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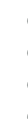
MOVING COMMUNITIES

METHODOLOGY CANVAS SET

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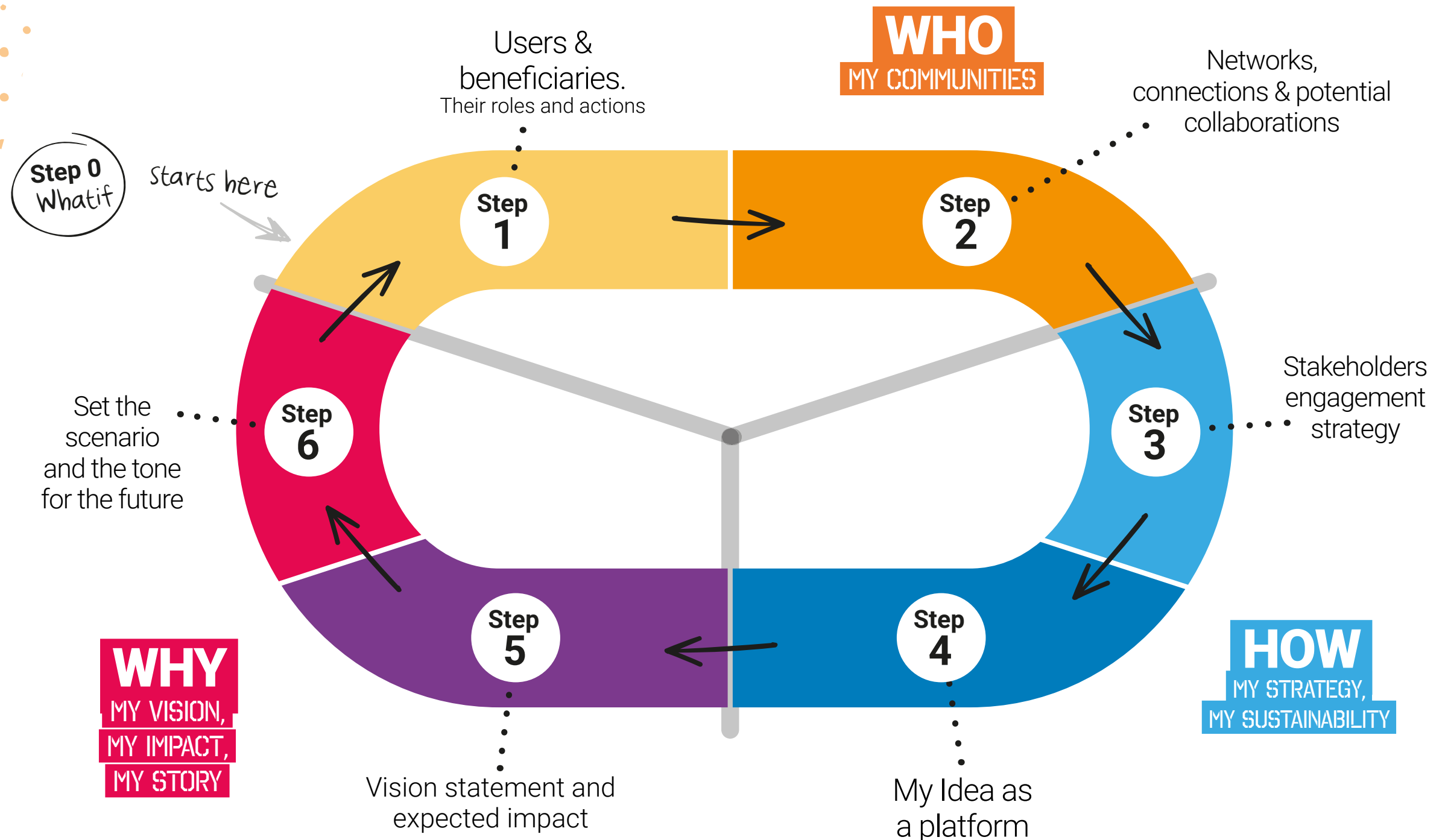
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The **Moving Communities methodology** has been designed by Platoniq, together with the Idea Camp programme team, in order to support Idea Makers transform their idea into a viable and effective project. Idea Camp's idea development sessions have been 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?

