

# GUIDE TO HOST A CLINIC EVENT

Methods to ideate & network

June 2017



**ORGANICITY**

# How to host a clinic

## WHAT IS A CLINIC?

A clinic is an open workshops that provide support and inspiration for experimenters. It can be a big event with many people or a small meeting, where you explore how you can experiment in OrganiCity's open call and establish partnerships.

## HOW TO BECOME A LOCAL ORGANISER:



- 1 Share the details of the OrganiCity open call through your networks.
- 2 Decide which challenges are relevant to your city and the local data sets that are available to experiment with.
- 3 Set up a suitable location for the clinic and be ready to cover the expenses for the event.
- 4 Send us an email to [info@organicity.eu](mailto:info@organicity.eu) with the subject "I want to host a clinic". Tell us who you are, where you want to host your clinic and we will share your event with our networks too.
- 5 Invite companies, service providers, communities, citizens and other potential experimenters to your clinic – check the OrganiCity Engagement principles for guidance.
- 6 Have fun and be open!

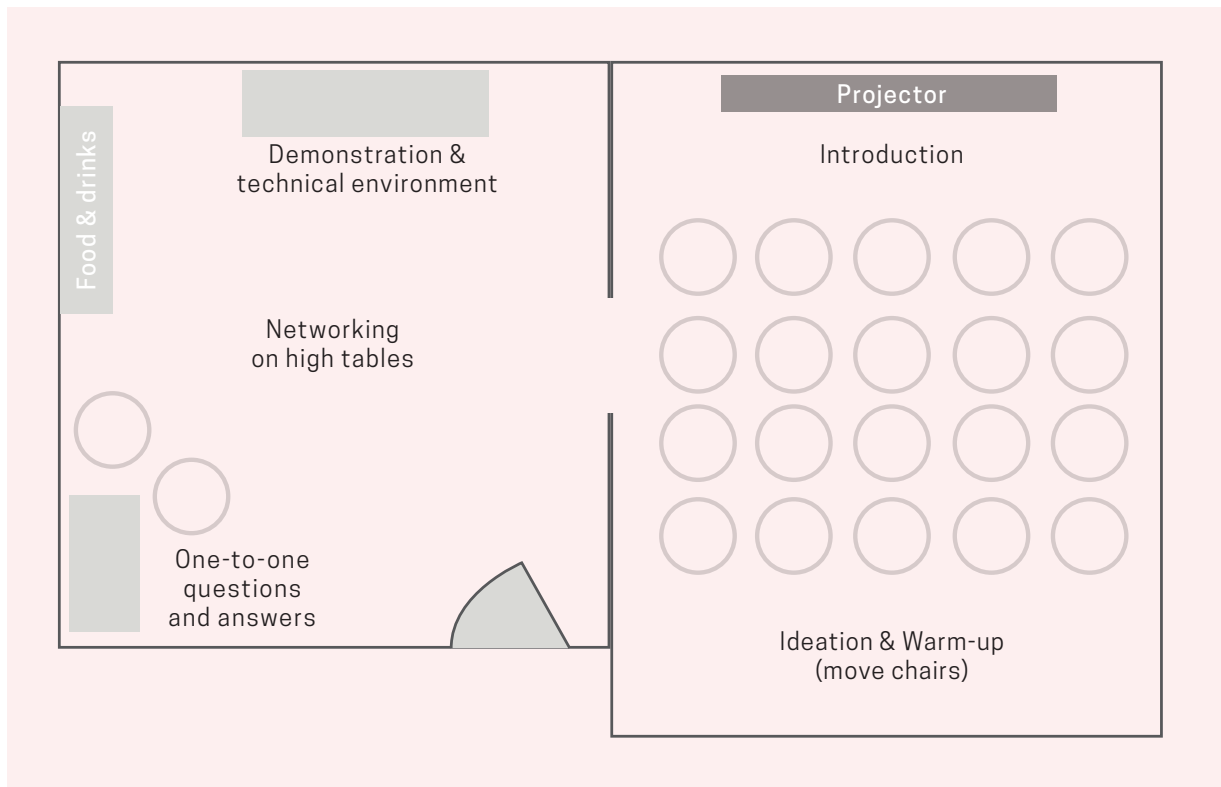
# Clinic agenda

We suggest the following agenda for your clinic.  
Click on each activity for more information.

