



PARADIGM SHIFT

FUTURE

COMMUNITIES

SPACES REIMAGINED WORKSHOP PACK

Good Futures Workshop Pack Intro

Why a workshop pack?

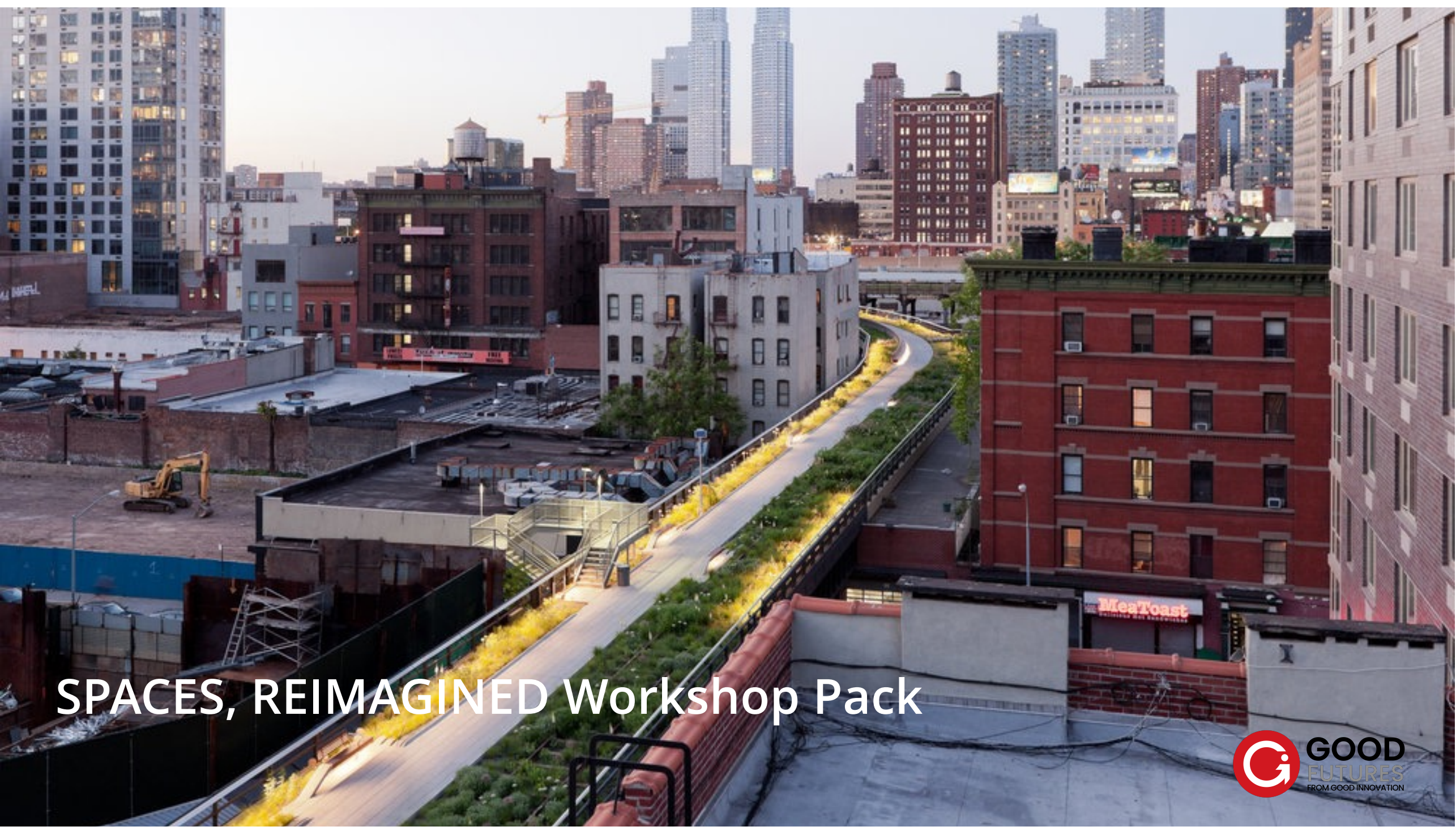
The goal of Good Futures is to get to the 'so whats' behind the trends. Every week we consider some of the broad implications for the sector, but we want to make the 'so whats' work harder for our subscribers.

That's why we've developed the workshop packs - designed to go hand in hand with the weekly trend. These packs will help you co-create the start points for innovation in your organisation, consider the questions you need to start asking now and prepare for what's next.

Each pack is developed by our GI innovation experts and is created to help you self-facilitate an innovation workshop to develop new income and impact ideas.

What's in the pack?

Each pack comes with a workshop plan, stimulus and templates. We recommend you run the workshops with a group of at least 4 people so you can share ideas and build on each other's start points, but you can also work these exercises on your own.



