



# The Workshop Facilitator's Manual<sup>1</sup>

## **Platoniq**



CULTURELABS project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 770158.

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<sup>1</sup> Based on exercises and activities from the CultureLabs Ignition workshop, Barcelona 3rd and 4th July 2018. More dynamics will be integrated along the CultureLabs project.

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Phase	Activity
<b>I. Sensing the context</b>	Survey results
	Icebreaker
	Case studies
<b>II. Defining the challenge</b>	--> Ingredient #1 Beneficiaries (Someone out there) —> Ingredient #2 Needs (User stories)
<b>III. Cooking ideas</b>	What if I..? Ideating scenarios
<b>IV. Making ideas tangible</b>	Rapid prototyping (What's on the menu?) Recipe template
	->Ingredient #3 Users needs
	Empathy Map & User profile
	Moving empathy map
	What makes me a participation addict
	Tree of agreements (Prototyping of the network)
<b>V. Bringing to Life</b>	Development of pilot projects
<b>VI: Learning from experience</b>	Impact measurement, risk evaluation, survey, longer term evaluation

# 1. Icebreaker

The day starts with a brief contextualization of the workshop. The goal is not to talk a lot Olivier explain the concept of “xup xup” in Catalan (cooking in low heat, little by little). Then the facilitator ask to the group for a word in their own language that expresses that concept. The firsts to answer receive the CultureLabs aprons. Then all the group will have the apron.

## ◆ How to play

Once we are all set we stand up for a bit of a heat up activity, The Circle of Questions:

All participants standing in a circle, the facilitators make some Yes / No questions. As participants mostly already know themselves, they will go beyond the basics. After 5-6 questions, the group is invited to ask whatever questions they are curious to ask.

Ex.

Who has high expectations for this workshop?

Who think that an African country (Senegal, Nigeria) will win the World Cup this year?

Spain? England? France?

Who is in Barcelona for the first time?

Who comes from country X, Y, Z?

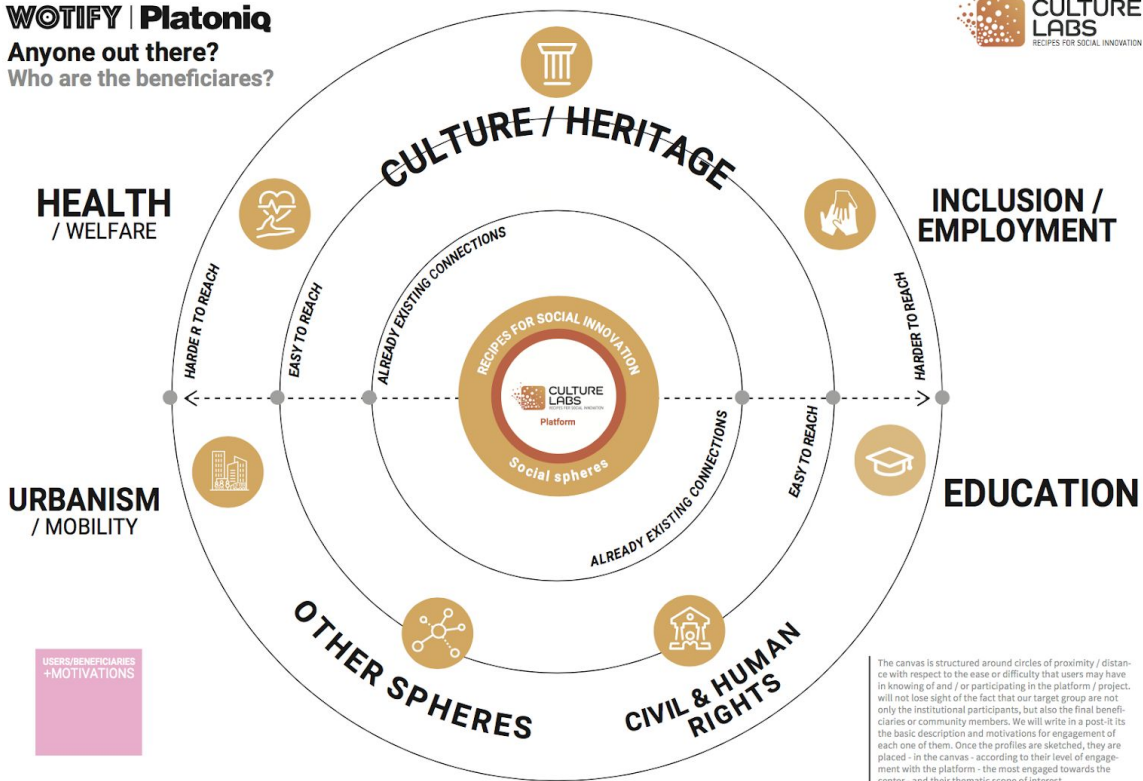
Who comes from organisation X,Y,Z?

