



Virtual Global Exchange

Municipal Response to **COVID-19**

NOV - DEC
23rd 3rd

How to formulate and frame accurate public challenges and present it to financing bodies.

Facilitated by:



Federico
Granda



Jorge
Rodríguez

DEC
1st

18:00 - 19:00 (CET)

Capacity Building Sessions



Capacity Building Capsules for Urban Practitioners

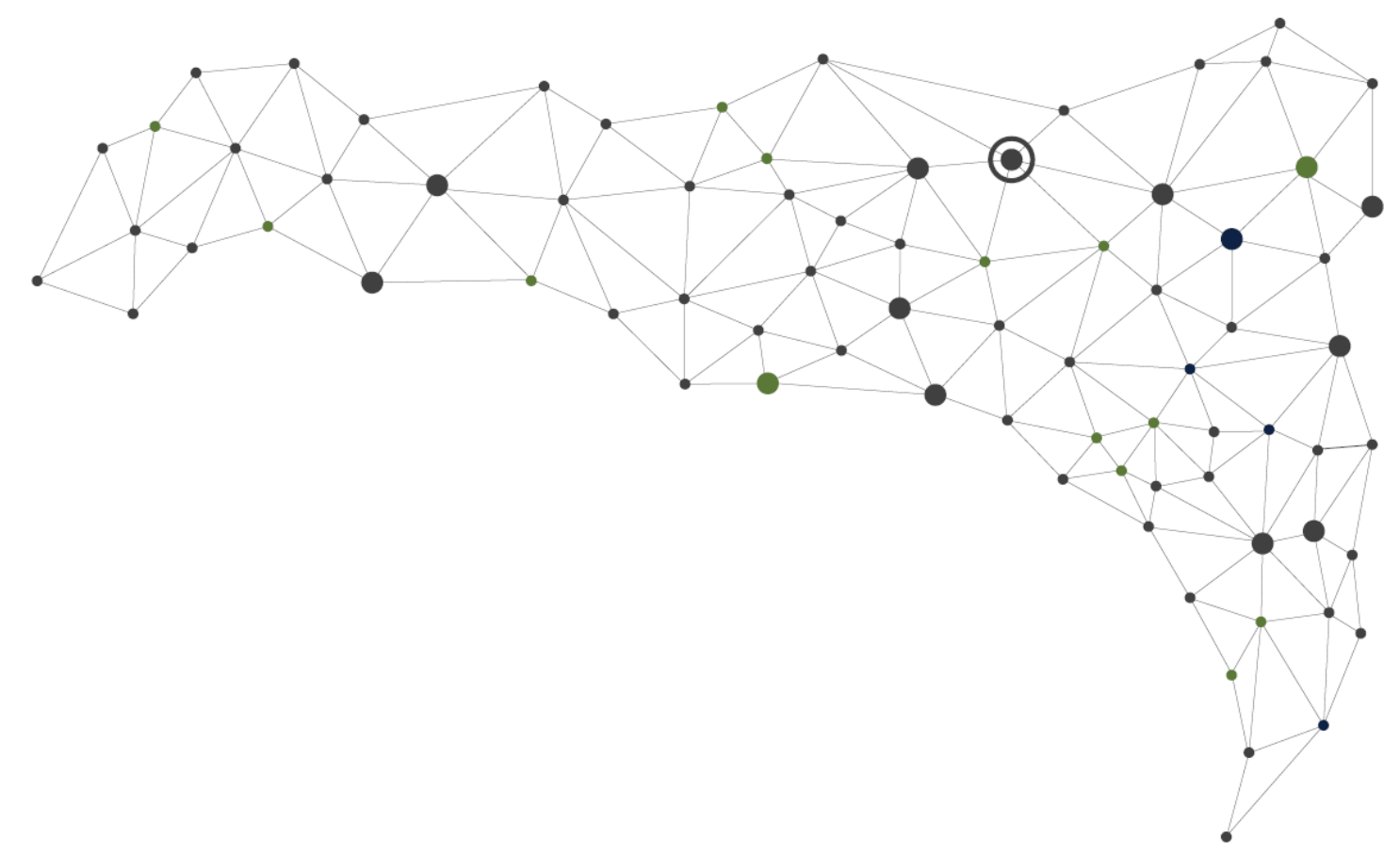
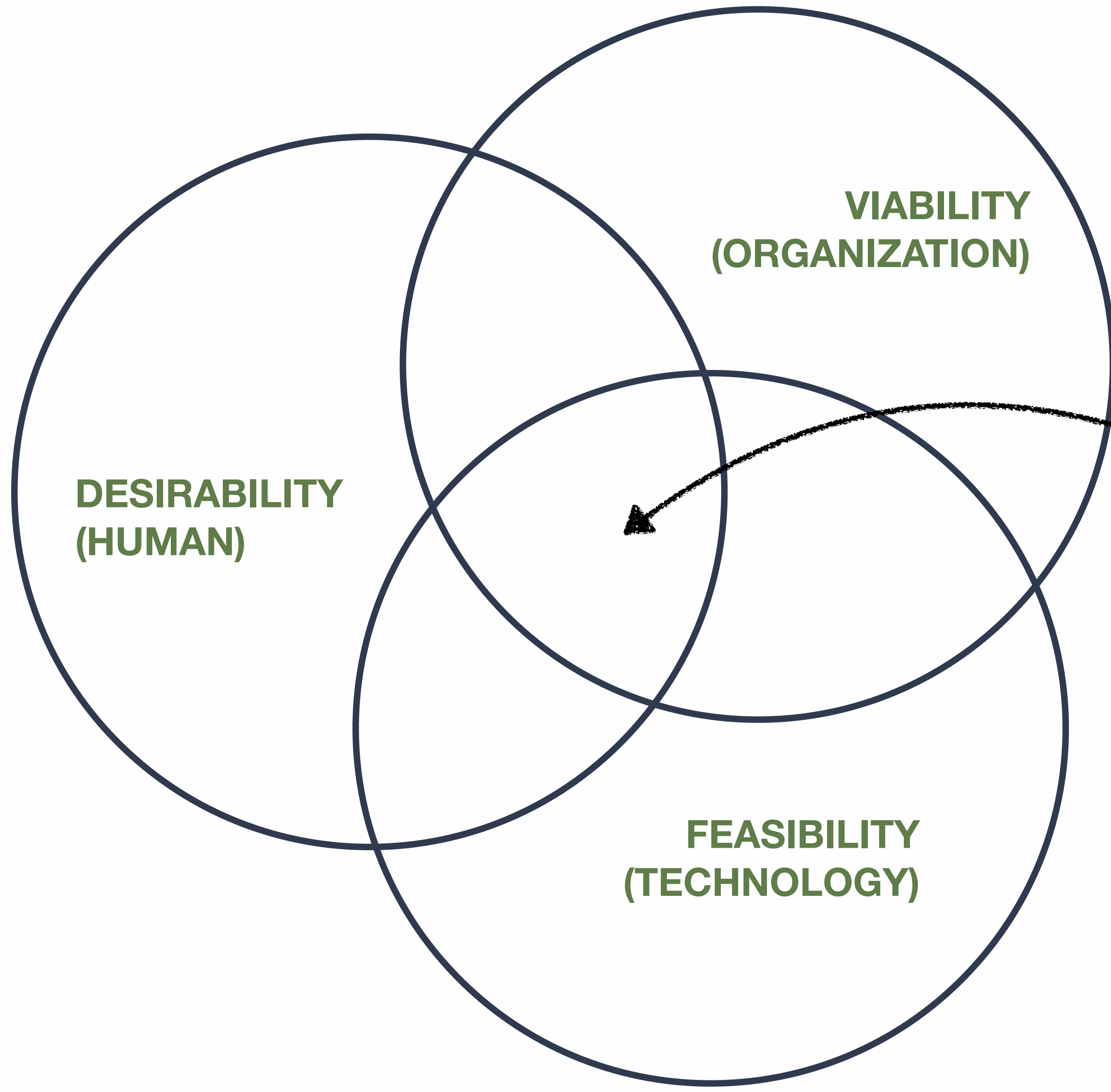
Day	Session Title	Topic	Time
Monday 30 th	Introducing the Community of Practice	How to apply innovation methods to local tourism. An introduction to the Business Model Canvas for municipal innovation.	13:00-14:00 CET
		How to use GIS to map out problems and design solutions for transportation and waste.	13:00-14:00 CET Parallel session
		'Managing uncertainty': Soft launching of the Capacity Building Week and overview of the methods to be learned and challenges to be tackled.	15:00-16:00 CET
Tuesday 1 st	Digital Readiness and Design Methods	How to organize and manage digital events and meetings with municipal actors in times of social distancing.	10:00-11:00 CET
		How to find and select inclusive and secure digital tools for non-digital natives: Videoconferencing tools, PM tools, Collaboration Tools.	12:00-13:00 CET
		How to co-create innovative solutions for citizens through Public Service Design methods.	14:00-15:00 CET
		How to co-create Team Empathy and a positive work culture at my municipal workplace in times of crises.	16:00-17:00 CET
		How to formulate and frame accurate public challenges and present it to financing bodies (mandatory for participation in the next day's Design thinking workshop)	18:00-19:00 CET
Wednesday 2 nd	Solution development workshop (design-sprint)	How to formulate and frame accurate public challenges and present it to financing bodies (mandatory for participation in the next day's Design thinking workshop)	10:00-11:00 CET Repetition
		Hands-on developing solutions for up to five challenges framed from harvested insights during the previous week's good practice exchange.	14:00-18:00 CET Workshop
Thursday 3 rd	Outlook Community of Practice	Solution presentations and information on financing opportunities with global institutions.	15:00-16:30 CET
		Closing Remarks & Community of Practice next steps	16:30-17:00 CET