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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.

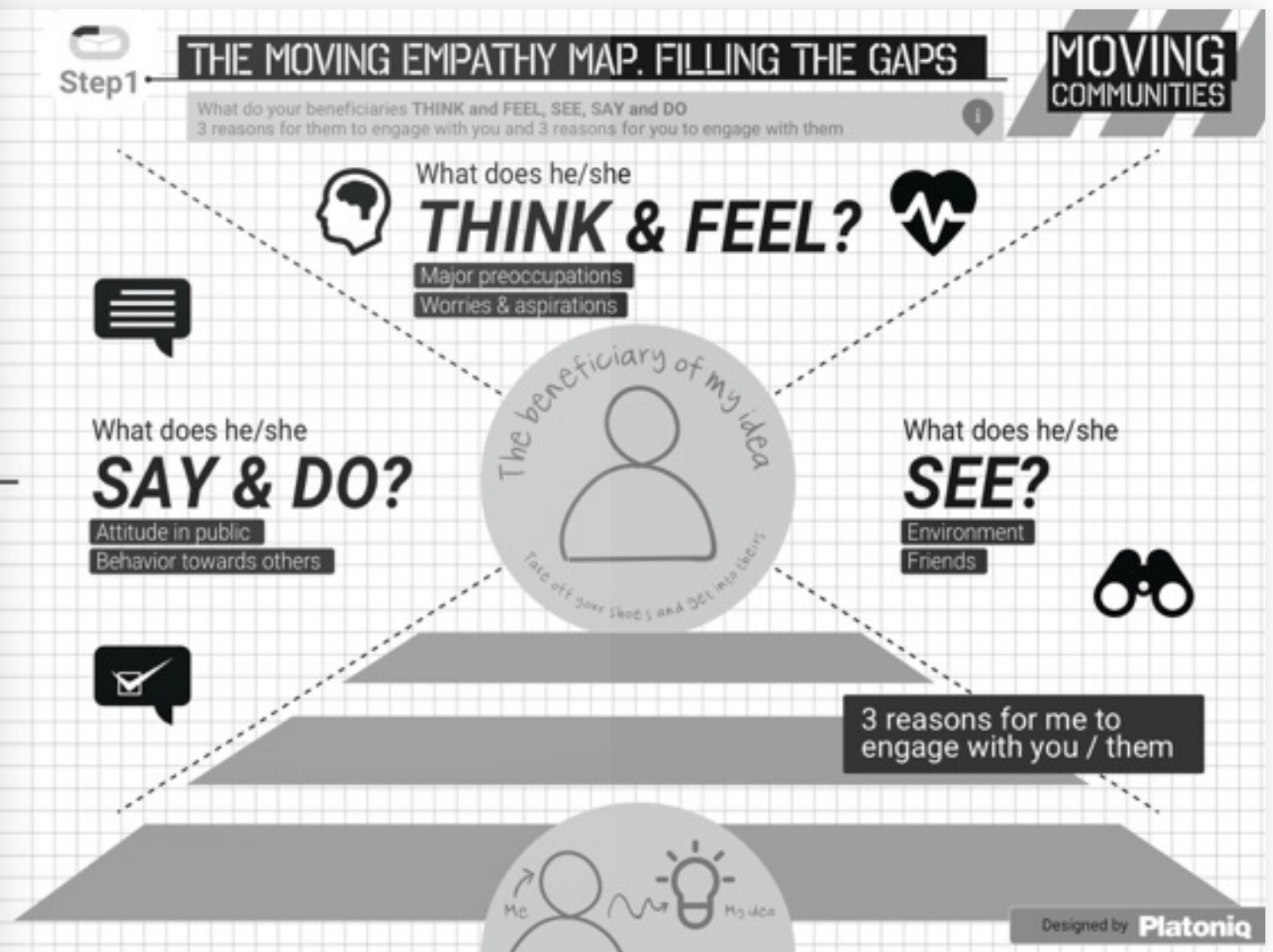