LENGTH	ACTIVITY
30 Minutes	<a href="#">Arrival and networking</a> 
20 - 30 Minutes	<a href="#">Introduction</a>
5 - 20 Minutes	<a href="#">Warm-up exercise (choose one suitable method)</a>
30 - 45 Minutes	<a href="#">Ideation and brainstorming exercise (choose one or two suitable methods)</a>
30 - 60 Minutes	<a href="#">One-to-one question and answers</a>
	<a href="#">Demonstration of technical environment</a>
	<a href="#">Networking</a>
20 Minutes	<a href="#">Closure of the event</a>
<a href="#">What happens after the open call clinic</a>	

# Space example

Suggested set up of the space.



## ADVICE

- Ensure that you prepare the space before the clinic starts.
- Communicate the function of specific areas with tags or other visual language.
- Make sure that the space has toilets and disability access.
- Try to separate the space in two areas. This will make it easier for the facilitators to have various ongoing activities e.g. networking or one-to-one questions and answers.



# Introduction



20 - 30 Minutes

## WHAT:

Present OrganiCity and Experimentation as a Service. Explain the structure of the open call, co-creation, available tools, the importance of experimentation and your own city challenges.

## HOW:

Present the slidedeck provided by the OrganiCity team and include your own city challenges (ensure that experimenters focus on real life issues).

## WHERE:

Find and prepare a space with a projector and seating for the participants.

### Recommended materials:

- Projector
- OrganiCity slidedeck

# Warm-up exercise



5 - 10 Minutes

## WHAT:

A well planned warm-up session is essential get the participants prepared encourage them to get to know each other. Here you can also establish expectations for the rest of the event. Keep these exercises short and engaging to help participants open up.

## HOW:

Choose the most appropriate exercises according to the number of participants and the atmosphere that you want to create.

## WHERE:

The warm-up exercise should happen in the same space where the ideation session will take place. Generally warm-up exercises will work best without tables and chairs in the way.

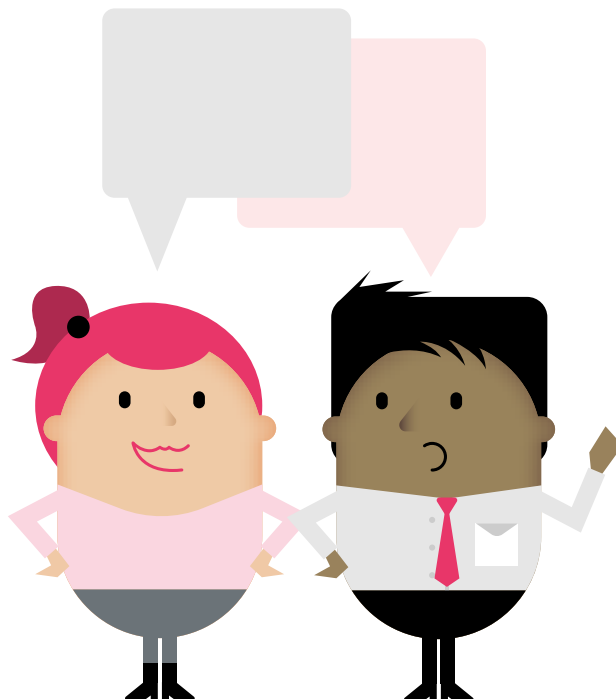
### Recommended materials:

- Pens
- Paper and template printouts



# Introduce your partner

- 1.** The facilitator splits everyone up into pairs.
- 2.** Each pair has 2 minutes (1 minute each) to interview their partner and get to know who they are and why they are attending the event.
- 3.** Then they have a few minutes to create an engaging story.
- 4.** Each couple introduces their partner to the group.



# Superheroes

1. Everyone has a skill-based superpower (the facilitators will give you some examples about their superpower).
2. Think about your skills and abilities.
3. Draw your superpower. (5 minutes)
4. Hang it on the wall and explain your superpower to your group.





Draw your superpower

Name: .....

# 30 Circles Challenge

Warm-up activity

 **1.** Your task is to create as many different drawings (objects, things or services) incorporating one, two or more circles.

 **2.** You have 2 minutes.

 **3.** Quantity goes over quality, try to fill at least 10 circles.




# Randomisation #1

1. The facilitator introduces a topic or challenge.
2. Draw one object on this sheet and one activity on the other sheet, that relates to the topic or challenge discussed. (5 min)
3. Pass the Object sheet to the person on your right. Pass the Activity sheet to your left.
4. How could the object you are now holding enable you carrying out the activity in a new way? (2 min)
5. Explain to the group how their new combination might work.

