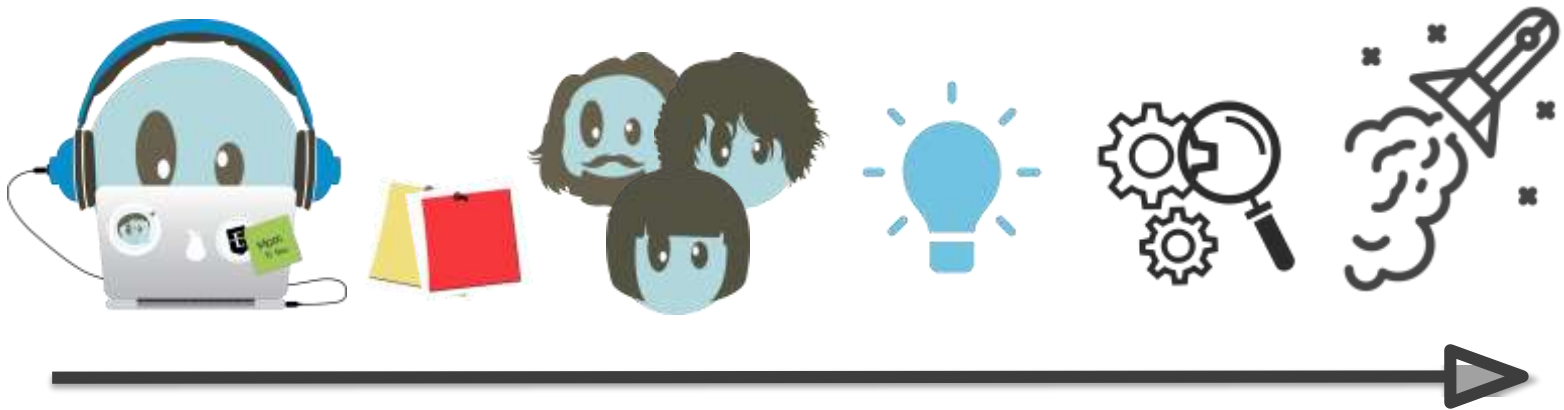


SenseFiction

This manual will guide you to start your own social project!



Join a team and develop a solution that you care about together!!

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WHAT IS THIS MANUAL ABOUT ?

This team manual will help you create a first concept of project with a social impact from a social/environmental issue or idea of a project.

To help you design your solution, you will go through different steps :

1. Benchmark and analysis of the problem
2. Brainstorm for new ideas and solutions to create your concept or improve the concept you already have
3. Create the scenario of the user experience of your future consumer
4. Pitch of your solution

This manual will guide you through these different steps Be careful to respect the timing ! :)

HOW TO READ THIS MANUAL

This manual is your best friend to help you along all the steps of the SenseFiction. For each step, two pages will explain the objective of the step and the approach to be taken to follow the step. On the left page you will have a short presentation of the objective with a picture showing you the result you should get. On the right page, you will read the different steps to reach the objective. For some steps, you will have to fill some canvas to help you organize your ideas. Don't hesitate to ask the facilitator for the canvas.



Objective of the step

Picture/Example of the result



SENSEFICTION PLANNING

| | |
|---------------|--|
| 30 min | Introduction of the SenseFiction, Icebreaker & Inspiration Phase |
| 30 min | Team creation |
| 1 hour | Issue analysis and benchmark of already existing solutions |
| 30 min | Brainstorming |
| 1 hour | Storyboard creation |
| 1 hour | Pitch preparation and action plan |
| 30 min | Pitches & closing |



ICEBREAKER

Objectives :

- *make all the participants feel comfortable and happy to be there!*
- *Wake and energize everyone!*
- *Have FUN and share a memorable moment !*



10 min



Here are some ideas of Icebreaker you can use! Feel free to invent some others according to your objectives, the space you have and the number of people who is participating to your event ! ;) HAVE FUN !

The Shower :

To wake up every participants slowly, make them imitate as if they were taking their shower. Ask them to follow your movements : start to wash your face, your shoulder, do small massages... and as you can't reach your back ask you neighbour to rub it !



The monkey dance:

Ask the participants to form duo.

There are 3 different movements : the arms up in the air, the arms on the left, the arms on the right.

The duo have to do in the same time one of the 3 movements but they are not supposed to do the same movement at the same time. If they do the same, they clap in their hands and start again. They should go faster and faster !

BATTLE of rock,paper,scissors :

Ask people to play Rock, paper, scissors in duo. The winner of each duo has to play against the winner of another duo. The one who lose has to encourage the winner of his duo by yelling his name. At the end there is 2 big teams yelling the names of the 2 concurrents !