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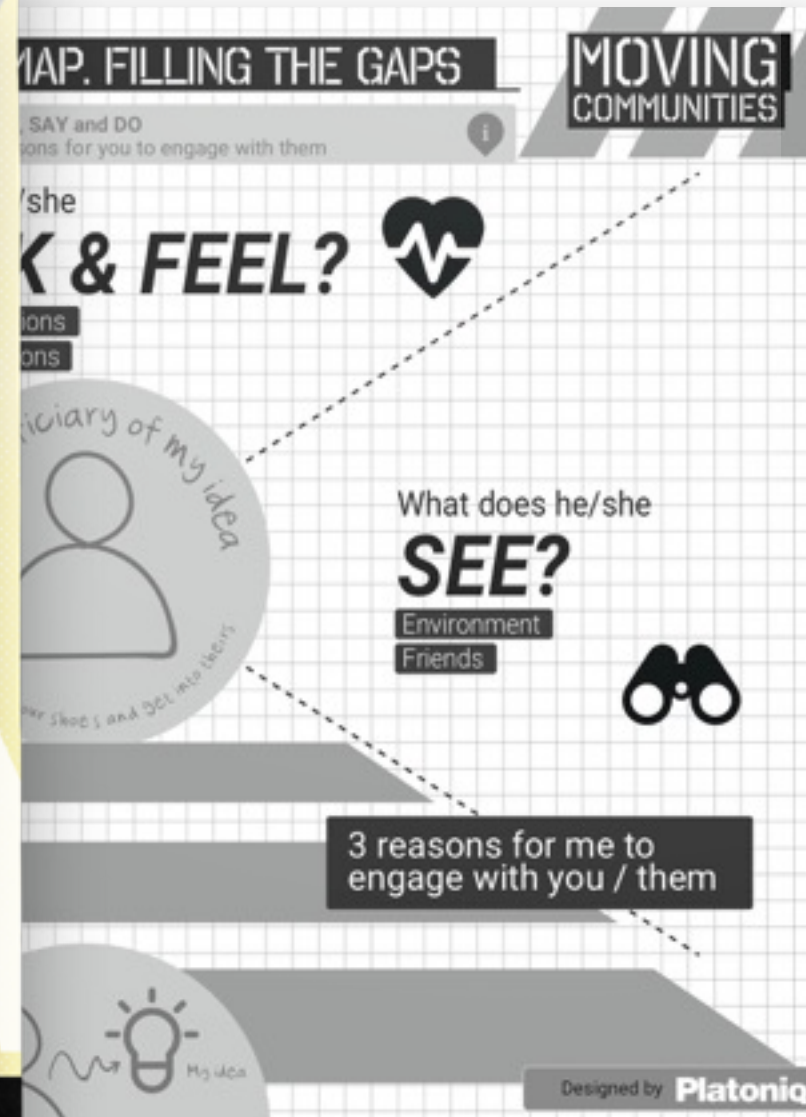
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STEP DONE! ✓



