

Team member profile

Surname

First name

Location of workplace

Job title

Favorite meal

Favorite activity

My issue

Actions that have been tested

Particularity of the local context

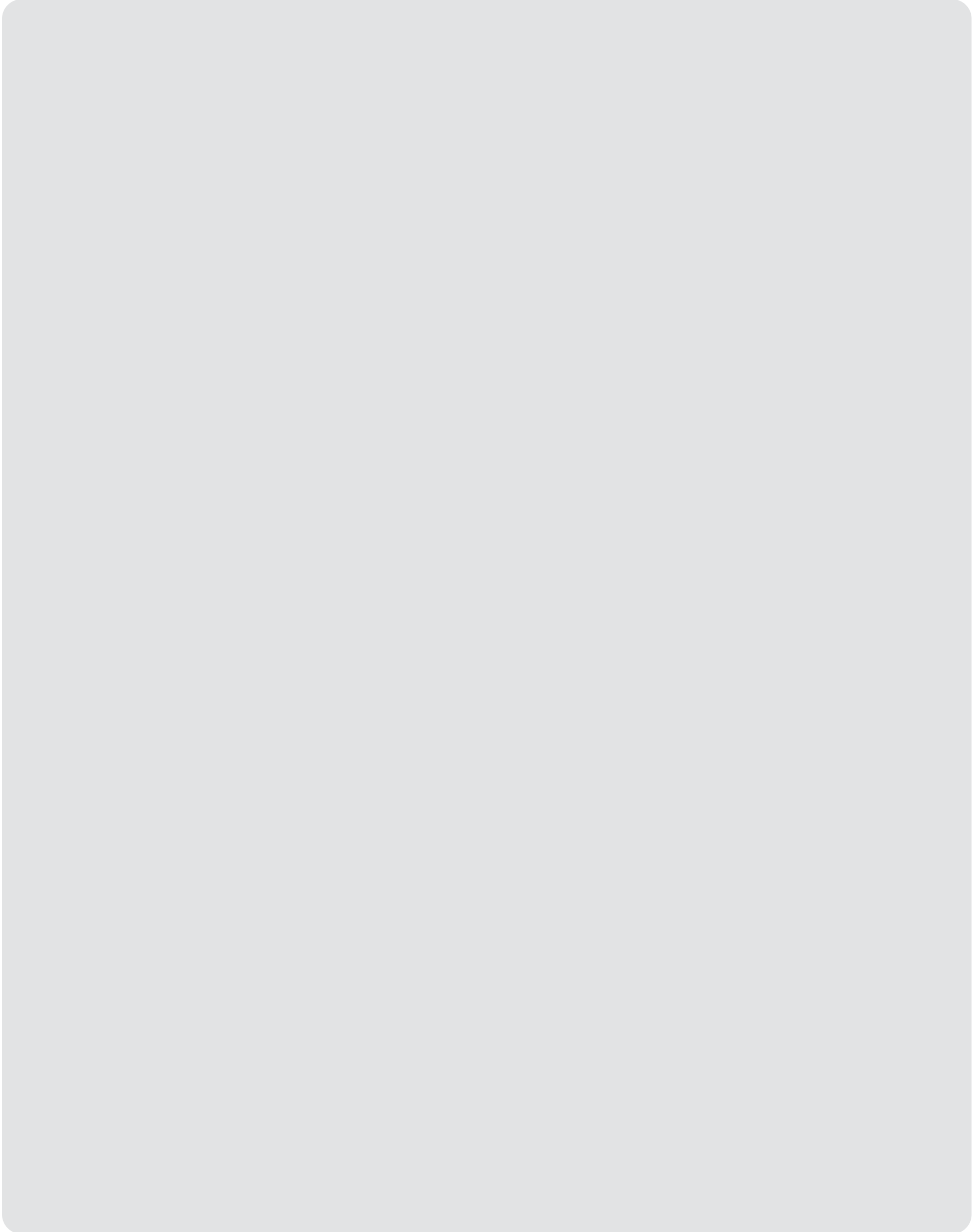
Sticking points



What does my challenge involve?



My issue



WHO should I involve ?

My project :

Public authority (contractors / sponsors) :

Operators :

Target audiences :

Final beneficiaries :

Third-party beneficiaries :

Third-party losing parties :



*What are my priority targets?
What are my secondary targets?*

Goals

Large empty grey box for writing goals.