INSPIRATION PHASE

Objective : All the participants understand what it means to “innovate”.

It is important to make them understand that it exists different types of innovation; it will enable them to question their projects and push them to be more innovative.

Food waste

LE GASPILLAGE ALIMENTAIRE, C'EST QUOI ?

40%
ENVIRON 40% DE LA NOURRITURE PRODUITE DANS LE MONDE EST GASPILLÉE

1,3 MILLIARDS
DE TONNES D'ALIMENTS SONT JETÉS CHAQUE ANNÉE

What the Food

INNO SERVICE

Nu

INNO TECHNO

Zéro Gâchis

INNO OFFER

Disco Soupe

INNO NETWORK



To facilitate your inspiration phase you can use the different presentations joined in the folder. Use as much inspirations as you want (it depends on the time you have).

1

Here you will present different slides to the participants, with three projects that answer to the same global issue. The idea ? Show them that we can all answer to the same issue but we need to:

- **Be focus on a specific aspect of the problem**

Ex: Food waste → at home / in supermarket / at the farm, etc...

- **Innovate on specific aspects of our projects**

Ex: Distribution channel, business model, community management, etc...

To make sure the participants really see all the possibilities of innovation, you can present them different inspiration slides.

Ex: Food waste & 3 different projects

Education & 3 different projects

Etc...

Support to use:

*Your
powerpoint
presentation
with your
inspirations*

2

If you have time you can also propose them, in groups, to take few minutes and think about different projects that answering to the same issue & identify what is innovative about these projects.

The groups they are forming are not the final groups for the SenseFiction. They are just working together during the inspiration phase. During the pitch moment every participant will choose in which group he wants to go.

There is a script that can help you present the 2 slides projects in the drive during your sensefiction. (there are in the comments part of the ppts)



I Min Pitch & TEAM MATCHING

Objectives :

- match the participants with the initiator of an idea or an issue.
- Support the creation of pluridisciplinary teams to build very impactful projects



30min

1

As a pitch competition, ask the idea/issue initiators to join you and one by one speech in 1 minute the issue they want to tackle or the idea of project they want to start. Use a chronometer to stop them :)



2

During each pitch, write down on a A4 paper the name of the project leader and in one sentence what it is about ! Give it to each project leader.



3

After the different speeches, ask the participants to go behind the initiator they want to work with. **The objective is to create pluridisciplinary teams from 3 to 5 people.** If there is lot of people behind one initiator ask that some of the participants go with other teams.

4

Now they are in teams, present the next steps of the SenseFiction & the different canvas.

Ask for each team to select the DJ: . the person who will guide the team step by step by keeping an eye on the timing & remind the manual (that are presented on the ppt slides) . - He is not the team leader or the entrepreneur, it can be anyone from the team.





ISSUE ANALYSIS PHASE

Objective : Enable all the members of your team to have the same level of understanding & define clearly the issue you want to tackle.

1 hour

EXAMPLE OF AN ANALYSIS OF SOCIAL / ENVIRONMENTAL ISSUE

What is the issue you want to tackle ?

Food waste in supermarket

What are the negative impacts of the issue you want to answer ?

Waste of water → negative environmental impact

Inequality to access food items

Increase of food production

Increase of food price

What are the causes of this issue (why this issue exists) ?

Cause 1:

Fruits & vegetables are marketing products: there have to be "nice"

Cause 2:

Globalisation encourages consumers to buy non season products

Cause 3:

Laws force supermarkets to waste products that are coming to expiration date

Cause 4:

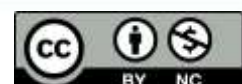
Who are your direct and indirect beneficiaries / users ?

- Final buyers
- Homeless people

- Supermarkets

What is the scope of the problem ? (how many people are victim of it ? what is the size of the market ? etc...)

- 1 300 000 tons of food are wasted every year
- 40% of the food produced is wasted every year
- It represents \$ 990 billions





Even if you already have an idea of a project it is important to go through this phase. Indeed all the members of your team might not have the same level of informations.

1

Take 15 min to surf on internet and look for qualitative informations about the issue you want to answer.

You can check those websites for example :

https://sustainabledevelopment.un.org/sdgs_h

<https://makesense.org>

<https://www.oecd.org/>



2

Fill the canvas.

Nb : You need to clearly define the issue you want to answer. Be careful, we are talking about the issue and not about the solution yet ! It is important to be focus on the issue now.



canvas "Issue analysis phase"



At the end of this step you are suppose to have concrete informations that will help you build your solutions.