1. The 3 fundamental variables for success that any serious funder will evaluate



Commissioned by





2. The importance of handling an inductive (non-deductive) speech through your pitch.



Commissioned by





3. Correct formulation of the problem: Challenge Identification & the How Might We Question



Commissioned by

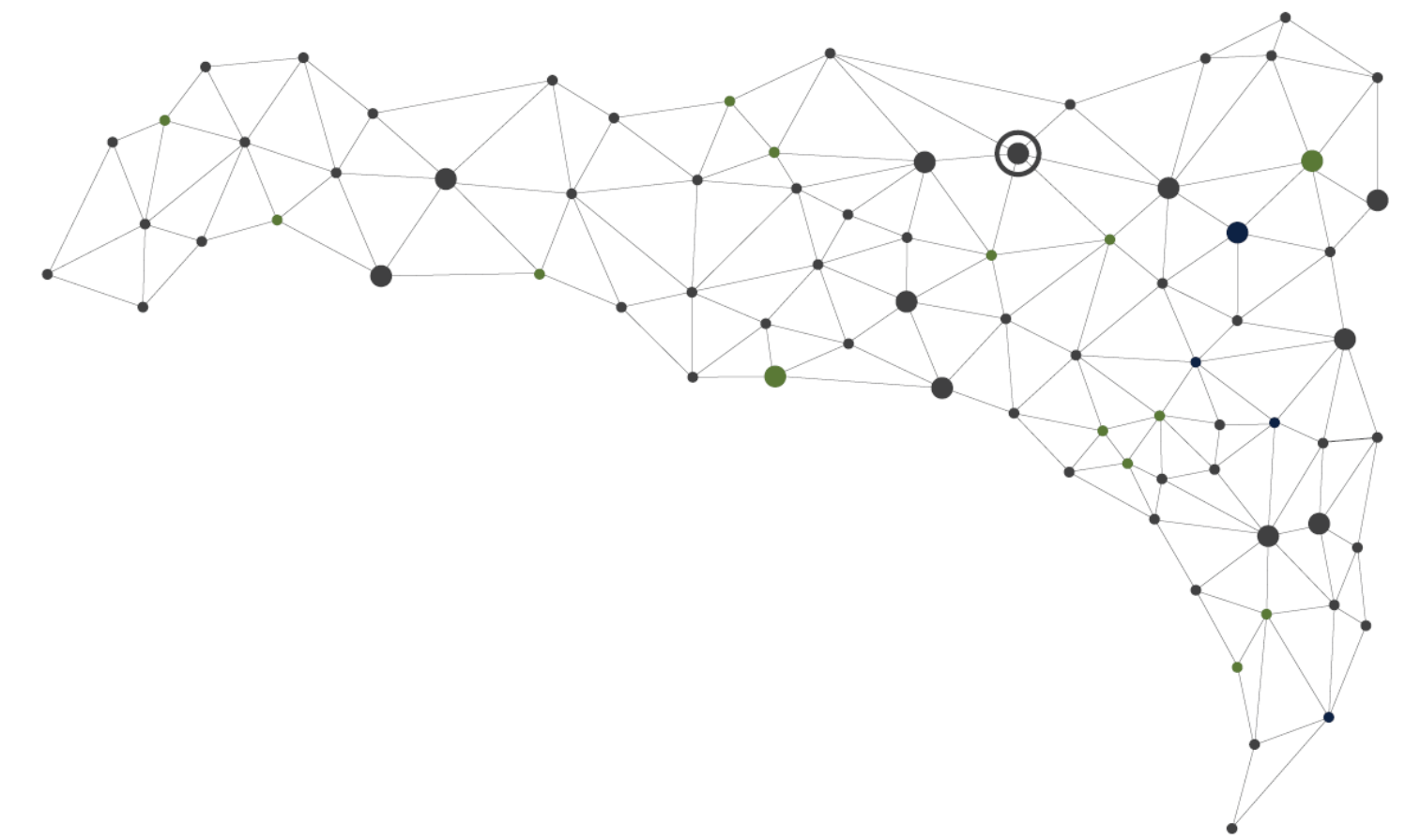


DAM

CHALLENGE IDENTIFICATION

Correctly framing a design challenge is key to start a good process and create a success solution. It should not be too broad that it will be difficult to know where to start, but not too narrow that does not achieve the expected impact.

 <p>CURRENT SITUATION The status of the project right now</p>		 <p>NEEDS What needs your project addresses</p>	
 <p>FOCUS QUESTION The question that you are solving</p>		 <p>CHALLENGES The difficulties you foresee</p>	
 <p>TARGET GROUP The audience you aim to reach</p>	 <p>HINDERING FACTORS Restraining circumstances</p>	 <p>RISKS Which you will face in your project</p>	
 <p>LEGAL AFFAIRS Legal issues you will have to trackle</p>	 <p>OUTCOMES Deliverables as a result of the project</p>	 <p>DEADLINES Important times to deliver results</p>	
 <p>FIRST STEPS Actions that can be taken now</p>		 <p>SUCCESS Criteria for how you define succes</p>	



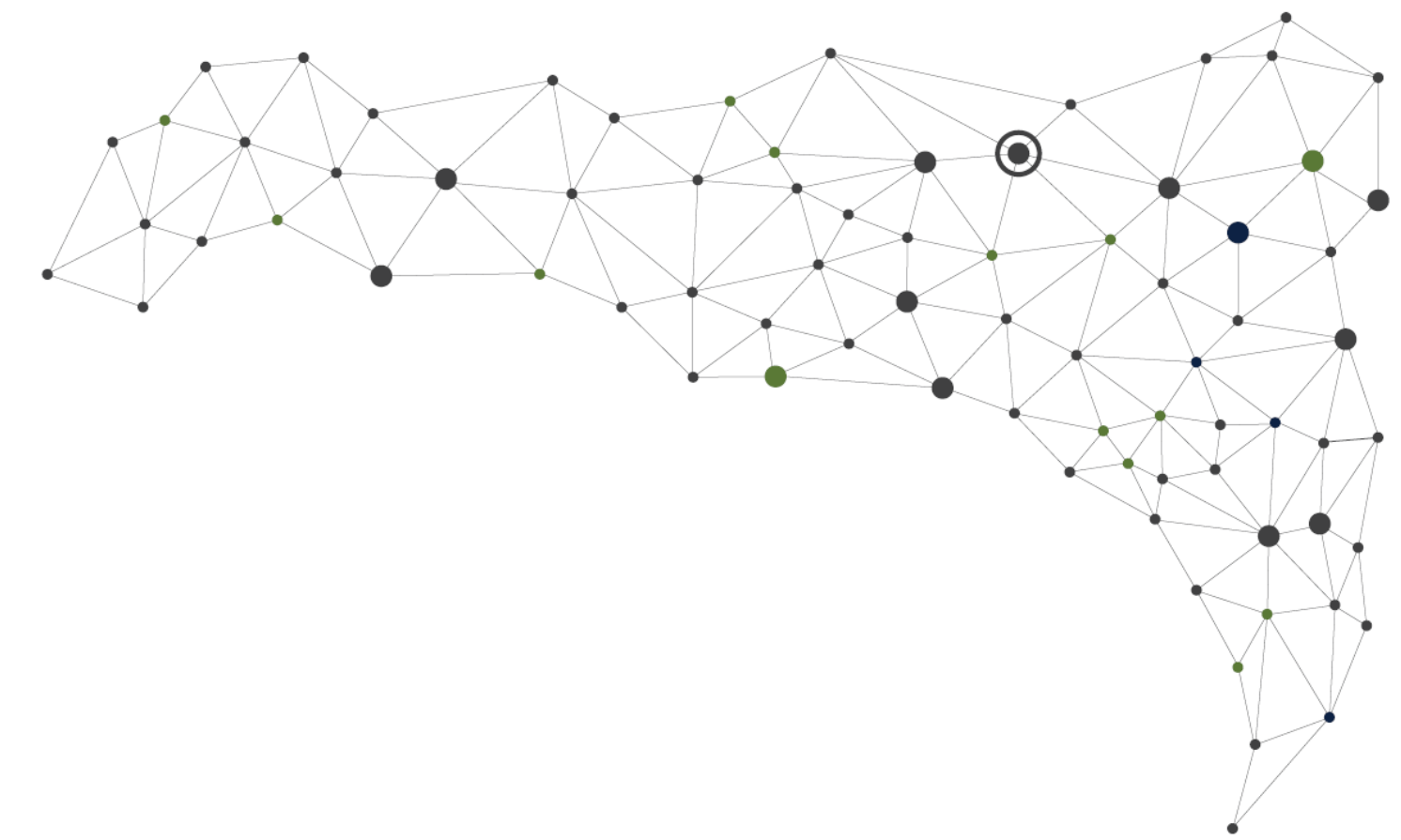


HMW CARDS

NAME: _____



DESIGN THINKING WEEK 2018



HOW TO USE IT?