Success criteria

Large empty grey box for writing success criteria.



*What is my goal?
How can I achieve it?*



Questions and answers

Exemple of questions to challenge owners

1. Questions on the challenge

- What have you already tried? Has it worked? If it hasn't worked - why?
- What are the bottlenecks / the blockers? Have you identified any levers that you are not able to activate?
- Are there local specificities that explain your problem? What is the context's specificity?
- Are there historical elements that explain why you arrived at that situation?

2. The objective/ goal

- What would you do if you had a magic wand?
- What would success mean/be to you?

3. The stakeholders

- Why do you want to involve residents?
- What is the level of participation (information/ awareness/ decision-making power)?
- Do you need citizens to do something (to act, to change behavior)?
- Do I have a priority target group(s)? Secondary?
- Think of beneficiaries : people who gain from it and people who will lose from the project. What do you need to implement so they lose less, to compensate them?
- How could you convince people not directly concerned to take part?

The rules of brainstorming



AIM FOR QUANTITY,
NOT QUALITY



SEEK OUT
IMAGINATION



ALL IDEAS ARE
WELCOME

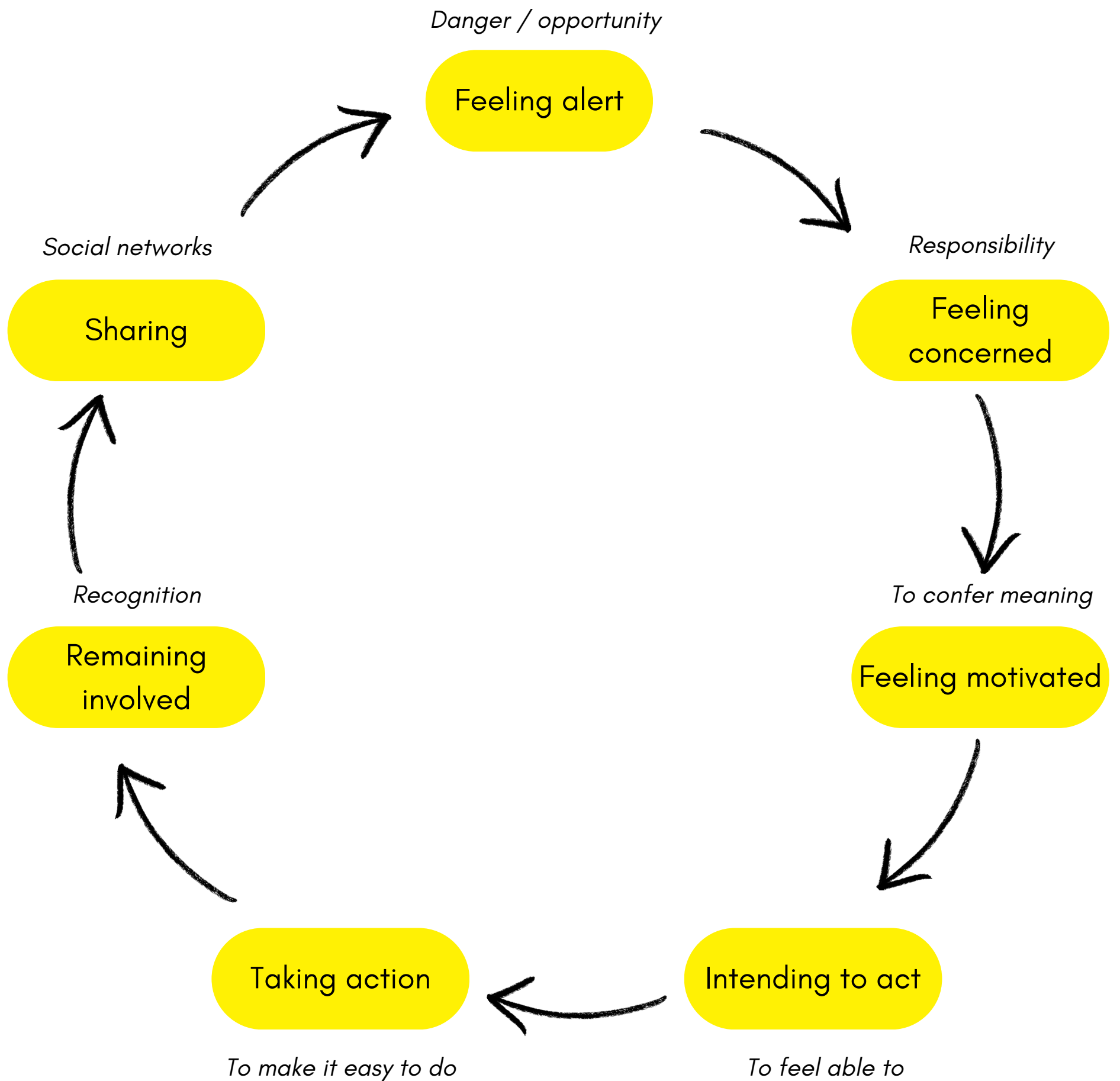


NO CENSORSHIP,
NO CRITICISM



AN IDEA MAY
CONCEAL ANOTHER

How can stakeholders take into account the issue at hand ?