Who plays a musical instrument?

Who is a freak of Game of Thrones?

## 2. Someone's out there? Who are the beneficiaries

**WOTIFY | Platoniq**  
Anyone out there?  
Who are the beneficiaries?



### ◆ How to play:

The goal of this dynamic is to analyze the different types of users that interact with the Culture Labs platform and to identify new user profiles, understanding their needs, motivations and capacities. However, prioritization is even more important than identification. In fact, after the main beneficiaries, participants had to select marginalised or harder to reach beneficiaries. The beneficiaries needed to be distributed in concentric circles with four main areas: education, health, urban mobility, and inclusion/mobility. Then, discuss their motivation for inclusion. Finally, existing or new connections between (but not only) the easier and harder to reach beneficiaries needed to be presented by all participants. Participants are supposed to be aware of the surrounding post-its in search of connections

- Ask participants to identify possible beneficiaries from the Culture Labs platform, using one post-it per user or group of users.
- Place all the post-its unto the canvas divided into the different groups of profiles or institutions.
- You will now have a canvas plenty with different beneficiaries and a group looking at it seeing the whole map of the beneficiaries of the project.

- Then, in a second copy of the canvas, participants will place the first beneficiaries that they will be contacting. This will be done by inviting participants to take some of the post-its from the first canvas and re-posting them into the second canvas.

◆ **You'll need:**

- Sharpies
- Post-its
- Canvas

◆ **TIP:**

Place the easier to reach beneficiaries closer to the center, and the harder ones further to the external circles of the canvas.

Do not forget that this activity may benefit from adding an additional dimension, such as the potential power dynamics between the identified beneficiaries

### 3. What if - Idea scenario

**WOTIFY | IDEA SCENARIO**
Use this canvas to generate structured scenarios for potential pilots or recipes, individually or in groups. Start with the type of user, followed by a specific action and the tool or content related to it, and finish with the goal of the idea. Generate as many as you can, and invite the rest of the participants to improve them or vote for the ones they like the most.

Platoniq
CULTURE LABS

Name: \_\_\_\_\_  
Date: \_\_\_\_\_

		What If as a... <role / beneficiary>	I Could... <Specific action>	With... <tools / recipe>	So that... <outcome / benefit>	VOTES
Scenario#1:	Catchy title					
Scenario#2:	Catchy title					
Scenario#3:	Catchy title					
Scenario#4:	Catchy title					
The Best:						

Use this canvas to generate structured scenarios for potential pilots or recipes, individually or in groups. This is great tool for ideating and imagining opportunities in your sector / area in the near future, projects to develop or even new collaborations to structure.

Generate as many scenarios as you can, and invite the rest of the participants to improve them or vote for the ones they like the most!

Start with the type of user/ beneficiary (i.e. the protagonist of your idea), followed by a specific action and the tool or content you can use, and finish with the goal of the idea. Generate as many as you can, and invite the rest of the participants to improve them or vote for the ones they like the most.

#### ◆ How to play:

1. Imagine hypothetical scenarios for your challenge / vision / project in the near future.
2. Write them down in one sentence using 4 post-its of different colours, starting with the words "[What if as a ], [I could ], [with], [in order to]". Use at least one verb describing an action, and a type of content.
3. Follow this structure and the examples:
  - a. ■ Yellow: users

- b. ▪ Blue: actions
  - c. ▪ Green: content
  - d. ▪ Orange: objectives
4. Once all the scenarios and the different ideas generated are on the canvas, the group will select their preferred one by discussing the options without judgement using the motto "if you don't like an idea, propose a better one" and then refining and combining the options. New alternatives and more complex/inclusive scenarios can come up from this exercise.
  5. The selection method above could take a considerable amount of time, if you have limited time available, you can use circular stickers to indicate the most interesting options/features from your point of view and reach a final collective decision on the selected scenario. Through "dotmocracy", anonymous positive votes are shown using a fixed number of adhesive green dots, so everyone can gauge the statistical interest awarded to each scenario at a glance. This gives a general visualization of what is seen as the most promising scenario, free from the constraints of the previous groups while allowing everyone to offer opinions. Red dots can also prove helpful, not to indicate dislike or less interest but to highlight the observations of expert participants in particular areas (development, strategy, design, viability, licensing, etc.). These people may notice potential obstacles or other aspects which could contribute to a scenario's complexity, which must be taken into account. (Red light: not interesting // Green light: I would go for it).
  6. The final What-if-I scenario will be placed in the row at the very bottom of the canvas.

