



**GOOD**  
**FUTURES**  
FROM GOOD INNOVATION

PARADIGM SHIFT

FUTURE

COMMUNITIES

SHARED SIGNALS 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.

**SHARED SIGNALS**  
**Workshop Pack**



# Shared Signals Workshop Pack

## Session Outline:

This workshop helps you consider the implications and opportunities of shared signals through three different lenses:

1. Audience
2. Environment
3. Frequency

## Session Goal:

This is an idea generation workshop to develop new propositions to engage audiences and build community through shared visual identifiers.

# Visual Identifiers Session Plan

Workshop - How can people signal their support for your charity?		
<b>Exercise 1:</b> Audience-led ideation	On postits: <ul style="list-style-type: none"> <li>List your different audience groups on post its – from fundraising to service users</li> </ul> Work through these to develop new ideas.	Work in pairs to complete the template and share back with the group.
<b>Exercise 2:</b> Environment-led ideation	On postits: <ul style="list-style-type: none"> <li>List different environments where people can signal their support e.g. within their family / within their friendship groups / within their local community / within their workplace</li> </ul> Clash the audiences with these to develop new ideas.	
<b>Exercise 3:</b> Frequency-led ideation	On postits: <ul style="list-style-type: none"> <li>List different time frequencies and occasions that might be relevant eg monthly / annually / on the anniversary of their all clear / anniversary of their surgery / completion of a impact milestone / on their birthday etc</li> </ul> Clash with your different audience groups to develop new ideas	
<b>Exercise 4:</b> Prioritise and build	Groups choose the best / a cluster of similar ideas and build them further, particularly concentrating on the bottom two sections on the template around what they and your charity will get from this	
<b>Exercise 5:</b> Pitch and wrap up	Pitch back, vote, wrap up	

# Visual Identifiers Idea Template

## **Audience:**

*Who is signalling their support for your charity?*

## **Where are they / to who are they signalling their support:**

*Is this within their family, within their friend groups, within their community, within their workplace?*

## **How are they signalling their support? How often?**

*What are the methods people are using? What will people do, what will others see?*

*How often are they doing this?*

## **What are they going to get from this?**

*What's their reward for doing this – both tangible and intangible?*

## **What will your charity get from this?**

*Is there a fundraising / engagement / data capture ask, and if so, what?*

*How else will you benefit? Can this tie into mission / service delivery / impact? What benefits are there beyond money, such as campaigning / influence?*





SHARED SIGNALS 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).*



# Green pins

Can a green pin that signals singlehood offer an offline alternative to Tinder?

Aiming to offer single people an offline alternative to swiping left and right, Nadine Roestenburg designed Finder: a bright green pin featuring a magnifying glass.

People looking to meet someone can wear a pin and venture out into the world. Pins are sold online for EUR 3.95, as well as offline in the Dutch city of Tilburg, where Roestenburg kicked off her experiment in March 2021.



# Pink dog poo

Hannah Reay was sick of seeing piles of dog poo every time she walked her children to and from school, so she began spraying them pink.

The aim was to prevent other people from stepping into the piles and spreading the muck around, as well as shaming irresponsible dog owners who fail to pick up their pets' mess.

This led to a new campaign, Pink Means Poo, which has now attracted the support of other mums, community groups and even councils across the country.

As well as tackling the problem of dog fouling, they want to educate adults and schoolchildren about the health risks associated with the excrement.



## Pink Poo Campaign Toolkit

The following step-by-step guide has been developed to assist any persons or groups within a community wishing to carry out a "Pink Poo" campaign to tackle dog fouling problems in a specific area.

### Aim

The aim of a Pink Poo campaign is for local communities to highlight exactly how bad the problem of dog fouling is in a particular area and to embarrass irresponsible dog owners by spraying sighted incidents of dog fouling with pink paint. If everyone can see how bad the problem is then dog owners should be encouraged to pick up the poo and not leave it behind in the future.

### How

- Identify who will take part/volunteers to carry out spraying and recording.
- Register your interest with Regulatory Services by emailing: [pinkpoo@cheshirewestandchester.gov.uk](mailto:pinkpoo@cheshirewestandchester.gov.uk) at least two weeks in advance of your proposed start date. The purpose of registering your interest is to ensure that council services can meet the needs of your campaign. This should include the following information:
  - Nominated person as a point of contact and their details (address, phone number and e-mail)
  - Proposed start and finish dates (maximum of four weeks)
  - Locations to be targeted (Names of streets, parks, open spaces etc.)

Await confirmation that the Council can support your campaign, acknowledgment will be sent within five working days.