Fill in the blanks taking into account the idea of the project, the challenge, the context in which it lives, the users it wants to reach and their particular needs.

HOW MIGHT WE HELP _____

Persona, user or specific client

TO _____

need or goal to achieve taking into account pains of the persona

SO HE/SHE CAN _____

Individual or collective result or benefit

*design*thinkersgroupspain

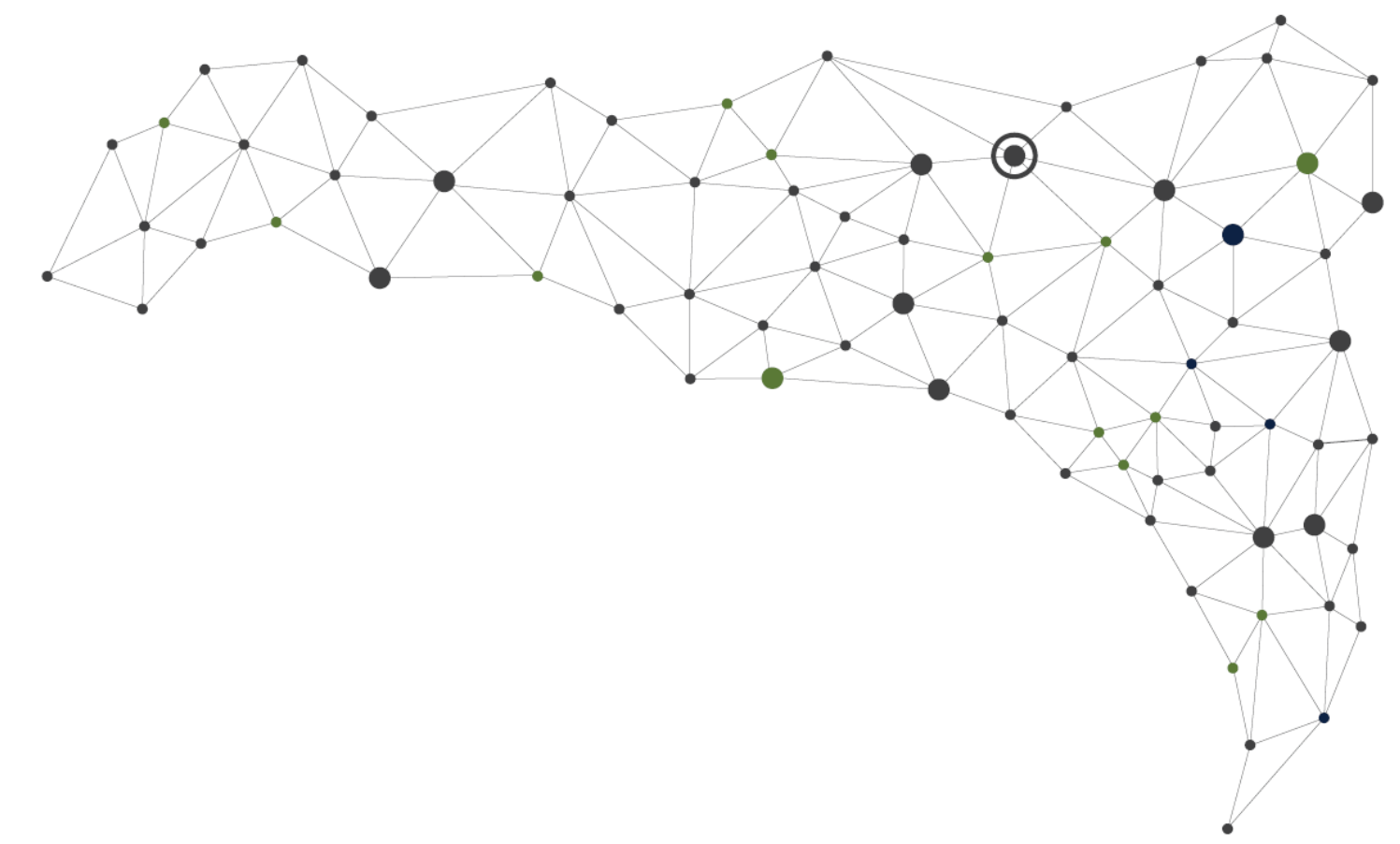
<http://www.designthinkersgroup.es/> @innovationkitchenbcn