◆ **You'll need:**


- Sharpies
- Post-its:
  - Yellow: users
  - Blue: actions
  - Green: content
  - Orange: objectives
- Small red and green circular stickers
- Examples of one or two previous elaborated scenarios for you to get inspired




◆ **TIP**

Try and use different "magic pills" to brainstorm different scenarios: be inspired by creativity, by using a "sky-is-the-limit" approach, by the rigorousness of data, by cautiousness and by the spirit of collaboration.



## 4. User profile:

**WOTIFY | Platoniq** | Choose and set a short explanation of the user profile, depending on your project needs...

		
<b>Osoyo</b>	<b>László</b>	<b>Queenie</b>
Profession:	Profession:	Profession:
Technologies she uses:	Technologies he uses:	Technologies he uses:
Interests:	Interests:	Interests:
Needs:	Needs:	Needs:

This canvas helps you define who are going to be the end-users or the main actors in your project. What is their job, how do they interact with your project, what are their interests and needs? This exercise will help you tailor your project to those that will be its protagonist.

### ◆ How to play:

1. Select three types of users.
2. Brainstorm details on their profession, interests and aspirations.
3. Try to identify how they interact with your project and what technology do they use.

### ◆ You'll need:

- Sharpies

◆ TIP

1. Try and think of ways for you to get more first hand information on your user groups, beyond your assumptions. Can you find content they have been involved in generating?
2. User / beneficiary groups are rarely uniform and homogenous. They include multiple demographics, life experiences and profiles. This exercise helps you to reach a multilayered understanding of your protagonists, going beyond a “one size fits all” approach. If you any enough time, fill as many user profiles as you can.

[illegible]

◆ **How to play:**

- Ask participants to identify all the necessary ingredients to create the recipe to develop their idea. Invite them to reflect on how what it takes to build a successful recipe.
- Invite them to reflect individually for a few minutes first (2-4).
- Invite them to write one ingredient per post-it (up to a maximum of three, to start with)
- Invite them to share in turns their post-its. They can come out in a flexible and intuitive way, although it is natural that they are grouped into categories of similar post-its.
- With this cloud of post-its you will have all the ingredients of a recipe. With the next canvas (Rapid prototyping) the team will have the opportunity to bring structure, order and clarity to them.

- Post-its
- Sharpies
- Canvas

◆ **TIP:**

Find the right balance between leaving sufficient space for the ideas and creativity of participants to flow, allowing moments of silence and concentration, with stinging questions that invite them to go beyond their initial assumptions and think of new possibilities.

## 6. Rapid prototyping - protocooking

“A picture speaks a thousand words”. This canvas gives you the freedom and the space for prototyping your idea and create consensual visual explanations for relationships and actions derived from each scenario and identify areas that need improvement.

**WOTIFY | Platoniq** Recipe/Menu template

What are recipes and how do we build them? What is the general structure of a recipe, what steps/aspects should it cover? How can the technical platform facilitate the process of creating and running a recipe? [out of the box thinking version]

**CULTURE LABS**  
RESEARCH & INNOVATION

Title: \_\_\_\_\_

Name: \_\_\_\_\_  
Date: \_\_\_\_\_

Estimated timing: \_\_\_\_\_

How would the final course look like?

**Steps / Courses**  
Steps if you're designing a recipe / Courses if you're designing a Menu

**SCENARIO**

**The Chef** (designing the course or menu)  
\_\_\_\_\_  
**The Cook** (responsibles of facilitation)  
\_\_\_\_\_  
**The Host** (who's hosting the event or program)  
\_\_\_\_\_  
**The Guests** (who are the participants)  
\_\_\_\_\_

**Scope**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**BENEFITS**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### ◆ How to play:

1. Use this clean surface for visually describing one of the scenarios of your new product or service.
2. Draw, cut & paste, collage, use schematic drawings, idea maps or process-oriented flowcharts or any techniques you like to generate a sketch, mockup, diagram, process or a combination of all of the above.
3. One of the team members can play “the product” or the “service” switching the sketches according to how the user behaves.

### ◆ You'll need

- Sharpies
- Post its

- Scissors, stickers or glue
- Filled in User Profile sheet

◆ **TIP:**

Aim at “good-enough”. This is not a production-ready prototype. Test and iterate this prototype as much as possible.