Step #1

Step #2

Step #3

Step #4

Step #5

Step #6



THE MOVING EMPATHY MAP. FILLING THE GAPS

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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



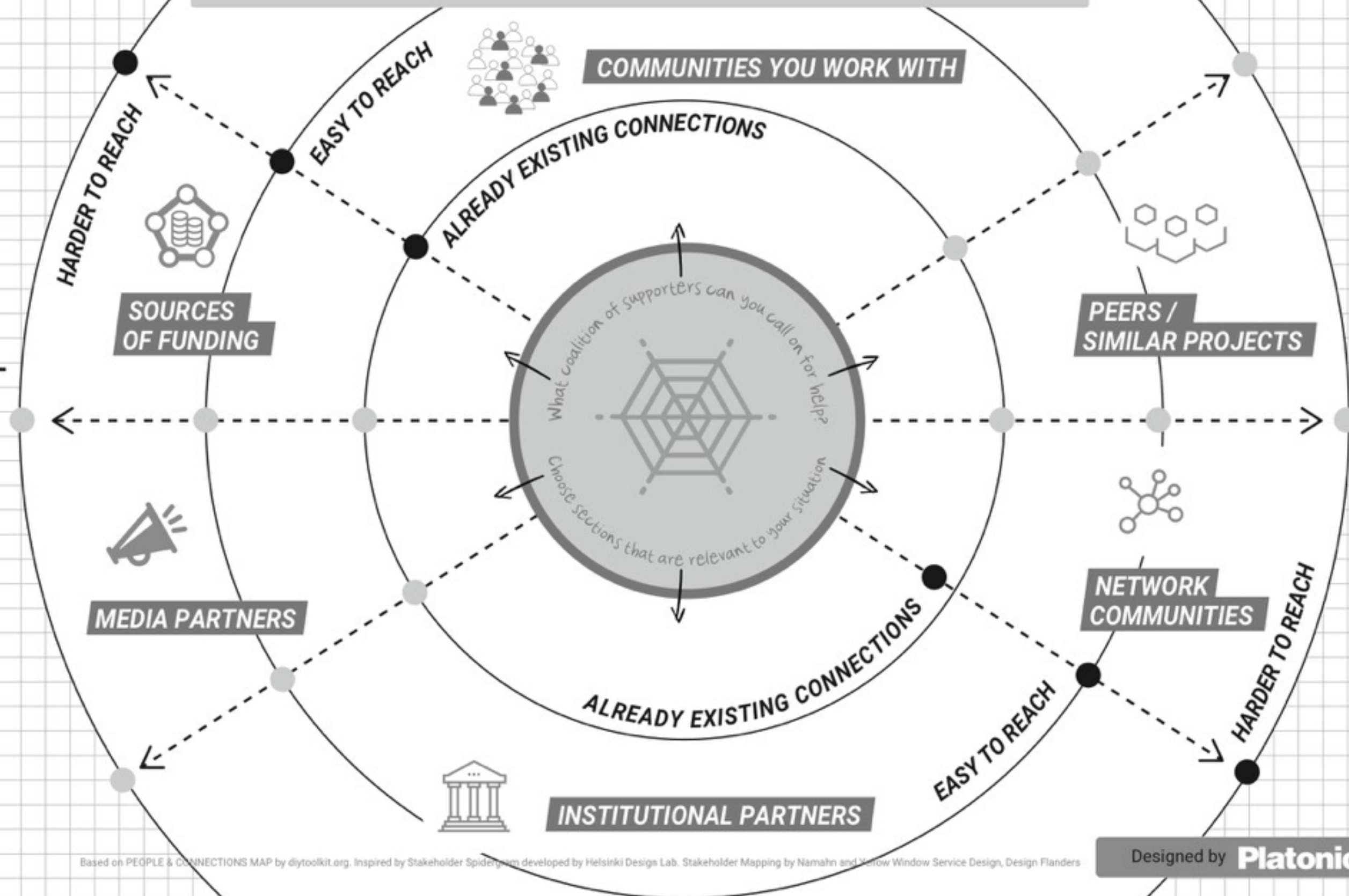
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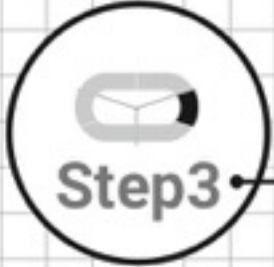


SPIDER GRAM: PEOPLE & CONNECTIONS MAP

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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.





