

Idea Maker



Activity type	Innovation phase	Difficulty	Duration
Idea generation	Research	3/5	2h30
Location		Materials required	
Preferably in the geographical region under consideration. Ideally a place with seats and tables for group work		Flipchart, pens, felt-tips	
Participants		Operational team	
Cocreator		One or two leaders, one secretary, one logistics person on site	
15 to 50			
Users of the region in question (residents, professionals, employees, district experts).			
Participants must make use of the district.			
Advantages		Important points	
Immersion in a region		It is important to state as precisely as possible the region to be examined so that the most appropriate projects can be developed	
Approach focuses on development of a region by usage			



Idea Maker

Complete methodology for idea generation Based on the principle of the problem and the solution, the aim of this method is to outline, as a group, specific improvement projects for the region. This method surveys the usage of a specific region

Preparation

- Preparation of moderation tools: update and print moderation and activity tools.
- Arrange catering: provide drinks and food in accordance with the number of participants
- Recruitment and briefing of supervisory team.
- Invitation of participants according to typical user profile



Proceedings

Welcome 10 min

Upon arrival the participants complete the 'Profile' worksheet:

Presentation 10 min

- The moderator presents the workshop project, scope, objectives and programme.
- Ice-breaker ('Ice-breaker' worksheet)

Motivation 5 min

The participants are invited, collectively, to place their answers to the following questions on the 'Motivations' wall: - Why do people take part in neighbourhood parties? - What is the purpose of district parties? - What is the perfect district? - Why are you here?

- The moderator asks questions as they arise and the participants write their answers on Post-it notes
- The moderator collects up the Post-it notes and leads the discussion between the participants, based on the keywords.
- The secretary takes notes

Inspiration 25 min

The participants are invited, collectively, to place their answers to the following questions on the 'Limitations' (problems) and 'Inspirations' (solutions) walls: - What problems does the district face? What does the district

suffer from? - What are the solutions to this? Inspirations?
Ideas for the district?

- The moderator asks questions as they arise and the participants write their answers on Post-it notes
- The moderator collects up the Post-it notes and leads the discussion between the participants, based on the keywords.
- The secretary takes notes

Team creation 15 min

- The participants get together by the 'Inspirations' and 'Limitations' walls
- The participants choose a specific problem they would like to develop as a group
- 3 to 5 participants suggest the topic they would like to work on
- Participants form groups of 4/5 people, depending on the topic

Idea generation 30 min

The groups are invited to co-create an innovative and impactful project

- The participants complete together the 'Ideas' worksheet
 - Focus on the problem (10 mins)
 - Focus on the solution (10 mins)
 - Outline of the project

Pitch 10 min

The groups prepare a two-minute pitch, setting out the following points:

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The name of the project

- The problem
- How the project meets the district's needs
- The solution
- How it is innovative
- The impact on the district

Final presentation 15 min

Each group presents their project to the other participants
(2 mins per group)

Closure

- Moderator expresses thanks
- Completion of satisfaction survey ('Satisfaction survey' worksheet)

Transmission of results

- Draft the report on the workshop
- Send the report on the workshop to the participants
- Produce an article about the workshop