LaINNOVATIONkitchen



Commissioned by





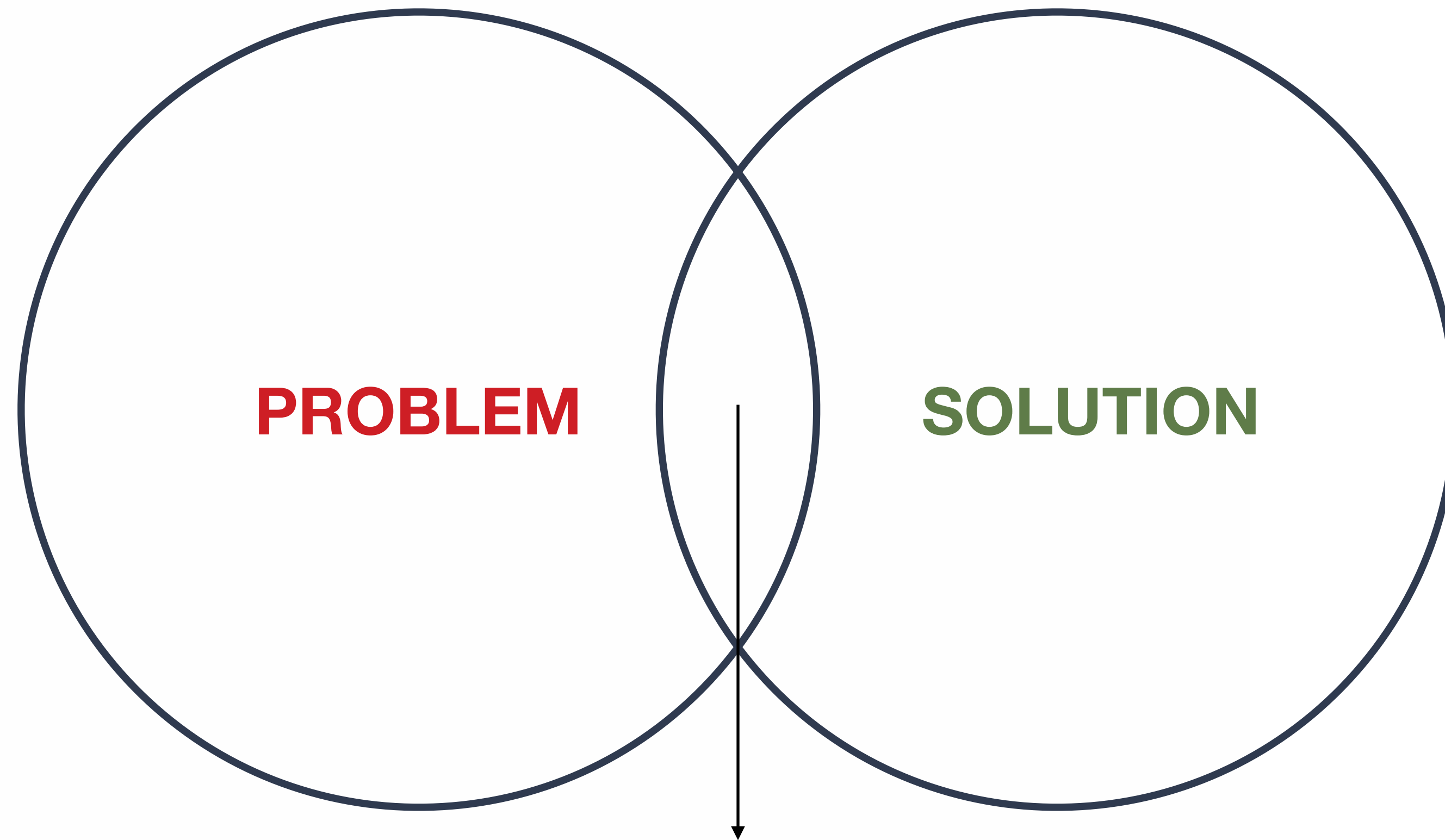
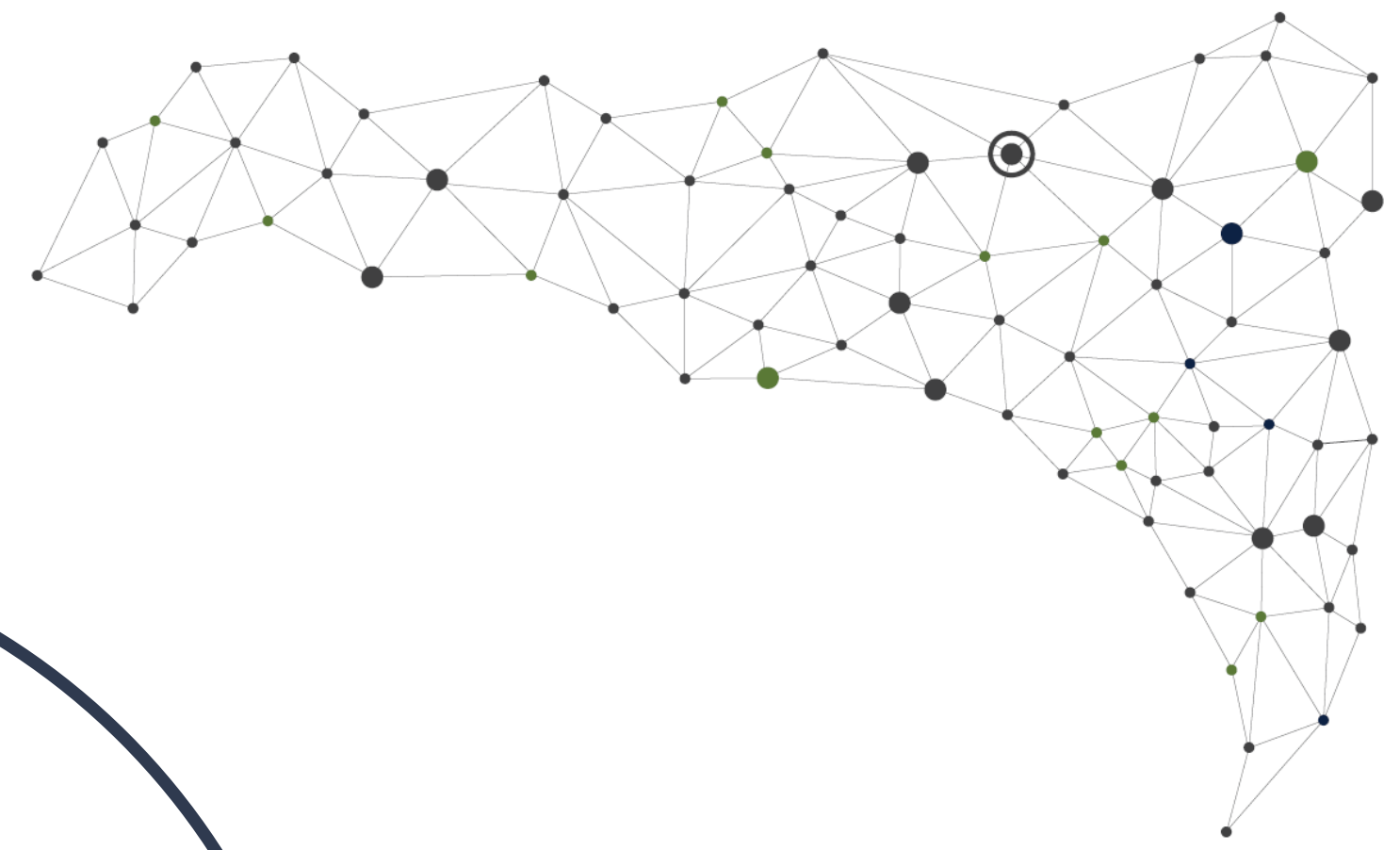
**Special emphasis on the first sentence
(Help :) highlighting the importance of
whom we are going to help. That we must
know it (s) in numbers and humanly, so
that the challenge is transcendental.**

4. The unique solution to the challenge: a match between solutions and the problem.



Commissioned by



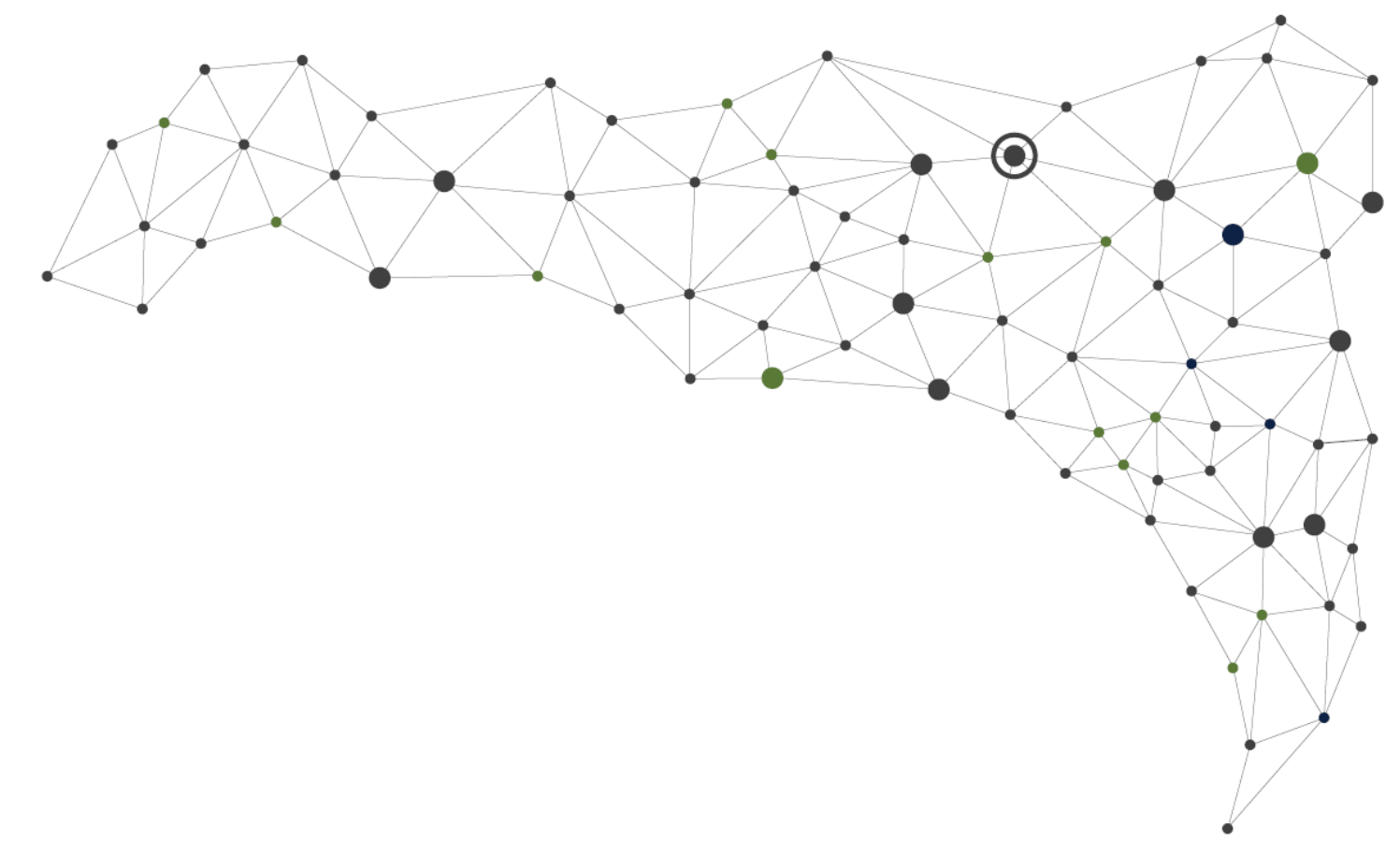


MATCH



Commissioned by





Make it clear to them that YES OR YES they must solve the problem that the population they want to help has (citizens of their municipality, for example) and therefore there must be a match between this and the problem.