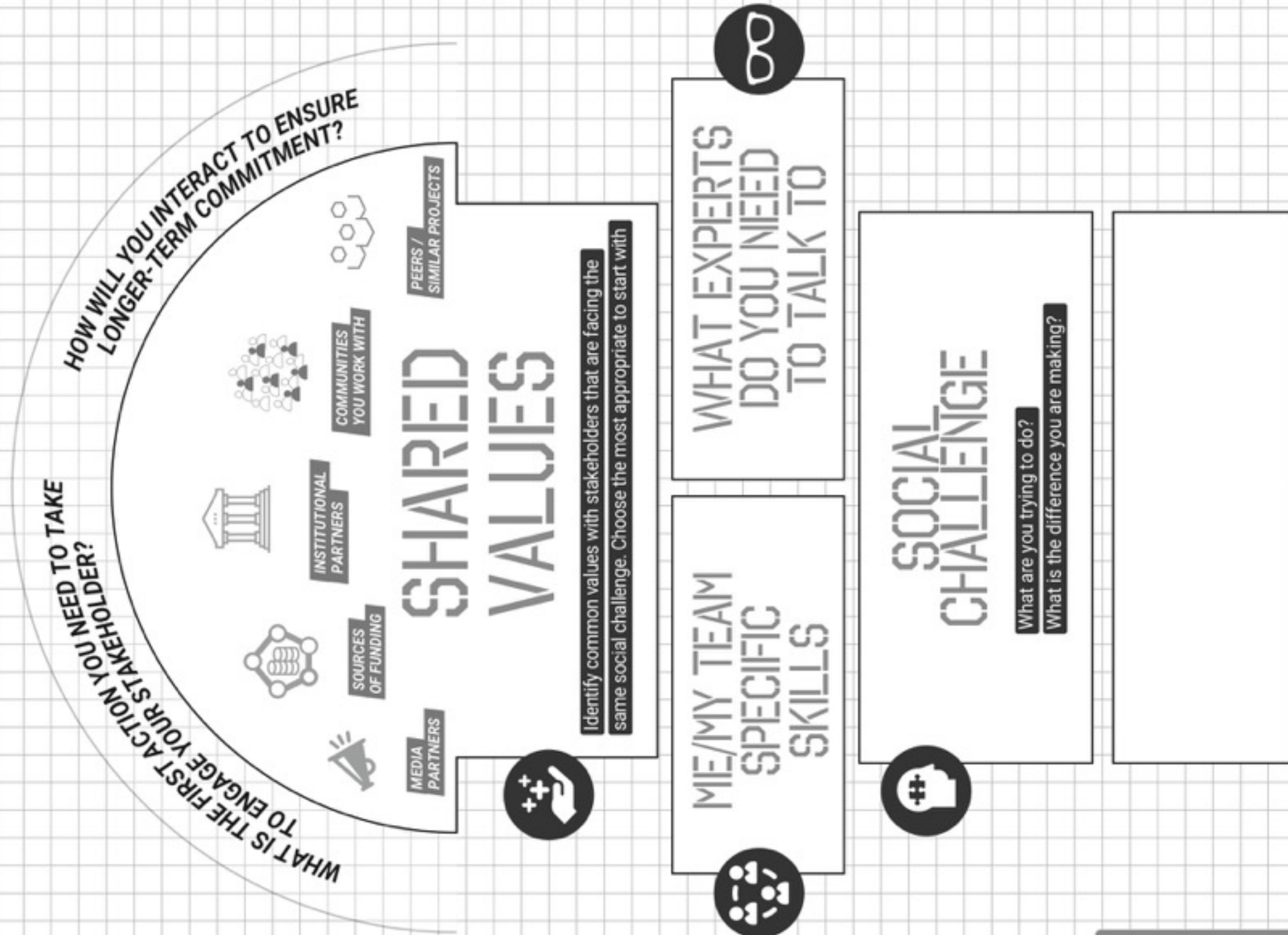
Step3

STAKEHOLDER ENGAGEMENT STRATEGY

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

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