the event (whether it is a webinar or a face-to-face presentation). We promise, a quick run-through or two helps a lot with nerves, makes you less likely to get tongue-tied during the event and gets you more familiar with explaining the materials to an audience.
- ✓ **Provide lots of examples for inspiration.** We found that relatively few participants in our testing sessions already had an idea in mind for a city tour that they wanted to develop. Others wanted to see some examples and inspiration first, and still others had absolutely no idea where to begin but just knew they were interested in the idea of alternative tours. The more examples and the more variety you can show them, the better, as it benefits all participants—those who have no idea where to begin will get inspired by the examples and come up with their own new ideas, while those who already have an idea can still get inspired to incorporate specific details or digital elements in their own tours.
- ✓ **Encourage active participation.** While it is definitely great to do a “show and tell” about the DiOtherCity project's materials, it is even better to get people actively participating in the session. We highly recommend doing participatory, collaborative

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sessions if you can! The more they are kept on their toes and involved in the learning process, the more they will get from the event and the course materials.

- ✓ Similarly, **think about ways to interact with your participants throughout the whole event**, even during the presentation of the modules. There is a lot of content in our 5 modules, and it's better to make sure you have your audience's attention the whole time so they can get the most from the materials. Don't hesitate to ask them from time to time what they think, if they are familiar with the subjects being discussed, etc.
  
- ✓ **Read the room and adjust your activities accordingly.** Sometimes what you thought would be most interesting ends up falling flat, depending on the group, and that's okay! The most important thing is to feel confident and able to adapt your activities, give more time to things that you didn't expect would be popular, move on when an activity has run its course, etc. That way you can offer an experience that helps all your participants in a clear and tailored way.
  
- ✓ **Give yourself more time than you think!** Several of us tried to develop the key elements of a tour in an hour or two online, and almost all of our participants said they would have loved more time to develop all 5 areas of the course/ tour preparations even more fully. If you have more time, use it! And make sure to leave yourself some "grace time" in case a discussion or intervention runs a bit longer. We found that when participants got to share their experiences or engage in direct discussions, this was usually the most gratifying part of the session, so it's good to leave enough time for this to develop naturally.

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### If you want to create your own city tour:

- ✓ Make sure you **go over all the modules and tools** of the DiOtherCity project's course before you begin creating your tour. We have provided a lot of information, so the more familiar you are with all the resources and options, the more you can decide which resources you want to use and how you want to use them.
- ✓ **Organise a brainstorming session with your team** before creating your tour. We found that even if people want to create their own individual tours, it really helps to share experiences and ideas with other people to get inspired and to help develop different aspects of the tour that maybe you wouldn't have thought about otherwise.
- ✓ **Use the course in a language that is the clearest to you.** If you don't feel confident working in English, you can do it in another language. Our course is also available in French, Greek, Italian, Polish and Spanish, and you are more than welcome to translate the materials into your own language before using them!
- ✓ Remember, our course gives you a lot of indications and suggestions, but you can and indeed must **adapt and apply them to your context**. This is how you can make the most of the resources we have to offer, and also create tours that showcase the uniqueness of your local area.
- ✓ Through the links you will be able to find a **variety of examples and insights: make sure to go and see them**. We have worked hard to provide you with lots of interesting examples from different countries and contexts. Even though there is a lot

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of material and it may be tempting to skip over some links, we recommend at least taking a look at everything in the sections you are interested in. You never know, something may surprise you and end up playing a major role in your tour!



**If you are planning to use the course materials for a class or an event:**

- × **Don't forget to get fully familiar with the DiOtherCity materials.** This one is so important it shows up in both the Dos and the Don'ts! 😊 The course is extensive and chock full of information, tools, assessments and other surprises. Make sure you spend a good amount of time looking over the materials and exploring them, and don't forget to click on linked content. The better you know the materials, the better you can recommend them to others or adapt them for your own purposes. For instance, you might get inspired by the tools we have provided in each module, or maybe once you know what we have offered, you can think of another tool that works even better for your learners and context.

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- × **Don't be afraid to translate and/or share the materials with others.** This course is free of charge and open to all. We highly encourage you to download the materials, translate them into your local languages (if they are not already represented in the project partners' languages), and share them with anyone you like. Our main goal is to get as many people as possible inspired to create their own alternative city tours, so don't be shy about using, sharing or building on the materials we have created!
- × **Don't feel you have to publicise your workshop or event all by yourself.** If you have the possibility of combining your efforts with another group or project, take advantage of the opportunity to reach a wider audience. These kinds of partnerships can create win-win situations, as sometimes you can host events together and publicise them to both of your organisations' or projects' mailing lists. Also, you never know when other organisations or projects are looking for related content to announce in their newsletters and on social media, so it's always worth teaming up to spread the word about your event.
- × **Don't get discouraged** if your participants don't know how to start their tours or don't have any ideas during the workshop. The subject is very vast, and a proper brainstorming session is an absolute necessity. Be sure to help your participants and don't hesitate to point out a few potential directions they can go— for example, by giving your own ideas or showing them the sample tours our project participants have created, so they can find some inspiration.