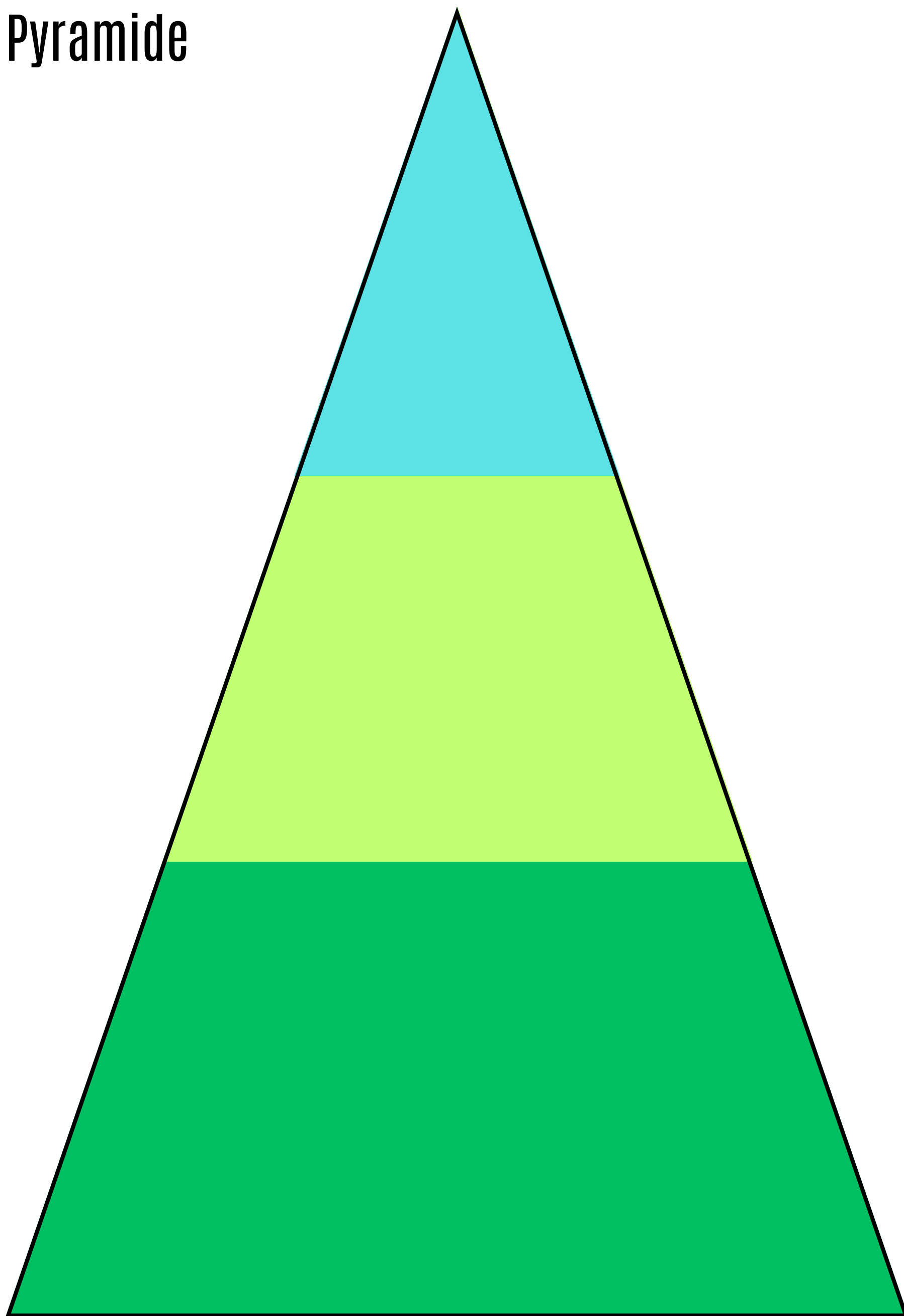
Stages to change behaviour



Funded by the European Union



Pyramide



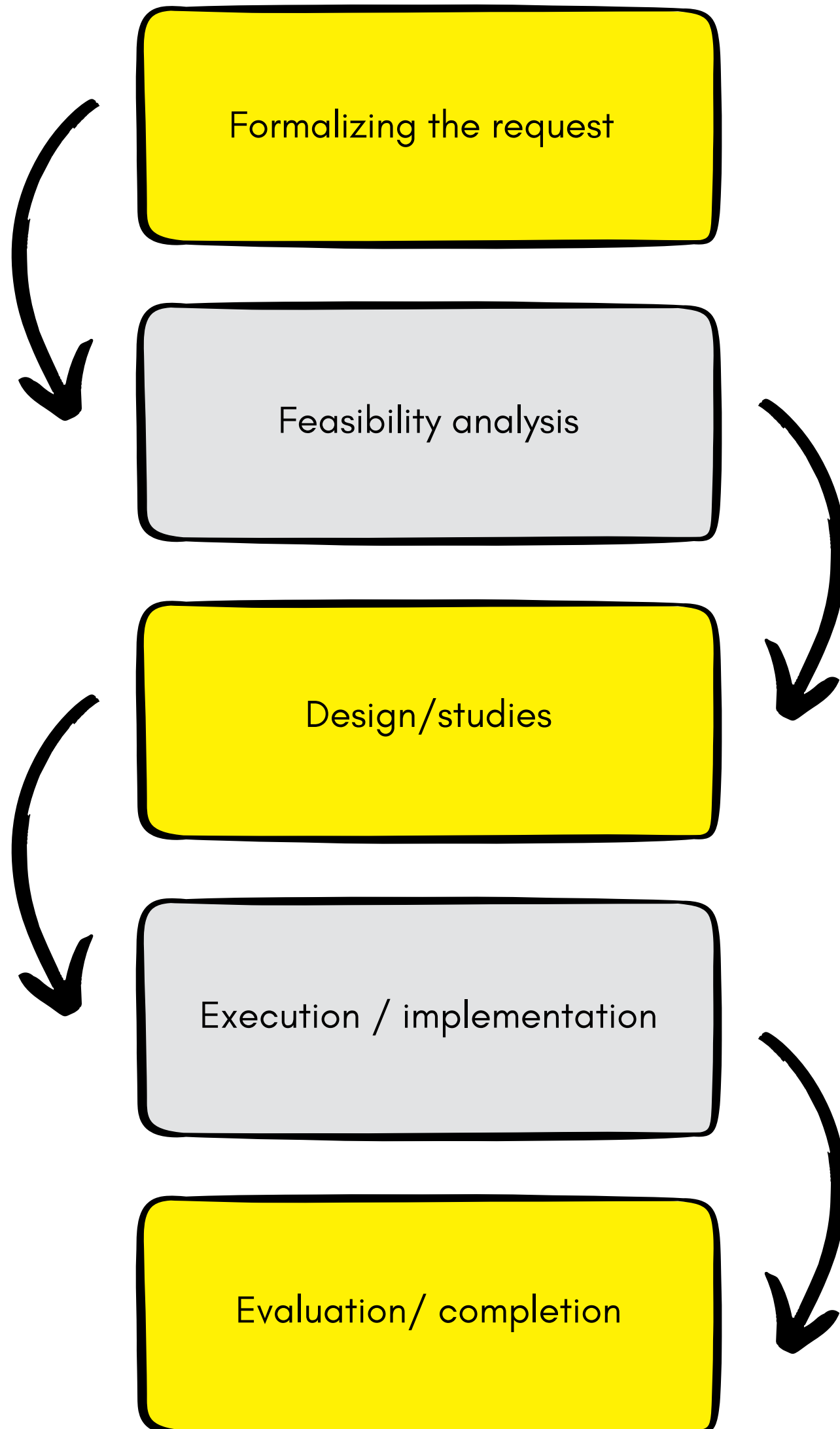