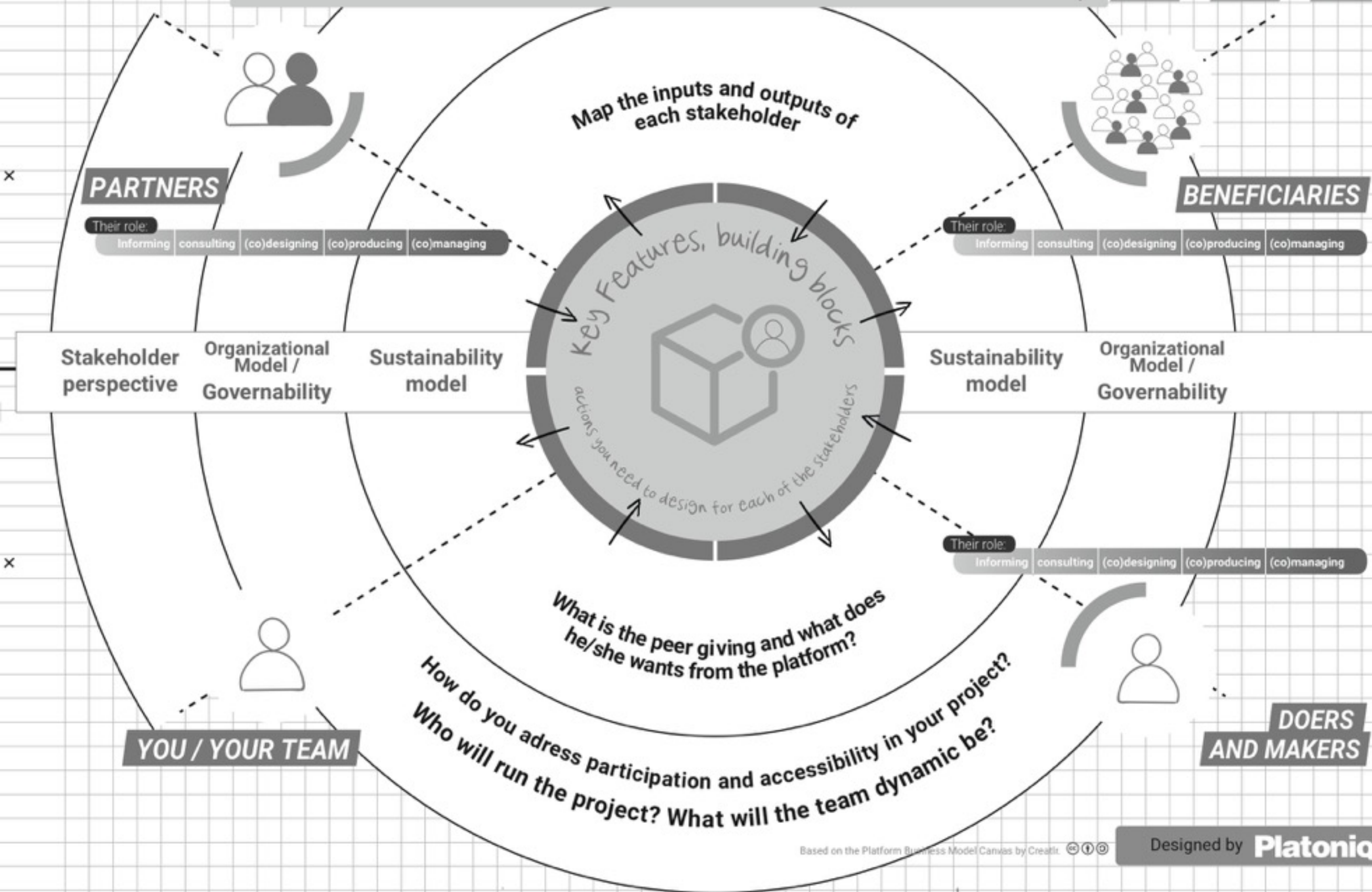




IMAGINE YOUR IDEA AS A PLATFORM

Define my organizational model around building blocks and stakeholder participation