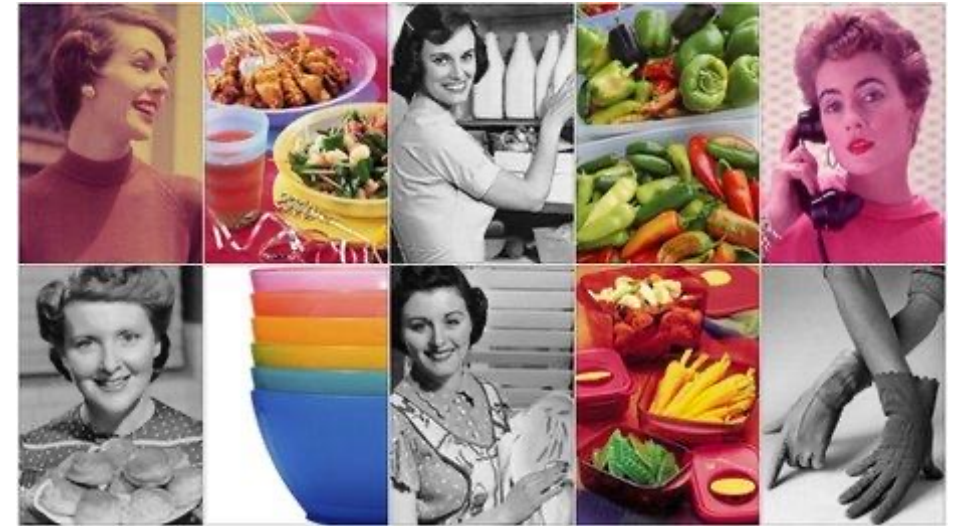
- Once you receive confirmation obtain some chalk-based temporary-marking pink spray paint. A simple search of "chalk spray non-marking paint eco-friendly" on the internet will produce several sources to purchase the paint.
  - Warning: The paint must be non-marking and chalk-based. Other types of paint are likely to permanently mark the highway and cause unacceptable damage.**
- Safety:** Ensure that all participants follow the instructions on the spray can and are made fully aware of the content of the Pink Poo risk assessment.
- Organise who will spray which streets/areas to avoid duplication and agree a day to begin spraying

# Tupperware parties

The famous Tupperware parties, at which the containers were sold, were prototype girls' nights in, as much about getting to know one's neighbours as they were about commerce.

Briefly liberated from their domestic routine, guests would play games such as "Waist Measurement" or "Write An Honest Advert To Sell Your Husband" before being sold Wonder Bowls and Ketchup Funnels.

From a 21st Century perspective, it may sound demeaning. But according to Alison Clarke, professor of design history and theory at the University of Applied Arts, Vienna, and author of *Tupperware: The Promise of Plastic in 1950s America*, the parties were revolutionary in that they offered an alternative model for commercial success based around female co-operation rather than aggressive competition.





# Run London: North v South

In 2007 Nike's Run London event tapped into tribes in a different way – north versus south of the river.

Each team have a voice, an argument and a different identify – green versus orange.

It culminated in 17,500 North runners competing against 17,500 South runners. The South won.



# One year clean & sober

Some addition programmes encourage people to celebrate milestones around being clean / sober. Some of the reasons they give include:

- Celebrating a sobriety birthday reminds us to be humble.
- Celebrating a sobriety birthday gives us an opportunity to thank our mentors and peers.
- Celebrating a sobriety birthday reminds us of what life used to look like and what it looks
- Celebrating a sobriety birthday encourages us to reflect.

Retailers have developed a range series of gifts / mementos to help people recognise and celebrate these milestones



Not only have you made it through an [addiction treatment program](#) and gotten sober, but you've managed to stay in recovery. Recovery is a lifelong commitment. While you've likely hit many sobriety milestones, the biggest is probably your first sobriety birthday.



# Park run T-shirt

Ever since January 2007, when Darren Wood became the first individual to complete 100 parkruns, milestone t-shirts have been awarded to recognise individual participation at parkrun.

Celebrating persistence and consistency, milestone t-shirts have become immensely popular, and are an important motivating force, encouraging parkrunners to return time and again to walk, jog, run and volunteer.

The white, purple, red, black, green and blue milestone t-shirts have come to symbolise and represent “sustained effort and inspirational commitment.”

In addition to t-shirts for walking and running, t-shirts for the volunteering equivalent have recently been introduced.





# Visual Identifiers Idea Template

Audience:

Where are they / to who are they signalling their support:

How are they signalling their support? How often?

What are they going to get from this?

What will your charity get from this?



PARADIGM SHIFT

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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](mailto:goodfutures@goodinnovation.co.uk) for a  
chat