## OBJECT

# Randomisation #2

1. The facilitator introduces a topic or challenge.
2. Draw one object on this sheet and one activity on the other sheet, that relates to the topic or challenge discussed. (5 min)
3. Pass the Object sheet to the person on your right. Pass the Activity sheet to your left.
4. How could the object you are now holding enable you carrying out the activity in a new way? (2 min)
5. Explain to the group how their new combination might work.

## ACTIVITY

# Ideation session



30 - 45 Minutes

## WHAT:

Ideation workshops will help your experimenters to generate ideas. Participants will have the chance to quickly explore potential ideas, then identifying the most promising experiments..

## HOW:

Depending on the type of ideation method: either divide the group into small teams or let them ideate individually and then discuss afterwards. Provide the participants with sufficient paper, printed templates and other necessary materials – such as pens, stickers or playdough.

## WHERE

The ideation session happens in the same space as the warm-up exercise but you might require tables and chairs for everyone. The room should be well lit, and if possible try to air the room before you start the workshop: fresh oxygen will get the ideas flowing!

### Recommended materials:

- Pens
- Paper and template printouts
- Playdough
- Stickers & post-its

## ADVICE

- Ask everyone to suspend their disbelief and participate actively: fun warm-up and ideation activities help the participants feel comfortable.
- Be objective in your behaviour towards participants: ensure everyone is treated equally
- Clarify the reason for each activity: the participants will be more open if they understand the rules and what is expected of them
- Incorporate activities that access various experience levels through: saying, doing, making and sharing

# Design challenge

1. Take one of the city challenges and focus on an area that you think is interesting or of value.
2. Fill out the gaps below. (5 min)

How can we design/create/ improve ..... (what)

for ..... (who)

to ..... (aim)

Method developed by TiSDD

3. Share section 2. with someone from your group and discuss how to explore it further. (10 min)

What data do you need? .....



- |                                    |  |
|------------------------------------|--|
| <input type="checkbox"/> Available | <input type="checkbox"/> Not available: How could you harvest? ..... |
| <input type="checkbox"/> Historic  | <input type="checkbox"/> Real time .....                             |



What resources do you need?

.....



What skills do you need?

.....

What data do you need? .....



- |                                    |  |
|------------------------------------|--|
| <input type="checkbox"/> Available | <input type="checkbox"/> Not available: How could you harvest? ..... |
| <input type="checkbox"/> Historic  | <input type="checkbox"/> Real time .....                             |



What resources do you need?

.....



What skills do you need?

.....

# Design challenge

What data do you need? .....



- ☐ Available
- ☐ Not available: How could you harvest? .....
- ☐ Historic
- ☐ Real time .....



What resources do you need?  
.....  
.....



What skills do you need?  
.....  
.....

What data do you need? .....



- ☐ Available
- ☐ Not available: How could you harvest? .....
- ☐ Historic
- ☐ Real time .....



What resources do you need?  
.....  
.....



What skills do you need?  
.....  
.....

What data do you need? .....



- ☐ Available
- ☐ Not available: How could you harvest? .....
- ☐ Historic
- ☐ Real time .....



What resources do you need?  
.....  
.....



What skills do you need?  
.....  
.....



# FUTURES CANVAS

*#DESCRIBE YOUR IDEA IN A TWEET! (140 characters)*

**WHAT KIND OF PERSON WOULD BE INTERESTED IN YOUR IDEA? →**



Tom  
(Citizen)

☐


Caren  
(Researcher)

☐


David  
(Student)

☐


Mary  
(Business Owner)

☐


Darren  
(City Government)

☐


Alice  
(City Worker)

☐

*Or another kind? →*

**HOW WOULD THIS PERSON or PEOPLE USE YOUR IDEA? ↓**

*WRITE A VERY SHORT STORY  
(3-5 lines)  
OR SKETCH IT*

*THOUGHTS ON TECHNICAL  
REQUIREMENTS  
(SOFTWARE AND HARDWARE)*

## EXPECTED RESULTS

- 
- 
- 
- 
- 
- 

*“OTHER COMMENTS”  
BOX*

**YOUR NAME AND EMAIL**

**“PLEASE CONTACT ME!”** ☐

# 10 + 10 First step

1. The host will provide you with the city challenges. Choose one challenge that you want to focus on.
2. Working alone or in a small team, generate 10 ideas. There are different ways to communicate your concepts: you can write, draw or create diagrams. (20 min)