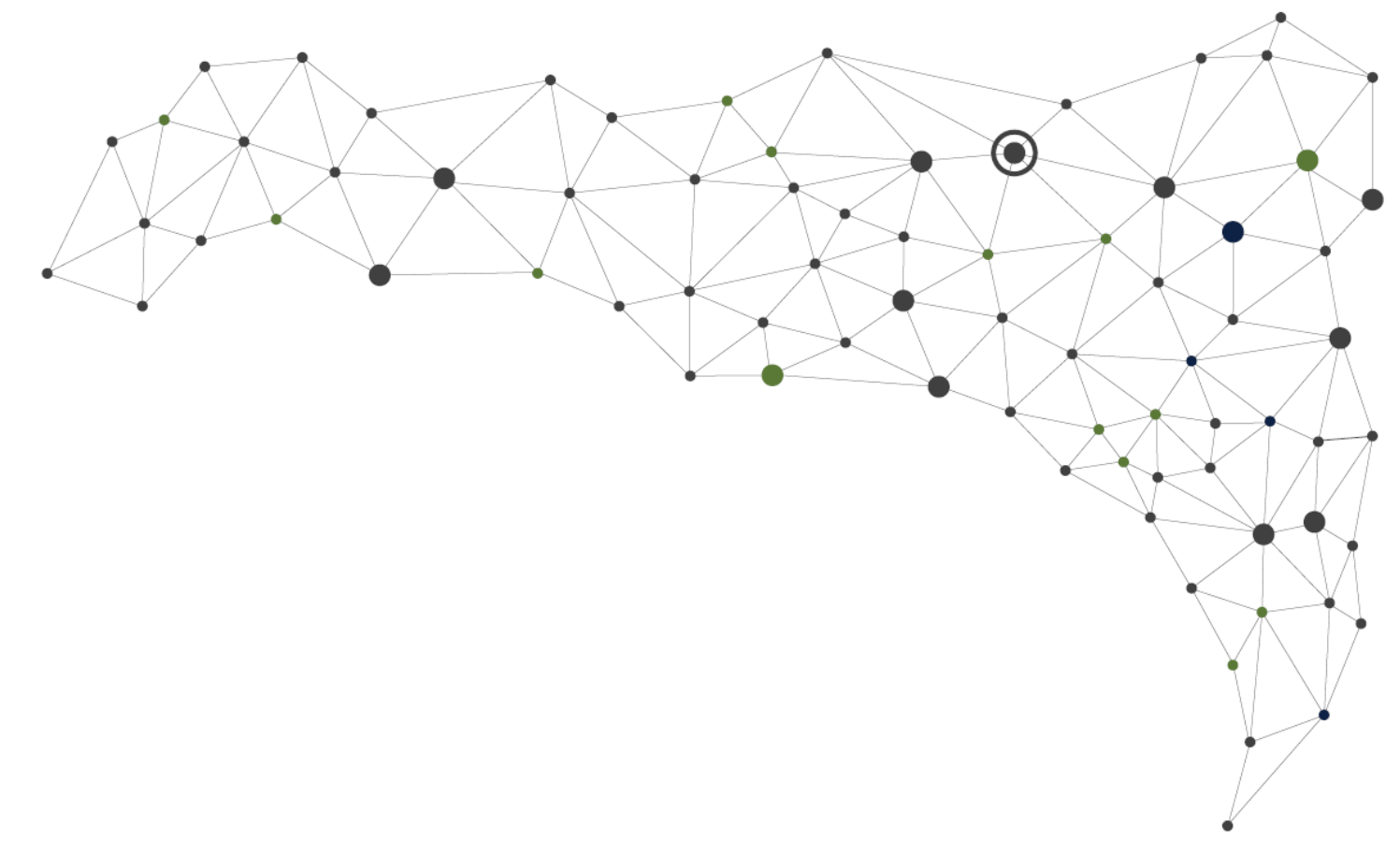
5. A great team is the key.



Commissioned by







**Great teams can make simple projects excellent and bad teams
can ruin the easiest project.**

KEY FACTORS

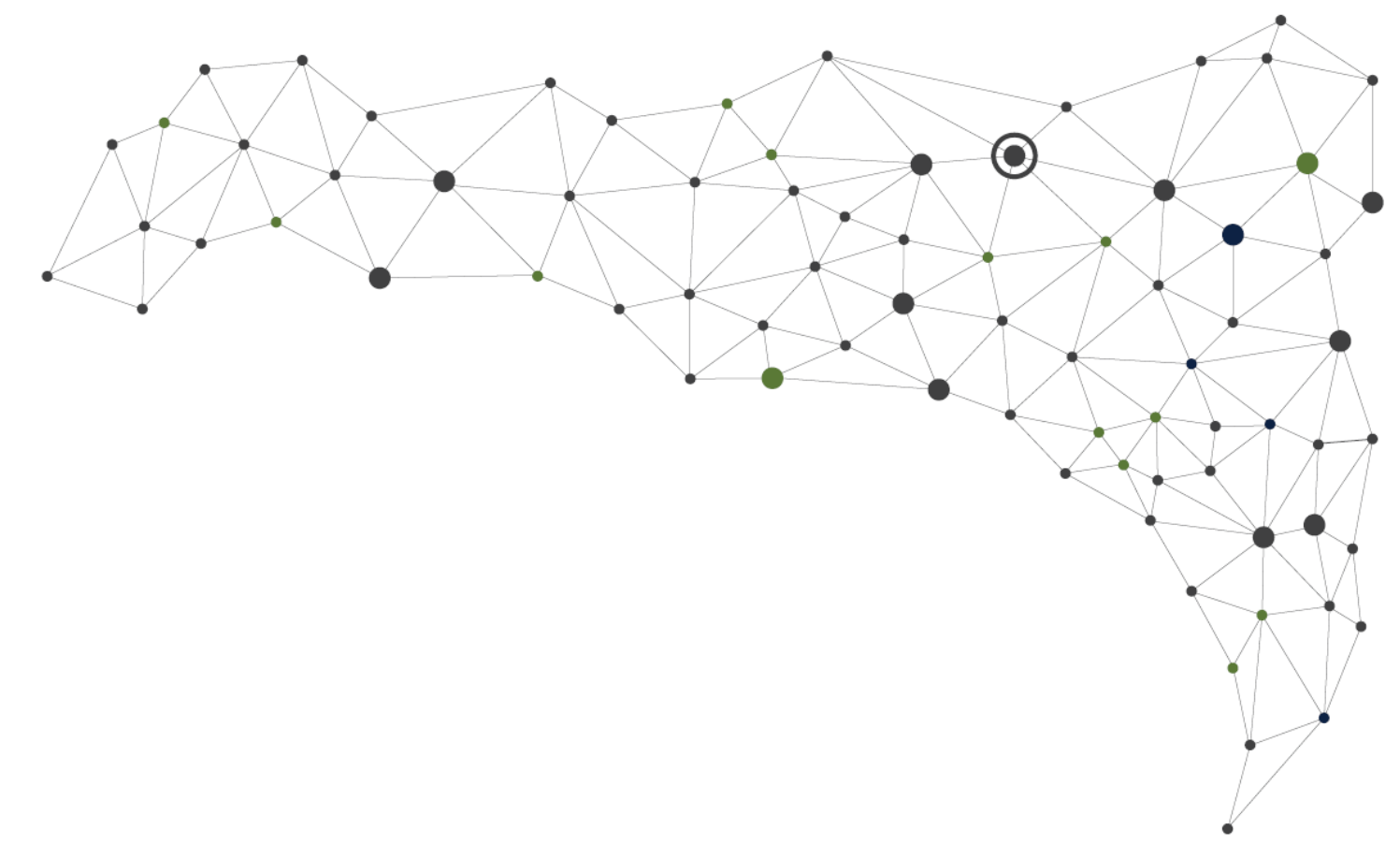
**DIVERSE CULTURAL AND
EXPERIENCE PERSPECTIVE**



**CAPACITY TO DEAL WITH
HUMAN EMOTIONS**

INTERDISCIPLINARITY

CREATIVITY + DISCIPLINE











How to conform and present the team empathically and why it is so important.