Stick your canvas on the wall so you can go back to it anytime during the SenseFiction !

BRAINSTORMING

Objective : Share all your ideas to start the creation of your solution

Reminder :

#IDEALrules

- Ideas only, no judgement*
- Develop and pick up on other's ideas*
- Express all ideas without self censorship*
- Achieve 10 ideas for each question*
- Liberate ideas: do not fear giving crazy and creative ideas*

30 min



Brainstorming

Instructions for teams who started with only an issue to solve

1

- 1) Start by transforming your issue into a "How" Question: "How to..."

Example:

> Issue : Food waste in supermarkets
→ *How to reduce food waste in supermarkets ?*
2) Read the brainstorming rules (The IDEAL rules) to your team.
3) Then start to brainstorm on your question during 2min and try to answer with at least 10 ideas.

2

Now that you have some first answers, brainstorm on the following questions respecting the different categories.

Don't select the answers, don't judge and keep every ideas. You will select the ideas during the next step !

Instructions for teams who started with a first idea of a project

1

- 1) Individually, write on post-its the 2-3 best aspects of the projects, and the 2-3 aspects to improve. Then share together and select the 2 best aspects and the 2 aspects to be improved that you want to be focus on.

Transform them into a question like : "How to do... for..."

Example:

> Aspect to be improved : the platform is not intuitive for the user
→ How to make the platform more intuitive for the user?

2

Now that you have first ideas, select some questions below and start to brainstorm to reinforce your project.

Beneficiaries :

- ✓ Who are your beneficiaries ?
- ✓ How could you help your beneficiaries to solve the issue?
- ✓ Which digital tools could you develop to connect citizens/ people/ beneficiaries around this problem?

Added value :

- ✓ What are the competencies / talents of your team that could reinforce your project ?
- ✓ Who are the 10 experts you know that might help you on your project ?

Innovation :

- ✓ How are you going to create a unique user experience for your future user ? (think about how you are going to deliver your service / your brand image / your users commitment etc...)
- ✓ What distinct functionalities are you going to create ?

STORYBOARD CREATION

Objective : Define and present the experience that your future users will live when using the product or service you have imagined.

Storyboard panel 1/4



ACTORS IN YOUR SCENARIO

FIRST, I MEET PEOPLE IN THE STREET, TALKING ABOUT THE NEW MOBILE APP.

INFORMATION

Avatar

 Sense

Storyboard panel 2/4



ACTORS IN YOUR SCENARIO

I DOWNLOAD THE APP. AND TRY TO IDENTIFY SOME COOL PLACES.

APP

Avatar

 Sense

Conception of the storyboard

1

First, explain what a storyboard is : «a storyboard is the first prototype of your solution. It is a written and drawn transcription of the experience that your product or service will provide to your future users. It will allow you to visualize the different steps of your project, and make sure that you did not forget any steps., It will also help you receive feedback in order to improve your concept.



2

Take a sheet of paperboard to realize your storyboard. You must put yourself in the shoes of your future users, and transcribe all the steps they will experience: from the moment they start using your product/service till the end of its use.

>Your storyboard should be designed very carefully, as it will be the tool you use to present your solution to your prospective users!



SPEECH PREPARATION

Objective : Prepare a very dynamic and clear 2 minutes speech to present your concept to all the participants of the SenseFiction.

You must convince them that your solution is the best solution to the problem!



Speech preparation

You will have 2 minutes to present your project and then 2 minutes to receive feedbacks.

2 minutes is a very short timing so you need to make a very clear presentation. To help you build your speech you can use the structure of the speech canvas !



IPS TO SPEECH:

- **Ask yourself:**

What is your message ?

Who is your public ?

What are they supposed to keep from your speech ?

>> the message is not your product ! It's a story in which you are bringing your audience with you

Example:

Message: Apple makes your daily life easier by putting the best innovation in your pocket.

Product: Apple creates electronic technologies (phones, computers, etc...)

- **Interact with your public** by asking them questions (How? Why ?)
- **Your introduction and conclusion must be unforgettable**
- **Stay simple**
- **SHAREYOUR EMOTIONS**



ACTION PLAN

Objective :

- *Prepare the next steps to prototype your project and validate your idea*
- *Know where to go and what to do in order to continue your project !*

30 min



Action Plan



Take a moment with your team to list all the actions you need to do in the month to come. You can even prepare a retro planning of the month; it will help you visualize everything you need to do to transform your idea into a real startup creation.

