THE MOVING COMMUNITIES

METHODOLOGY CANVAS SET

CO-PRODUCED BY
The **Moving Communities methodology** has been designed by Platoniq, together with the Idea Camp programme team, in order to support Idea Makers transform their idea into a viable and effective project. Idea Camp’s idea development sessions have been adapted using various techniques and principles from creative thinking, rapid prototyping and agile development.
The methodology delves into 3 topic areas:

1. **WHO** (communities): this relates to the communities to whom the idea is addressed or which it seeks to involve. Are their needs, challenges, but also their role clearly understood and taking into account in the idea development?

2. **HOW** (strategies): this relates to the implementation of the idea. What are the required partners and stakeholders, and how to get them involved? How to scale up the idea and make it more participative?

3. **WHY** (values): this relates to the impact and value of the idea. What is the narrative beyond the idea and how to ensure a broader impact?

The journey through the The Moving Communities methodology is made of 6 stations called “steps” - which the different Idea Makers groups take in different order.
THE MOVING EMPATHY MAP, FILLING THE GAPS

Step 1
What do your beneficiaries THINK and FEEL, SEE, SAY and DO

3 reasons for them to engage with you and 3 reasons for you to engage with them

- What does he/she THINK & FEEL?
  - Major preoccupations
  - Wishes & aspirations

- What does he/she SAY & DO?
  - Attitude in public
  - Behavior towards others

- What does he/she SEE?
  - Environment
  - Friends

- The beneficiary of my idea
  - What do they think & feel?
  - What do they say & do?
  - What do they see?

3 reasons for me to engage with you / them

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STEP DONE! 🔄
THE MOVING EMPATHY MAP: FILLING THE GAPS

What do your beneficiaries THINK and FEEL, SEE, SAY and DO?
3 reasons for them to engage with you and 3 reasons for you to engage with them

What does he/she THINK & FEEL?
- Major preoccupations
- Worries & aspirations

What does he/she SAY & DO?
- Attitude in public
- Behavior towards others

What does he/she SEE?
- Environment
- Friends

3 reasons for me to engage with you/them

The beneficiary of my idea
Take off your shoes and get into others

Designed by Platoniq
The Spidergram allows you to develop a clearer picture of how all the different people and organisations related both to your work and each other. These might include the people or communities you work directly with; the various bodies from which you receive (or are seeking) funding; or your own peers, local communities and even international support networks.

**Step 2:**

- **Communities You Work With**
- **Sources of Funding**
- **Peers / Similar Projects**
- **Network Communities**
- **Institutional Partners**
- **Media Partners**

**Already Existing Connections**

**Easy to Reach**

**Harper to Reach**

Based on PEOPLE & CONNECTIONS MAP by diytoolkit.org. Inspired by Stakeholder Spidergram developed by Helsinki Design Lab. Stakeholder Mapping by Namahn and Yellow Window Service Design, Design Flanders.

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STAKEHOLDER ENGAGEMENT STRATEGY

Set social challenge and level of ambition of future engagement. Turn strategy into actions.

**Step 3**

**How will you interact to ensure longer-term commitment?**

**Shared Values**

- Identify common values with stakeholders that are facing the same social challenge. Choose the most appropriate to start with.

**What experts do you need to talk to?**

**Social Challenge**

- What are you trying to do?
- What is the difference you are making?

**Me/My Team**

- Specific Skills

**What is the first action you need to take?**

**What is your stakeholder?**

**Designed by Platoniq**

Based on PEOPLE & CONNECTIONS MAP by dytoolkit.org. Inspired by Stakeholder Spidergram developed by Helsinki Design Lab. Stakeholder Mapping by Nämähi and Yellow Window Service Design/Design Flanders.
Imagine your idea as a platform

Define my organizational model around building blocks and stakeholder participation

Map the inputs and outputs of each stakeholder

Key Features, building blocks

What is the peer giving and what does he/she wants from the platform?

How do you address participation and accessibility in your project?

Who will run the project? What will the team dynamic be?

- **YOU / YOUR TEAM**
- **PARTNERS**
  - Stakeholder perspective
  - Organizational Model / Governability
  - Sustainability model
- **Beneficiaries**
  - Sustainability model
  - Organizational Model / Governability
- **Doers and Makers**
  - Their role: informing, consulting, (co)designing, (co)producing, (co)managing

Based on the Platform Business Model Canvas by Creatit. Designed by Platoniq.
Identify 3 bold steps you have to take to reach your vision. What is the social, environmental, territorial and cultural impact of your project?
The Cover Story Canvas challenges you and your team to project yourselves in the future: how will the world respond to what you have accomplished in one year or two years time?

**Newspaper / Magazine Cover**

- Have a thoughtful discussion about what newspaper / magazine you’d like to be featured in once you’ve achieved your vision.

**Inspirational Headlines**

- What is the most amazing future you see for your idea (and yourself and your beneficiaries)?

**The Interview**

- The in-depth interview
- Who is telling your story?
- What’s its most pressing issue, problem, or desire?

**Quotes**

- Some great quotes to go with your article

**The Bottom Line**

- In which section would your story appear. What does it all boil down to?
- What has been achieved according to the article?

**Key Audiences**

- What are your 2 main audiences? What do they need to know?
- What are the key messages for each?

**HashTags**

- @
- #

**Tweets**

- @

- Design by Platoniq
Idea Camp is organised within the framework of Connected Action for the Commons, an action-research programme by the European Cultural Foundation (ECF).

The **Moving Communities methodology**, based on the iterations of Wotify.co –Platoniq’s agile co-creation set of tools– is structured around:

- An open source approach aimed at constantly improving and reiterating tools
- Visual engagement and role play through canvases
- Group work and peer support
- Provocative exercises to question assumptions and strengthen understanding of beneficiary communities
- Leaving a collective digital trace of insights and reflections
- Providing Idea Makers with tools and mindset for them to work on their project with their team back home
- Space design conceived to facilitate horizontal learning