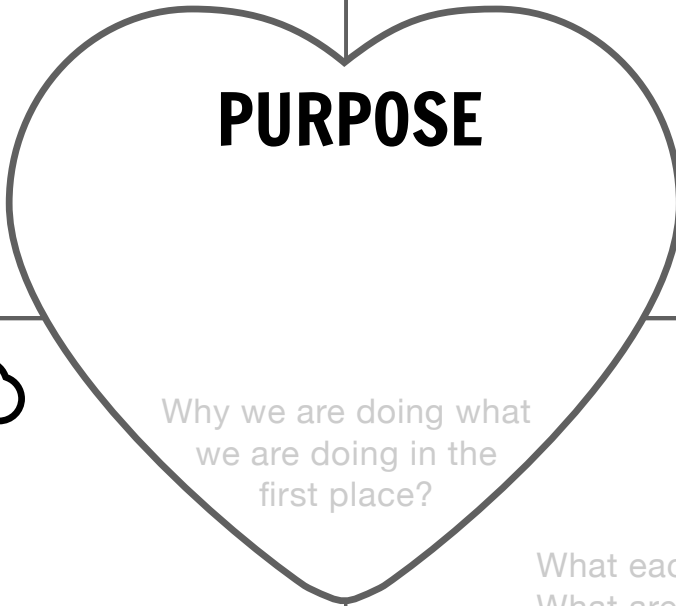
Team Canvas

Most important things to talk about in the team to make sure your work as a group is productive, happy and stress-free

Team name

Date

<p>PEOPLE & ROLES </p> <p>What are our names and the roles we have in the team?</p> <p>What are we called as a team?</p>	<p>COMMON GOALS </p> <p>What you as a group really want to achieve? What is our key goal that is feasible, measurable and time-bounded?</p>	<p>VALUES </p> <p>What do we stand for? What are guiding principles? What are our common values that we want to be at the core of our team?</p>	<p>RULES & ACTIVITIES </p> <p>What are the rules we want to introduce after doing this session? How do we communicate and keep everyone up to date? How do we make decisions? How do we execute and evaluate what we do?</p>
	<p>PERSONAL GOALS </p> <p>What are our individual personal goals? Are there personal agendas that we want to open up?</p>	<p>NEEDS & EXPECTATIONS </p> <p>What each one of us needs to be successful? What are our personal needs towards the team to be at our best?</p>	
<p>STRENGTHS & ASSETS </p> <p>What are the skills we have in the team that will help us achieve our goals? What are interpersonal/soft skills that we have? What are we good at, individually and as a team?</p>		<p>WEAKNESSES & RISKS </p> <p>What are the weaknesses we have, individually and as a team? What our teammates should know about us? What are some obstacles we see ahead us that we are likely to face?</p>	