Stages to change behaviour



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the European Union



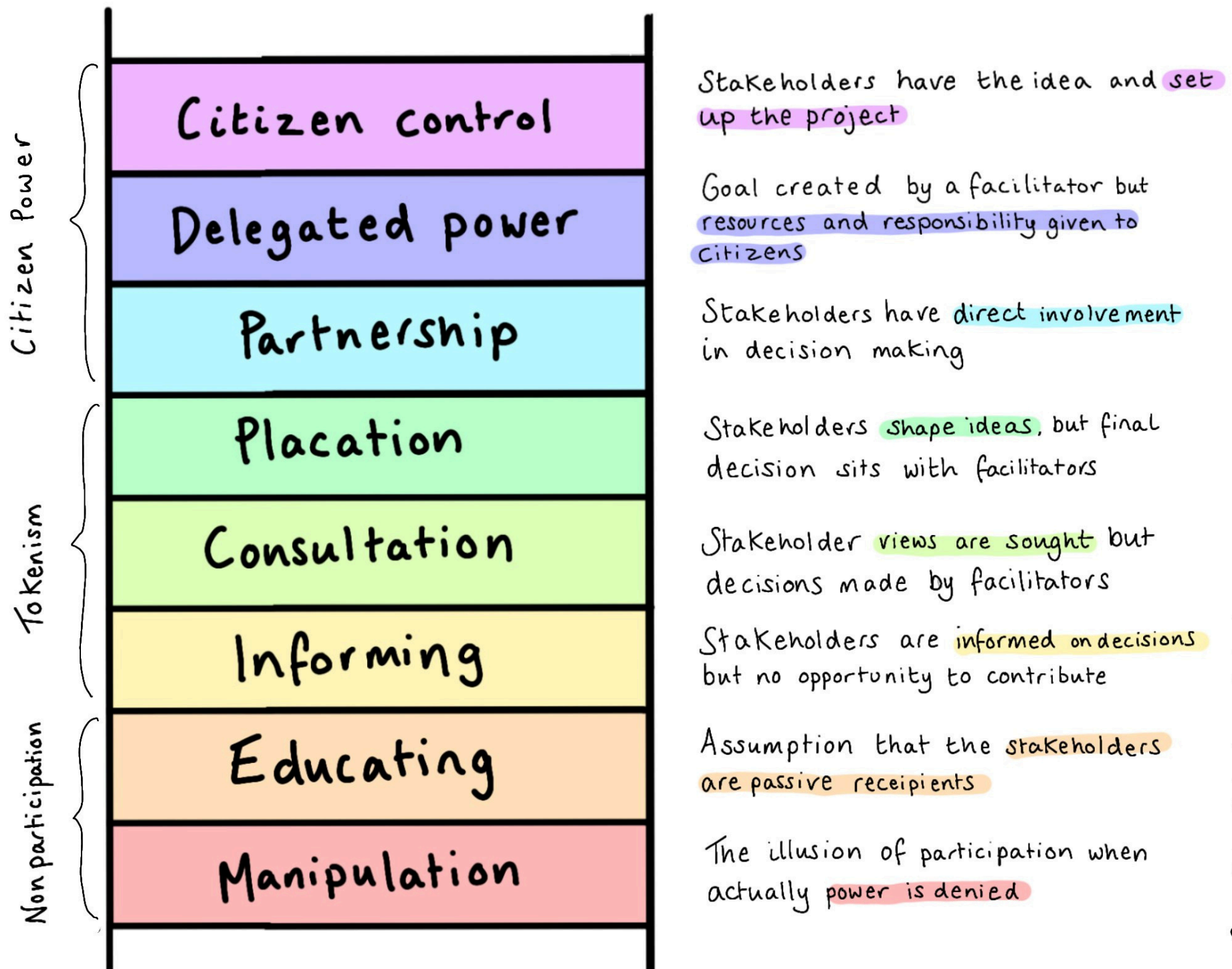
Prepping for prototyping



At what stages should stakeholders be involved?

Ladder of participation

(Arstein, 1969)



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Drawn by Juliet Young