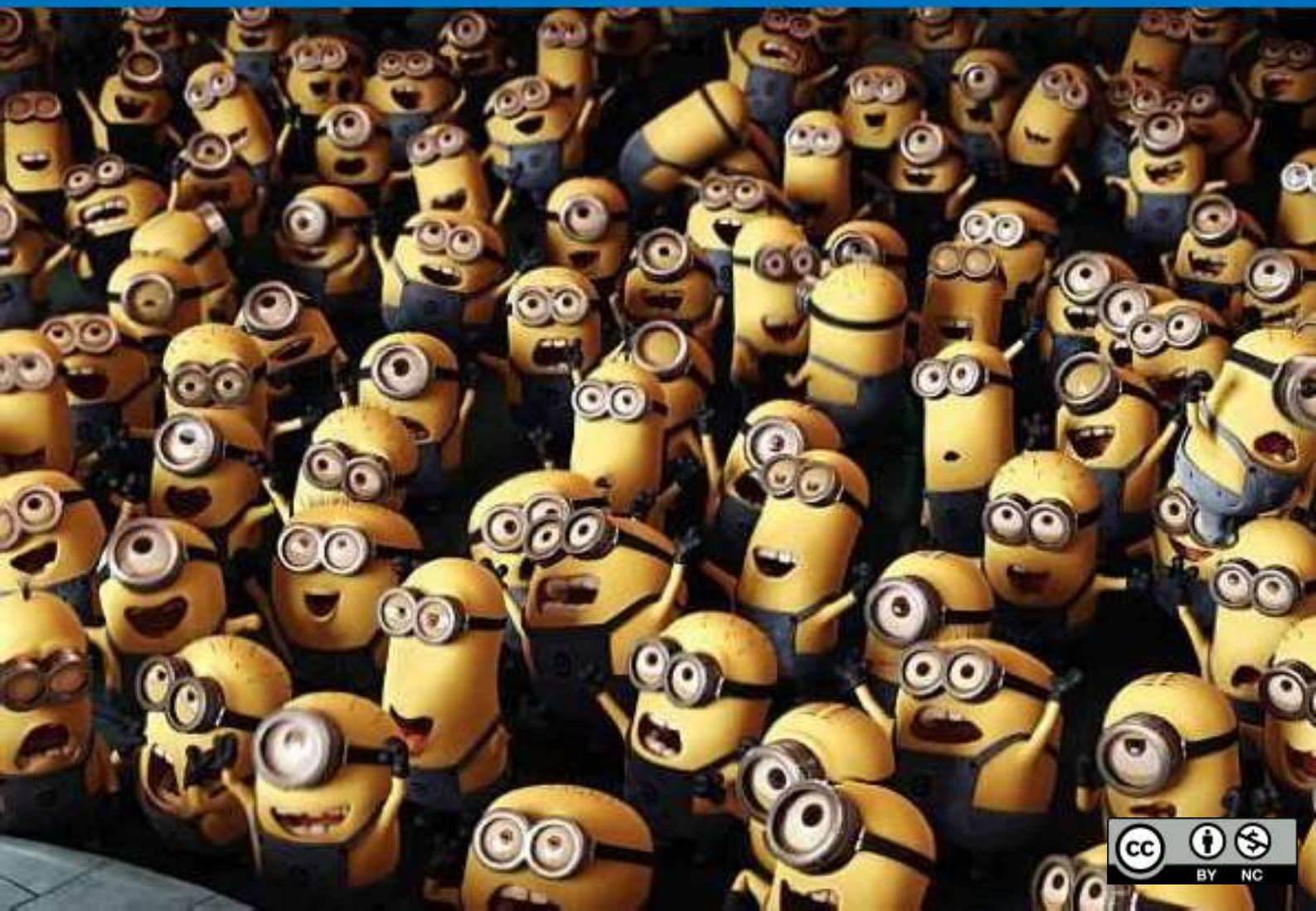
You can also use the "prototyping canvas" to prepare your "test phase". Indeed now you need to go on the ground and confirm if your project idea is adapted to your future beneficiaries.

Examples of actions :

- *To organize phone calls with 10 reintegration structures in your region*
- *To organize a meeting with 20 possible users to present the mockups of your mobile application*
- *To prospect the digital needs of 15 organisations*
- *etc.*



30 min



1

You will have 3 min to pitch your project ! The facilitator will stop you with his voice, a music or something else to be sure you don't use more time than the other! ;)

2

At the end of every pitch you have 2min to write on post-its the aspects of the project you really liked the ones that should be improved. **Write down only constructive feedbacks!**

Give them to the facilitators or stick them on each project papers as you can see below.

You can also write feedbacks about this workshop on pink and green post-its and give them to the facilitators or stick them on the paper made for that. It is really important to improve our workshops !