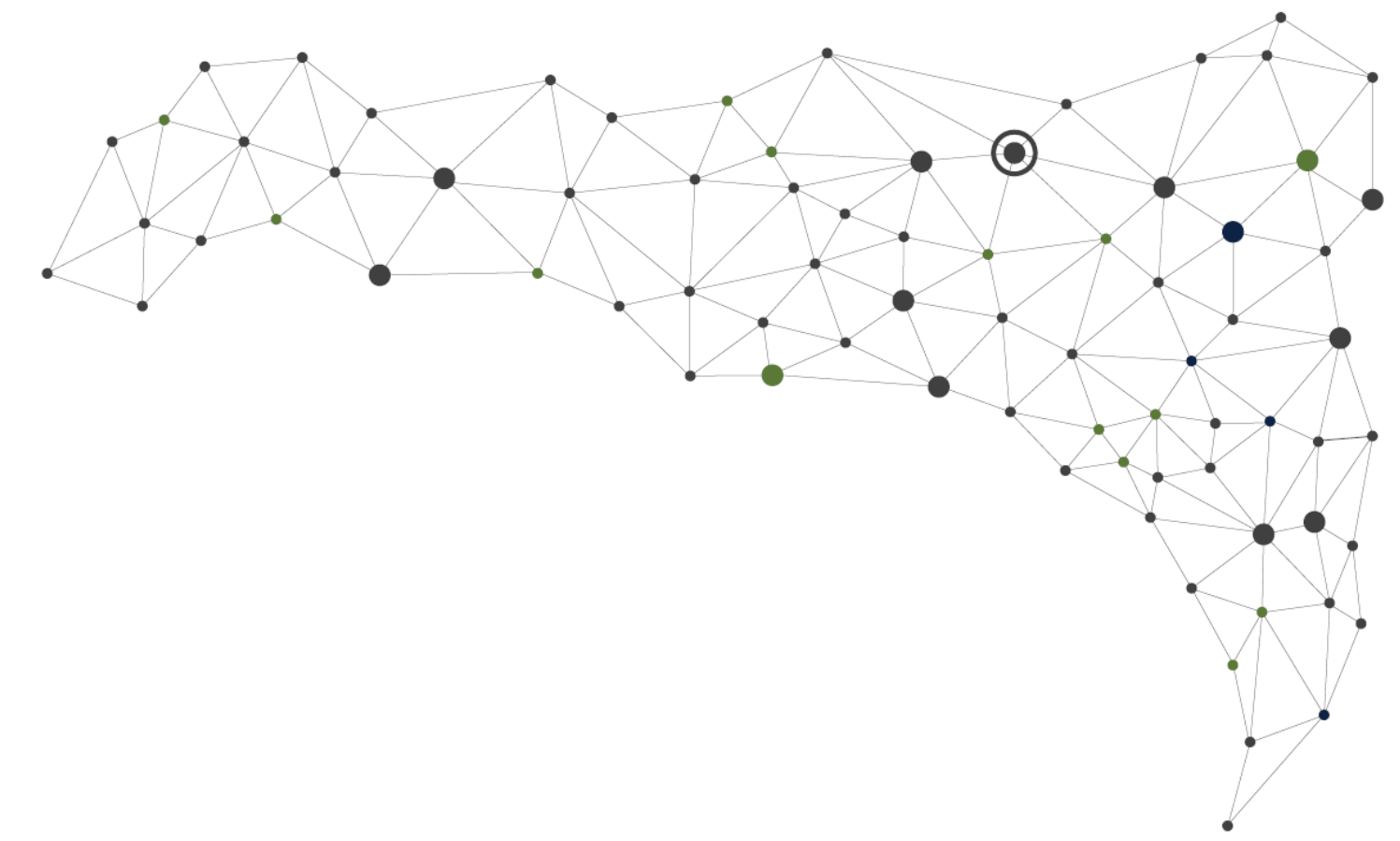


6. The Profit Equation

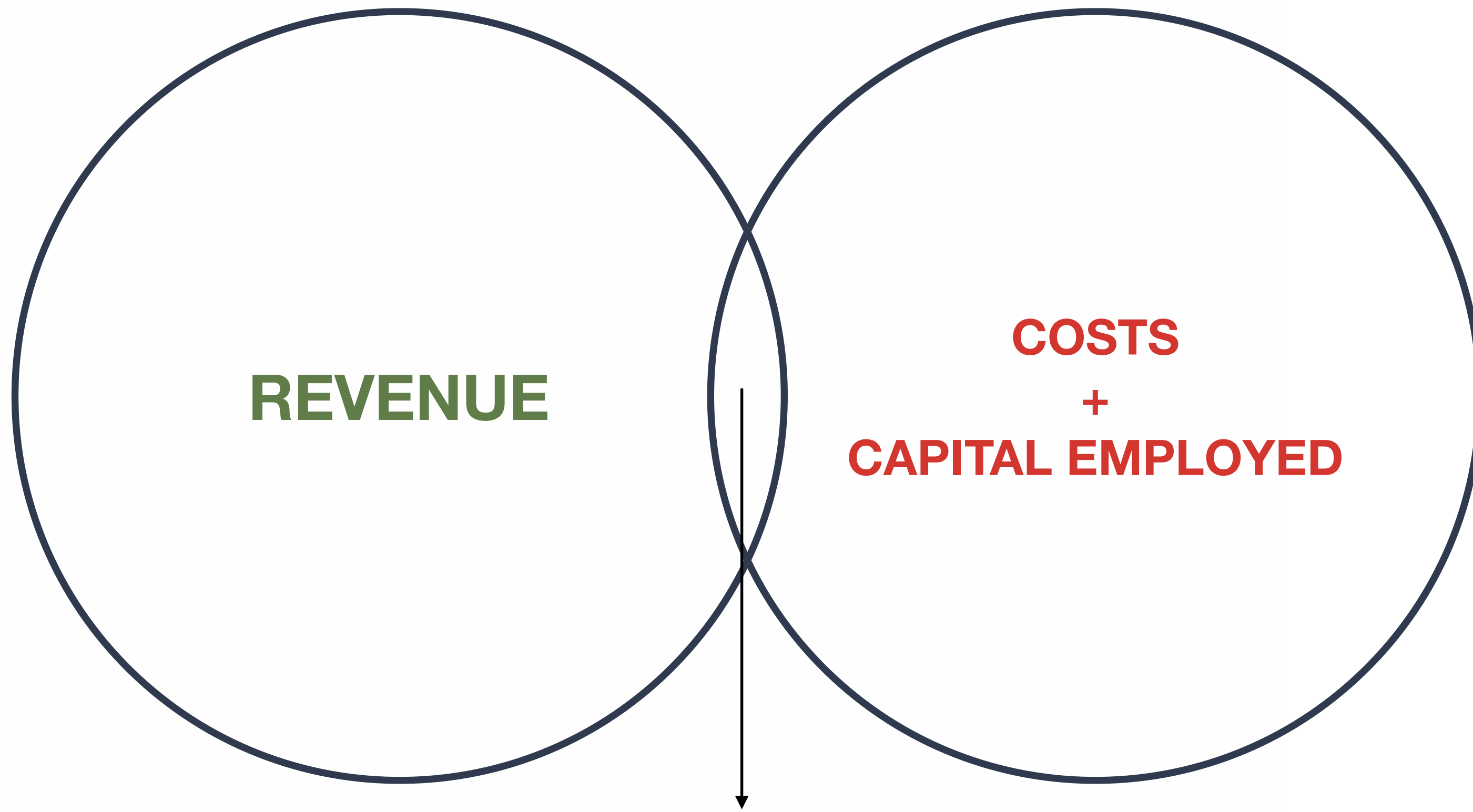
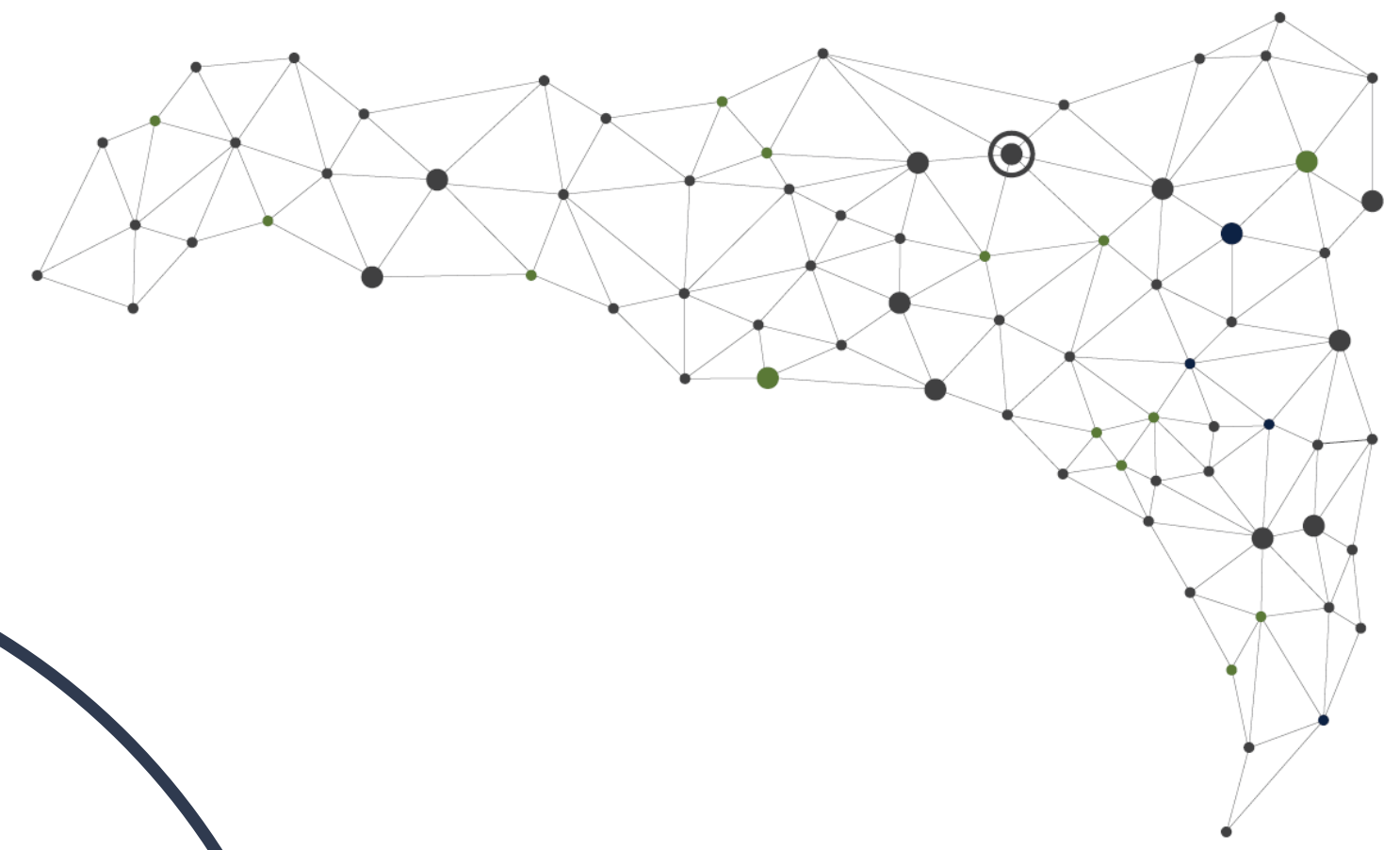