## 7. What makes me participate

“What are the factors that encourage the engagement and motivation of users in digital participation platforms?”

**WOTIFY | Platoniq**

**What makes me participate?**

What gets me hooked on digital participation platforms and what do I get along the way?

**CULTURE LABS**  
RECIPES FOR SOCIAL INNOVATION



This canvas is useful to evaluate key criteria for user engagement on digital participation platforms, and to help participants keep in mind key factors of user engagement whilst ideating scenarios and proposals.

### ◆ You'll need

- Print the canvas in A1 format
- You will need small items that participants can express their preference through. These can be tokens, coins, stickers or whatever you have available.

### ◆ How to play:

The bull's eye chart in this canvas depicts the key factors that encourage participation and user loyalty in digital participation platforms.

The chart is divided into 7 main areas of engagement, each of which has 3 subcategories. Elements to choose from are COMMUNITY (creation, ownership and management); AWARENESS / CONSCIOUSNESS (achievable and feasible goal); MOTIVATION / ENGAGEMENT (reasons that lead you to participate); GRATIFICATION / SATISFACTION (rewards that the user receives for their participation in any of the phases); SECURE ENVIRONMENT (privacy, security of the platform); SECURE ENVIRONMENT (privacy, security of the platform); TRANSPARENCY (accountability on the results of participation); PERSONAL ENVIRONMENT (identification or proximity to the cause / story).

- **As first part of the exercise, we suggest participants choose the 5 most relevant characteristics that participation digital platforms should have in general, according to their personal criteria.** They can do so by placing on their selected options the 5 tokens, coins or stickers that have been assigned to each of them by the facilitating team. After every participant has voted their options, the facilitators take a photo and gather the data collected.



TIP: You might want to think about the different moments of the relationship between a user and a platform. What are the most relevant factors when you enter that platform for the first time? What are the most relevant factors after you have developed loyalty and repeated engagement with the platform?

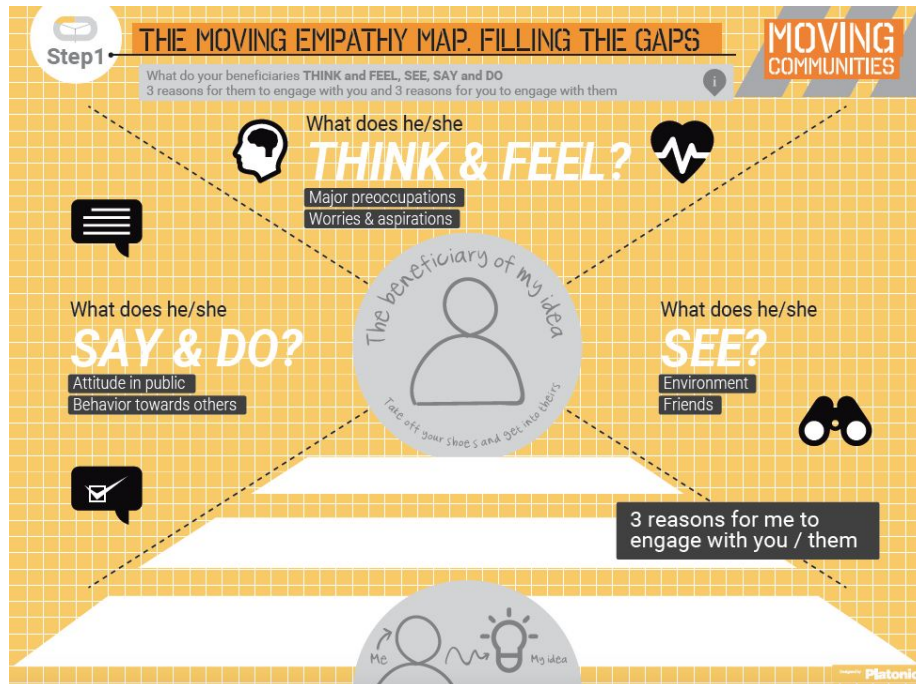
- **As second step of this exercise, participants will be able to provide open ended answers concerning their engagement with citizen participation platforms.** Facilitators will provide a code for participants to access the website <https://www.menti.com/> and express their opinion. Everybody's answers will be visible on a screen showing in real time what the group has expressed. The questions on <https://www.menti.com/> are:
  - **"What gets you hooked up in a participatory platform?"**;
  - **"If you could have something in return for your engagement (material or immaterial), what would you like?"**

### ◆ TIP:

This tool has a low level of complexity. You may want to use it with any number of participants.