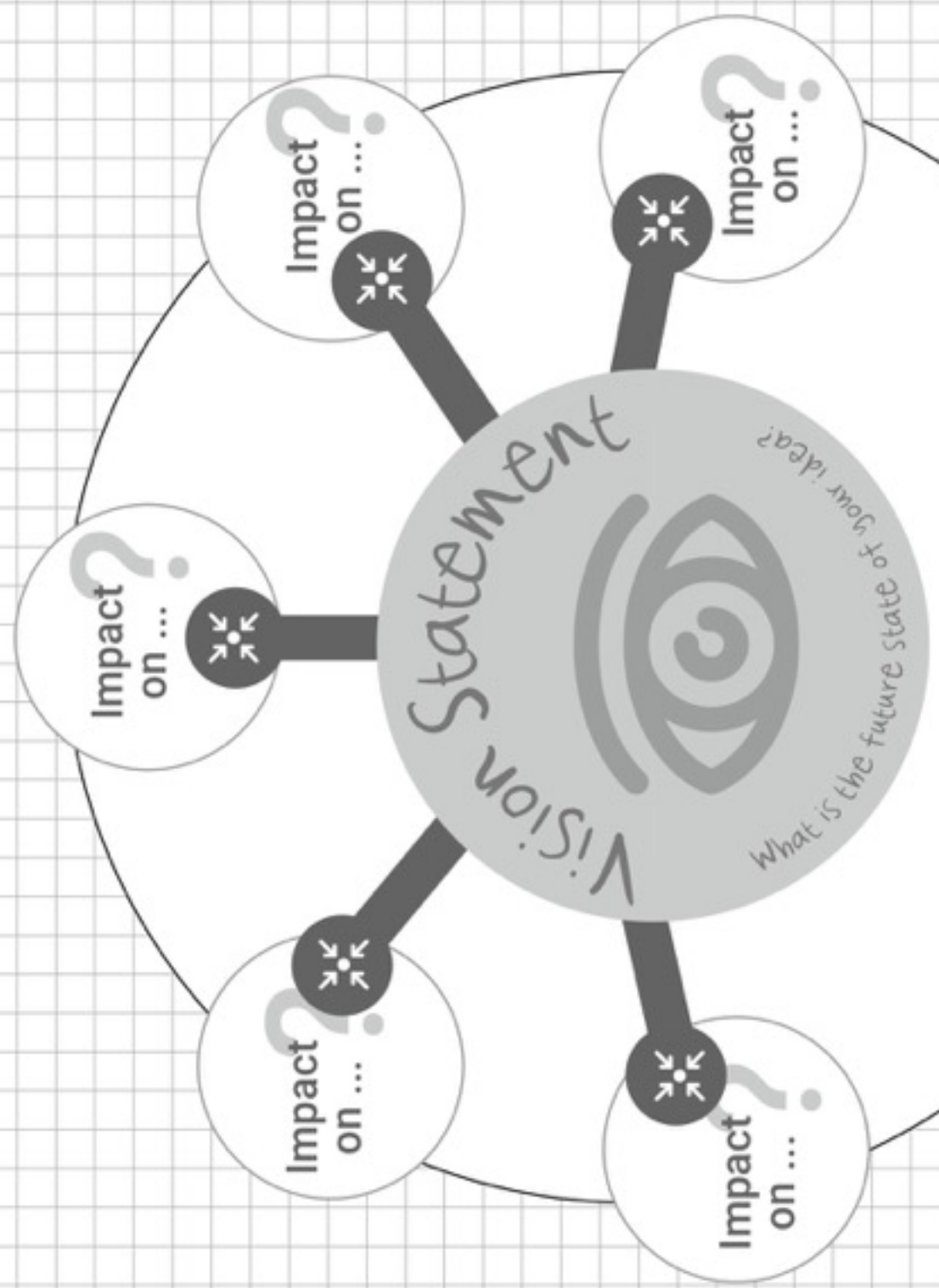
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BOLD STEPS VISION

Identify 3 bold steps you have to take to reach your vision. What is the social, environmental, territorial and cultural impact of your project?