Commissioned by





**All projects, even social, need money.
So you have to be clear about your P&L.**

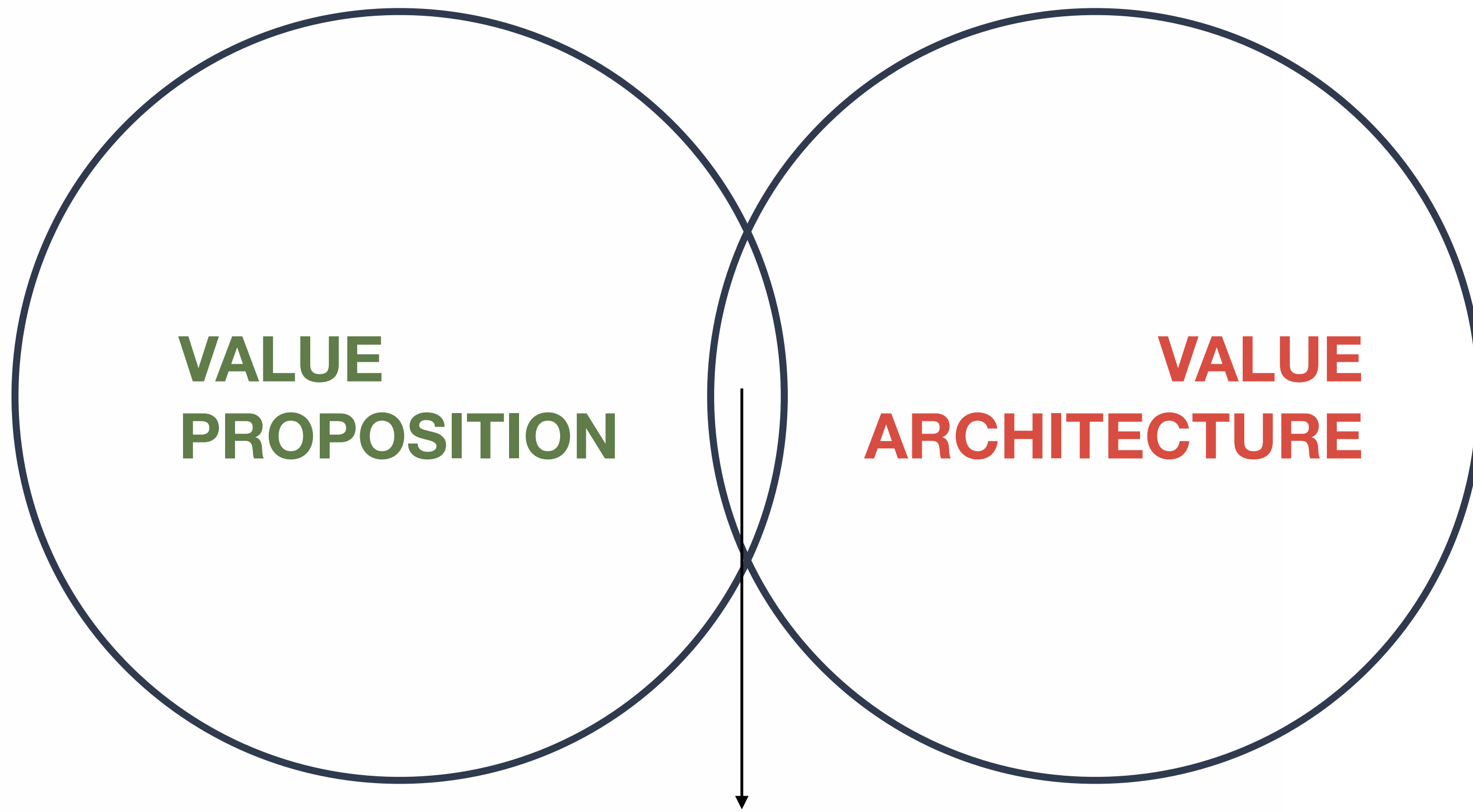
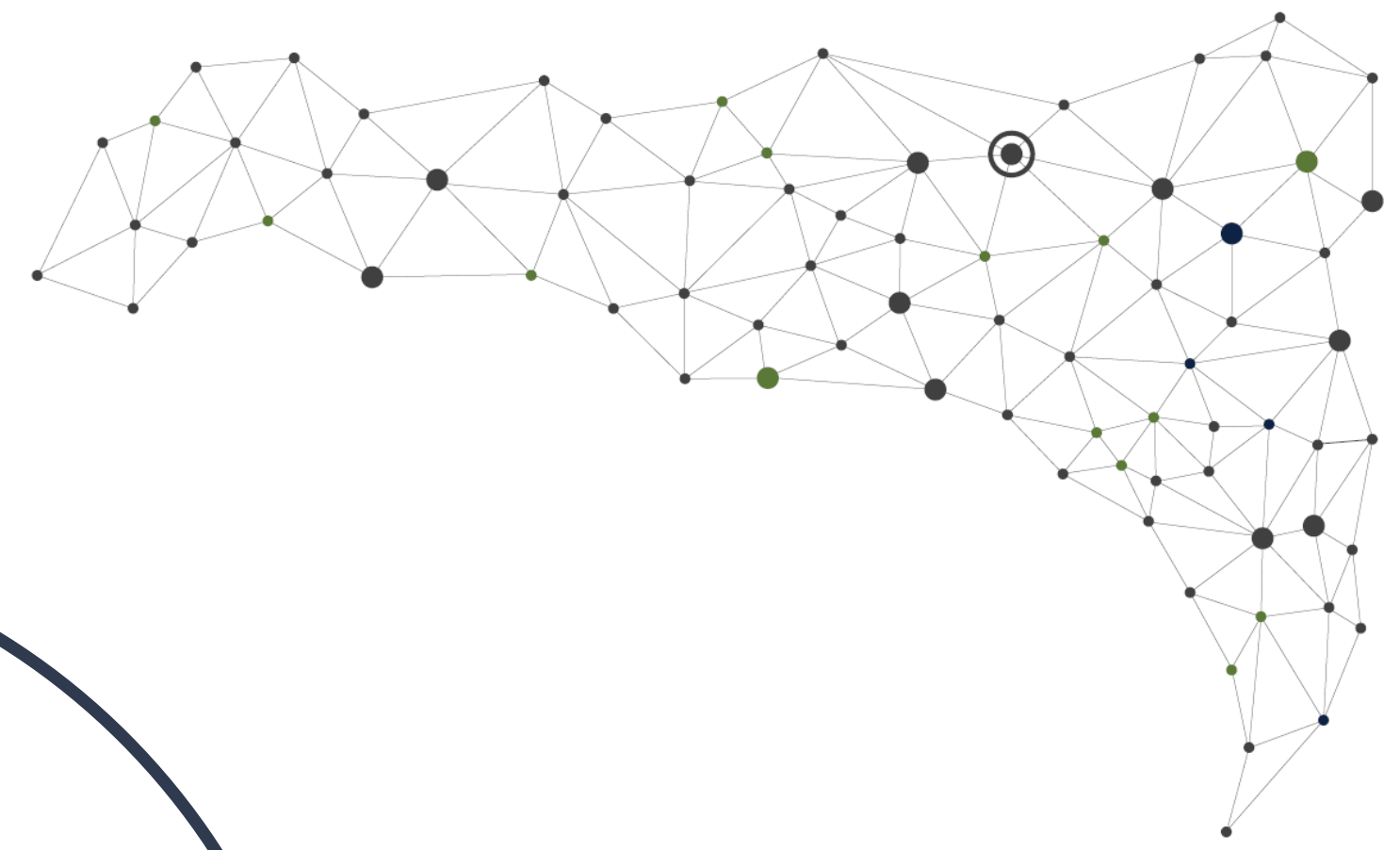


REVENUE

**COSTS
+
CAPITAL EMPLOYED**

PROFIT EQUATION





**VALUE
PROPOSITION**

**VALUE
ARCHITECTURE**

PROFIT EQUATION

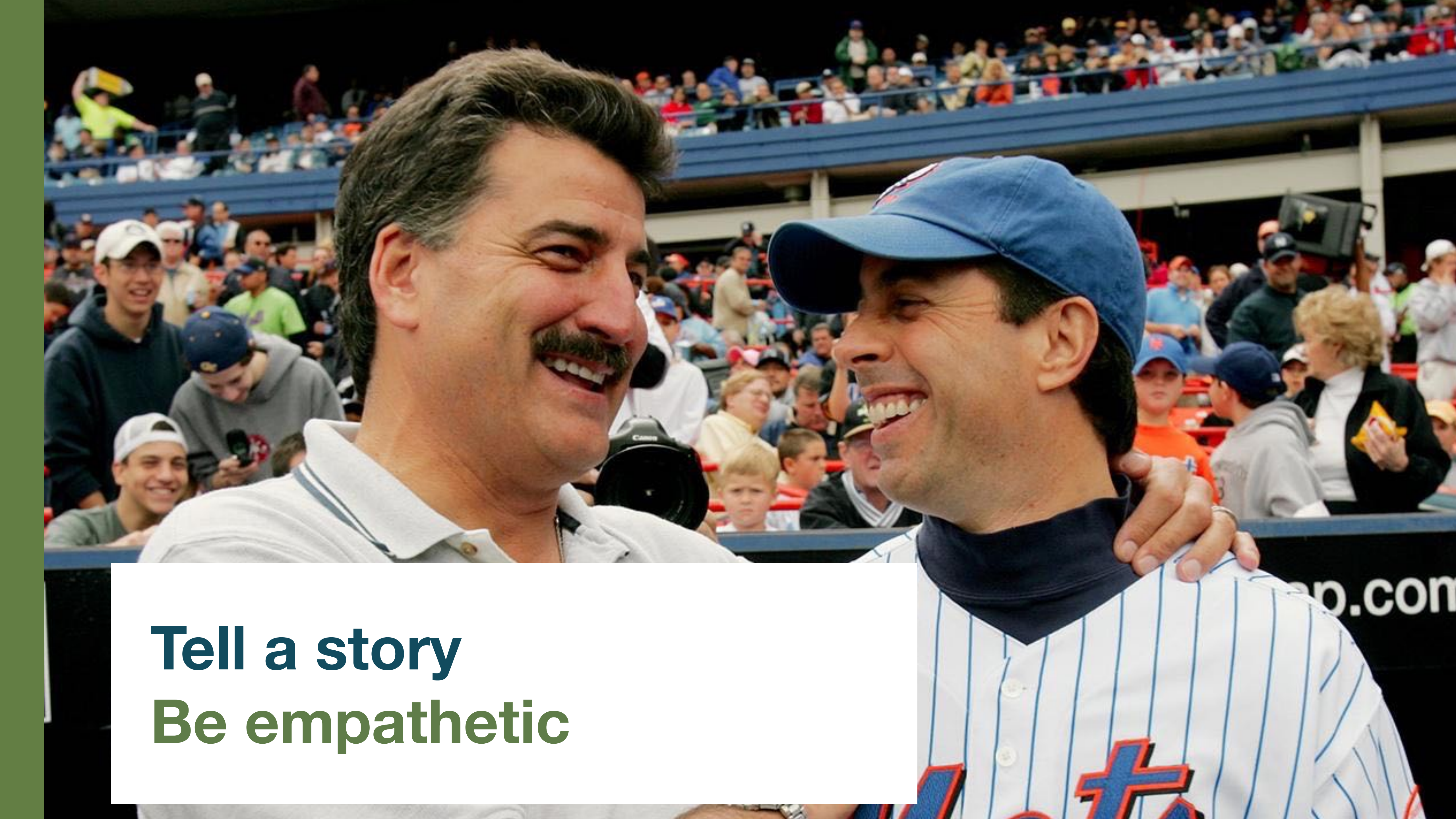
7. Pitching tips



Commissioned by







Tell a story
Be empathetic

A night-time photograph of a baseball game at Wrigley Field. The stadium is filled with spectators, and a massive fireworks display is exploding in the sky above the field. The text "Make a memorable first impression" is overlaid in the center of the image. The text is in three lines: "Make a" in dark blue, "memorable" in green, and "first impression" in pink. The background shows the baseball field with players on the field, the pitcher's mound, and the batter's box. The stadium lights are visible, and the city skyline is in the background. The fireworks are in various colors, including red, blue, green, and yellow. The overall atmosphere is festive and celebratory.

**Make a
memorable
first impression**



**Show
the human side
of your team**



**Know ALL of your
Numbers by heart**



1 slide
1 idea

Be consistent
with your style



Any Questions?



Commissioned by





Commissioned by