## 8. Moving empathy map:



This canvas help you develop your understanding of the users and beneficiaries of your idea. This will become increasingly structured and multilayered and will lay the foundations for an effective innovative project.

### ◆ How to play

1. In this canvas, one of the participants will role-play as one of the users and/or beneficiaries of the project and a different (or multiple) participant will role-play as the team developing the project. The objective of their engagement is for the Project team to move on the canvas towards their users.
2. The participant role-playing the user asks the Project team questions that can help these advance or reflect on the relationship between the Project team, their idea and the user/beneficiary. The Project team begins at the start the zebra crossing where the canvas says, "Me / My idea".
3. The Project team is asked to "*identify 3 reasons for them to engage with their beneficiary or reasons for their beneficiary to engage with them*". Whilst mentioning each reason, they will advance one step in the zebra crossing.
4. The "beneficiary" will question these reasons by opposing arguments or challenging their perspective. According to the Project team's ability to argue and convince (or not) the "beneficiary", this will allow them to take one more step towards the center, closer to the beneficiary that they represent.
5. Next, one representant of the Project team takes position at the center of the canvas and explains out loud what they think they know about the beneficiaries.

This is a first sketch of user “personas”. They will imagine details of their lives: “what do they see”, “think and feel” and “say and do”.

◆ **You’ll need**

- Sharpies & Post-its to stick notes about what you believe your “users” and “beneficiaries” would think & feel / say & do / see in the relevant sections of the canvas.
- To make the most out of this exercise, you could gather qualitative research and information in advance about your users and beneficiaries. This could include user research, qualitative surveys, quotes, shadowing notes, field analysis, etc.

◆ **TIP:**

Make sure you are avoiding a “one size fits all” approach. The user group will definitely be composed of people with very different lived experiences and backgrounds. Try and remind the group to think of multiple layers and of different coexisting actors. Repeat the exercise with different “beneficiaries”.

## 9. Tree of agreements

**WOTIFY | Platoniq**  
**TREE OF AGREEMENTS**

Session: \_\_\_\_\_

Date: \_\_\_\_\_



**Methodology for group conversation on 1. Recipe/glossary 2/ Principle /Ethics and 3. Think as a platform / content audit**

### ◆ Goal

The goal is to establish a basic set of agreements among all participants about the common language/glossary to be used in at Culture Labs; the ethical principles that sustain and inspire the design of the platform and the definition of it as hub for the creation and sharing of contents related to European cultural heritage.

We want the resulting agreements to result from a wide and active participation from all participants and the outcomes to be generally shared and integrated as a foundation for the future work of the group.

### ◆ How to play

There will be 3 simultaneous groups where 3 simultaneous conversations will take place. Each of the conversations will be facilitated by a person tasked with making sure everybody feels listened to and contributes his/her own ideas. Another voluntary person will take charge of taking the minutes and/or organizing the Cloud of ideas in the canvas.

Each round of conversation will last 25 minutes. In Round 1 there will be an initial conversation which will generate a cloud of ideas (post-its) to be represented visually on a common canvas.

This canvas will look like a tree, representing the Culture Lab project: in the roots there will be the Ethics & principles; the trunk will consist of the Glossary / Shared language and the branches will consist on Outreach and Production of contents.

Round 1 will finish with a set of ideas, grouped into the main blocks. At the end of Round 1 all participants will move onto the next table, except the facilitator, who will remain in the table and will introduce the next group of participants into the agreements of the previous group, in order to build up in the successive rounds on the progress made by previous groups.

Round 2 will start with a summary of the ideas outlined in Round 1 and build up on that. In the successive rounds of conversation new feedback and improvement of the ideas will be included. The new ideas can be added to the common Tree Canvas.

By the end of Round 3 some basic lines of agreements will have emerged. Focus is put on common ground, not on conflictive points. The goal is not to agree on everything, but to agree on some common foundations.

The different small groups come together in a big common circle. The facilitators will share the outcomes of the different tables of conversation. "Systemic agreement" will be used then: if someone has a strong opposition or reluctance to some of what has been presented, they can block the agreements until their arguments are taken into account and included into the final results.

◆ TIP

If nobody has strong opposition to what is said, the outcomes are taken as provisional working agreements for the group to be further refined and prototyped.

By the end of the dynamic the group will have a basic understanding of common agreements in relation to the important topics brought up which will be represented in the roots, trunk and branches of the Culture Labs Tree.