**What is your challenge or issue:**.....

Idea 1. draw / write / create a diagram

Idea 2. draw / write / create a diagram

Idea 3. draw / write / create a diagram

Idea 4. draw / write / create a diagram

Idea 5. draw / write / create a diagram

Idea 6. draw / write / create a diagram

Idea 7. draw / write / create a diagram

Idea 8. draw / write / create a diagram

Idea 9. draw / write / create a diagram

Idea 10. draw / write / create a diagram

**What is your most promising idea (why)?:**

.....

.....

.....

# 10 + 10 Second step

3. Take the most promising idea as a new starting point.

4. Create 10 more variations of that particular idea. Use the Brainstorm action cards to get inspired ( 20 min)



**What is your most promising idea?**

.....

Variation 1. draw / write / create a diagram

Variation 2. draw / write / create a diagram

Variation 3. draw / write / create a diagram

Variation 4. draw / write / create a diagram

Variation 5. draw / write / create a diagram

Variation 6. draw / write / create a diagram

Variation 7. draw / write / create a diagram

Variation 8. draw / write / create a diagram

Variation 9. draw / write / create a diagram

Variation 10. draw / write / create a diagram

**5. Present your best ideas to the group, tell them why you think these ideas are interesting. Write down the feedback from your group and incorporate it into your own experiment plan.**



**Collect feedback from your group:**

.....

.....

.....

.....

.....

.....





# Brainstorm action cards

## Adapt it.

Place it in a different context as it is?  
Or by modifying it? Change the function  
or use it as part of another element?

## Magnify it.

Can anything be added: time,  
frequency, height, length, strength?  
Can it be duplicated, multiplied  
or exaggerated?

## Minify it.

Can anything be taken away?  
Made smaller? Lowered? Shortened?  
Lightened? Omitted? Broken up?

## Reverse it.

Opposites? Turn it backwards?  
Reverse roles? Change shoes?  
Swap negatives and positives?

## Substitute it.

Different elements used? Other material?  
Other processes? Other place?  
Other approach? Other tone of voice?  
Other function? For someone else?

## Combine it.

Take another idea to combine units,  
purposes, appeals or ideas?  
A blend, alloy, or an ensemble?  
Integrate into something different?

\* Cut out the cards and place them within the networking area.  
You can use them to inspire the 10+10 ideation method. Have a full set of cards per person.

# One-to-one questions and answers



On-going

## WHAT:

After providing the participants with an overview of OrganiCity and Experimentation as a Service you should be open to answer questions from your audience

## HOW:

You can answer questions related to your local challenges and those which you might know about OrganiCity.

Provide the participants with a computer to write any other questions in the [OrganiCity forum](#). The forum could be shown on a large screen during the open call clinic, people could see the feed and how the questions are answered. If you notify [info@organicity.eu](mailto:info@organicity.eu) about your clinic beforehand, we will do our best to answer these questions as they are submitted.

## WHERE

Find a quiet space, preferably close to the presentation space and run in parallel to the Demonstration and the Networking sessions.

### Recommended materials:

- Computer and internet (to connect to OrganiCity Forum)
- A projector or large screen makes it easier to share across attendees.

# Demonstration of technical environment



On-going (total of 30 - 60 Minutes)

## WHAT:

The OrganiCity tools and data sources enable a variety of citizens to take part in a collaborative process of city making. These tools share and utilise data which has been made available across OrganiCities.

## HOW:

Display the different OrganiCity tools on one or more computers. Display the different datasets available in your city, which could be federated for experiments. Allow participants to explore them. Explain the possibilities of these tools and generate a discussion about possible projects and ideas using data. Discuss if experimenters need you to federate your data into OrganiCity, or if they are willing to include that as part of their experiment application.

## WHERE

Use the location separate to the ideation and warm-up area. Have the demonstration space running in parallel next to the networking area.

### Recommended materials:

- A computer
- Internet connection

# Networking



On-going

## WHAT:

Making time for networking will be valuable for attendees. Here potential experimenters meet each other, develop collaborations and detail how they could make their experiment applications.