SPACES, REIMAGINED Workshop Pack

Spaces, Reimagined

What is it? Space plays a fundamental role in building and mobilising communities. From the local church to the Reddit forum, communities have always needed meeting points to gather, galvanise and act together. But in recent years, our idea of what constitutes a “community space” has changed.

Why Should I care? As we enter a post-pandemic world, communal interaction has never been craved more. The winners in this new world will be those that find ways to use and design space to support the needs and values of their communities.



Designing for inclusion



Making use of forgotten spaces



Explore hyperlocal opportunities

So what?

How you think differently about ‘space’ as a way to create, grow, energise, and mobilise your communities?

How could hyperlocal help you connect to new communities and deliver impactful messages?

Where are your supporters gathering and how can you go to them?

Spaces, Reimagined Workshop Pack

Session Outline:

This workshop helps you explore the opportunity of hyperlocal community and connection.

Session Goal:

This is an idea generation workshop that helps you consider what hyperlocal means to you, your mission and your supporters. It helps unpack the stories you could tell and the impact of different fundraising approaches on these propositions.

Spaces, Reimagined Session Plan

Workshop – Exploring Hyperlocal		
Exercise 1: Ideation	<p>Use the stimulus to generate ideas for how to tell stories about your impact at a hyperlocal level.</p> <p>Consider: How can you take national services and use data to communicate hyperlocal impact?</p>	Write up each idea on a post it
Exercise 2: Stretch	<p>Stretch your ideas by adding in different fundraising approaches. How do these change your idea?</p> <ol style="list-style-type: none"> 1. Unrestricted 2. Substitutional 3. Restricted 	
Exercise 3: Land your idea	Land your idea on the template	Use the template to land ideas
Exercise 4: Pitch and wrap up	Pitch back, vote, wrap up	

Idea Capture Template

Idea Name:

Give your idea a name.

Customer Need:

Describe the customer and the primary need you are addressing.

The Big Idea:

Provide a brief description of the idea and what it is trying to achieve

Illustration of the idea (how it could work):

Illustrate how the idea could work:

- *Product drawing*
- *Advertising campaign*
- *Business model*
- *Value chain*
- *Customer experience map*
- *Impact diagram*
- *Partner interactions*

How it makes money or How it will be funded:

Describe how it will make money and what funding model will be used e.g. restricted, unrestricted, substitutional

A blank version of this template is available at the end of the workshop pack.



SPACES, REIMAGINED Stimulus

How to get the most out of stimulus

The goal of using stimulus is not to re-create the idea on the page, it's about unpacking the features and attributes that make the stimulus interesting and using those as start points for idea generation.

1. Write down all the things that make the stimulus interesting. It could be a product feature, the business model, the tone or language, the target audience. Ideally write one feature per post-it so you can cluster later.
(Pro Tip: Don't rush this part. If you think you've run out of features, consider the stimulus from a customer's perspective or from a competitor lens. By viewing it from different angles you might see something new and unexpected).
2. Cluster these features into groups or themes.
(Pro Tip: Designate one person to facilitate the group. They can start to cluster themes as people read out their post its.)
3. Taking one cluster as a time, use this feature or attribute as a start point for idea generation. Give people 3 minutes to generate an initial idea of their own before encouraging the group to share ideas and build on each other's.
(Pro Tip: When people share back their early ideas, encourage others to build and grow their ideas, rather than killing them early. If you don't like an idea or you can see problems with it, try to solve those problems or add to the idea so it becomes something you could love).

Using data to go hyperlocal

Spotify uses geo-targeting along with user data to create hyper-personalised, hyper-local out-of-home advertising.

Google tapped into the particularly British love of searching weather reports to create a live, up to the minute digital-OOH campaign



Reconsidering space

Reconsider the spaces you already access. How could you use these differently?

Farms are cropping up in the most unexpected places. From NASA exploring the opportunity of growing food in space, to urban farms delivery hyperlocal produce from under Clapham High Street.

To the High Line in New York City. Once a bustling freight route in the 1930s, then destined for demolition in 1999, to a transformational public space opened in 2009 that offers a 1.45-mile-long greenway featuring 500+ species of plants and trees.



New solutions for old problems

John Lewis have plans to convert their car parks into rented housing, ranging from studio flats to 4-bed houses. So far, they have found space for 7,000 new homes, with the added potential for tenants to hire John Lewis furniture.

The City of London is planning to create at least 1,500 new homes by repurposing offices and other buildings left empty because of the pandemic, as it adapts the capital's financial district for the future following Covid-19.



Idea Capture

Idea Name:

Customer Need:

The Big Idea:

Illustration of the idea (how it could work):

How it makes money *or* How it will be funded:



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Need some facilitation support, or a want a bespoke workshop or innovation sprint to help explore the shift further?

Drop us a line at
goodfutures@goodinnovation.co.uk for a
chat