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- × **Don't be afraid to get creative with your format.** You may have a great idea for putting the course materials into practice, but then something changes days or even minutes before your event—the number of participants, their areas of expertise, etc. Don't worry, though: you can always adapt your plan for using the materials, as well as the materials themselves. They are meant to be taken as a starting point and to let your creativity shine!
- × **Don't criticise the ideas your participants give you** during the workshop or event. Everyone's experiences are valid, and it's often far more enriching to hear other people's ideas, even if it's not exactly what you were trying to convey. Remember that you can always adjust the scope of the course to better suit your audience. Try to think about the professional environments of your participants and the potential uses of the course in their work, which can be different from the ones we were thinking about when we created the course materials.
- × **However, don't be afraid to intervene (tactfully) if a participant speaks too long.** It may be difficult, and you may not want to cut off your participant in the middle of an explanation, but it is important that you as the educator/ moderator control the flow of the event and the conversation. It is okay to redirect the conversation if someone begins to speak too long or goes off on a tangent. This way you ensure that the experience is pleasant for everyone, and that everyone who wants to speak will get their chance. This is especially important in short events, or when you want to achieve a lot in a short time frame.

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### If you want to create your own city tour:

- ✗ **Avoid creating a tour around a very touristy spot of your city**, as this might not offer a creative and unique approach to your tour. The DiOtherCity project is all about exploring peripheral areas or alternative attractions and elements of cities. This means you may have to be a bit more creative, but it also has led to some really interesting and unexpected tours. For example, several of our participants' tours explored peripheral areas outside of the city centre, with a strong focus on connecting to the local community and involving them in the routes. Another tour focused on the typography of different signs in Paris, linking it to the city's history and showing a new and alternative side of a heavily-touristed city.
- ✗ **Avoid creating a tour that targets only tourists**. As we have said, a good alternative tour should consider what the locals might be interested in exploring as well. If you can connect them directly to your tour (such as asking them to share their stories in an Instagram reel, putting a QR code in a restaurant, or asking tour participants to buy a coffee in a coffee shop as part of the tour route), local people will likely feel happier to support your efforts and are also more empowered to explore and celebrate their local contexts and cultures as participants in the routes. **Tours by and for locals** can also be extremely enriching for building connections and community engagement, especially in peripheral or contested urban areas!
- ✗ **Don't stop at the surface level**— try to dive deeper into the materials and your tours. The more developed the idea and the execution, the more gratifying the tour experience will be. Providing more detail also helps to showcase the complexity of

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peripheral areas or alternative elements of cities, which means the tour will be more than just entertainment—it can also have positive effects on preserving local culture or communicating about the local community, or even help improve things that aren't 100% perfect by showing the realities and highlighting the needs of a place. This is to say: alternative city tours can fulfil a variety of purposes, from tourism and leisure to cultural preservation and celebration, and even community engagement, social cohesion or activism purposes.

- ✘ When creating, **don't stop on the first try**: you will likely have to practice in order to master the tools and materials. Remember, it is not a blueprint, but a course — **learning and practicing are not just okay, but also highly encouraged!** You might even find you enjoy using a specific digital tool or element that you thought you would never understand, with just a little bit of perseverance and practice.
- ✘ **Don't take these materials as the law**: they are some of the choices we thought were best at the moment we designed the course, but if you know similar tools fit for your purpose and your situation, you can use them to great effect! We have already found this to be true in some of the sample tours, where participants in our training workshop created tours based on digital elements that are not featured in the course, like the tour of hidden details in Mons conducted through a chatbot. Feel free to experiment and innovate as needed so you can create a tour that feels exciting and authentic to you.

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## Conclusion

Throughout the DiOtherCity project's duration, the six partner organisations worked together to provide ample information on how to come up with an idea for a city tour and carry it out, as well as how to use many digital elements and tools, bringing together very different perspectives about the Cultural and Creative Industries, the tourism sector and the peripheries and other alternative parts of cities.

By sharing both the most rewarding and the most challenging aspects of our experiences, as well as creating many local city tours and training young people from the Cultural and Creative Industries in our methodology, the DiOtherCity partners hope to inspire people to keep using the project's tools and methodology to create new, alternative city tours and teach others how to do so.

We hope this guide has inspired you and that you will take a deeper look at our course at <https://oer.makingprojects.org/oer/diothercity/>. Whether you want to complete all five modules in order or just browse the materials or modules that interest you, we are sure you will find something interesting to get your own ideas flowing.

Although our project ended as of May 2023, there is no better farewell for us than seeing your tours and experiences using the modules and tools from our course. We can't wait to see your creations. Don't forget to tag us on social media, using the hashtag **#DiOtherCity!**

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