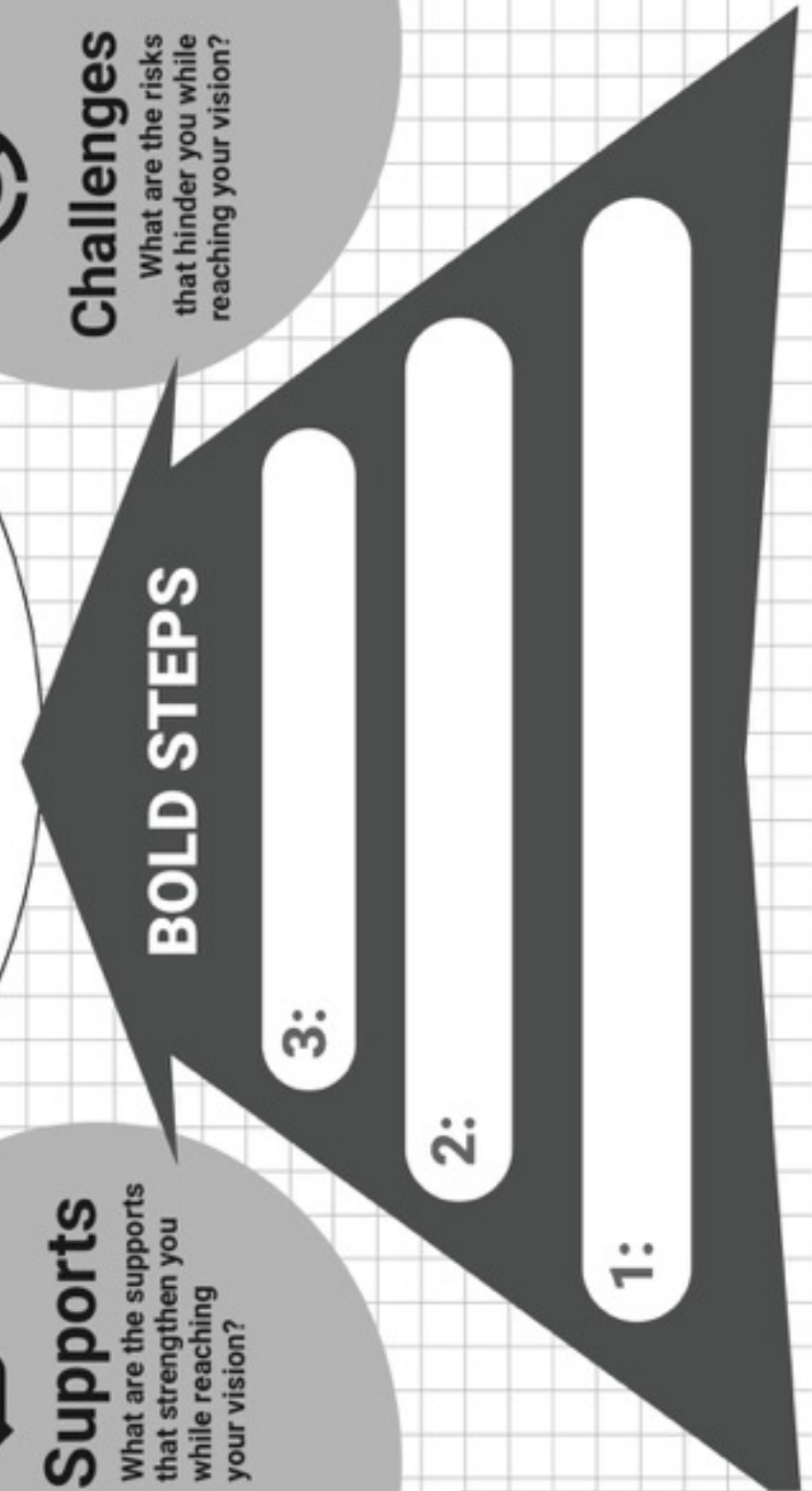


Challenges

What are the risks that hinder you while reaching your vision?

Supports

What are the supports that strengthen you while reaching your vision?





COVER STORY VISION

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



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NEWSPAPER / MAGAZINE COVER

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

KEY AUDIENCES

What are your 2 main audiences? What do they need to know?

What are the key messages for each?

INSPIRATIONAL HEADLINES

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

QUOTES

Some great quotes to go with your article

“ ”

“ ”

@ _____



TWEETS

THE INTERVIEW

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

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?

#HASHTAGS

@ _____



INSTAGRAM PICTURES

MOVING COMMUNITIES

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



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

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