## HOW:

Position 3-5 high tables with some healthy and energising snacks. Choose from one or more warm up activities to provoke conversations among participants. Help participants break the ice by positioning various cards with questions on each table. You could encourage them to write a topic of interest in their name tag to enable conversation.

## WHERE

Create an area (Network Island) in the middle of the space – close to nibbles and drinks – where participants can gather and start conversations about their ideas, developed experiments and requirements.

### Recommended materials:

- Nibbles & drinks
- Place inspiring questions on the tables that encourage conversations
- Name badges

## ADVICE

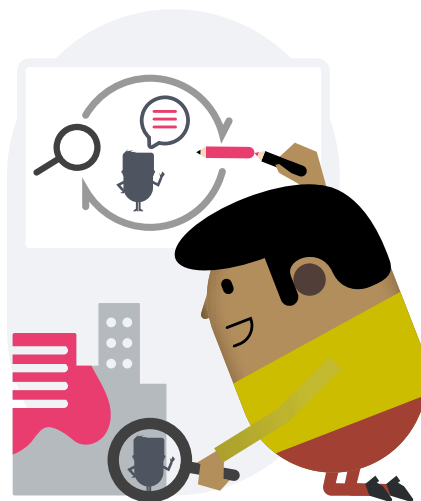
- When using the networking cards don't forget to cut them in half and place them around the space
- Provide the attendees with pens and lanyard so they can hang it around their neck
- Alternatively you can create a networking wall where everyone can hang up their sheet with information

# Question card inspiration

Examples for question cards based on the *Active mobility* challenge:

- How might we open collaboration between the community and policy makers through urban data and internet of things?
- How might urban data work with incentives to nudge positive behaviour change in mobility?
- How might we help people form new, healthier or more sustainable mobility habits using urban data & Internet of Things?
- How might we encourage multi-modal transit use by individuals?
- How might we enable people to feel more comfortable with car sharing?
- How might we help people feel safer when waiting for public transportation after the sunset?
- How might we help people make more use of public transport for shopping?

Use these questions as an example and create your own for your city challenges.  
These questions can be the starting point for a ideation excersise or a networking event.





Exchange 1 sticker per conversation

Exchange 1 sticker per conversation

Hi, my name is...

Hi, my name is...

tweet me @

tweet me @

I want to **talk** about

I want to **talk** about

Exchange 1 sticker per conversation

Exchange 1 sticker per conversation

# Closure of the event

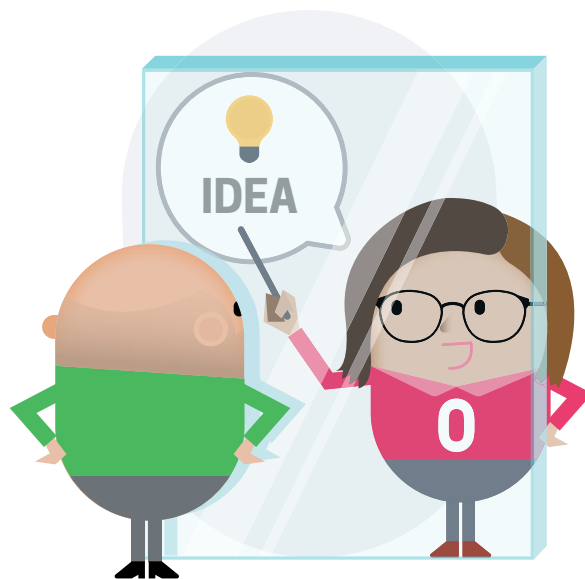


20 Minutes

As facilitator now summarise the event. Explain what was achieved? What are the next steps? How can the participants stay in-touch and find more information about OrganiCity?

Encourage participants to:

- Obtain a Letter of Support from you to include in their application.
- Browse communities and individuals that are interested in collaborating in experiments; or offer their skills to others.
- Follow OrganiCity on social media to receive projects and call updates.



# What happens after your open call clinic?

Write a summary with interesting insights, findings and photographs and send it to the OrganiCity team for publication on our blog.

Continue to engage people through your networks to partner and apply, giving visibility to your own city challenges by posting them as questions on social media.

Encourage potential experimenters to communicate their plans with you, and order to receive a *Letter of Support* from you. In your letter of support state whether they are tackling challenges that you consider relevant for your city and if you deem them to be feasible in your local context. **The experiments you support are more likely to be successful.**

Consider how you might embrace Experimentation as a Service in your city by federating your current data in the OrganiCity Technical Environment. **The clinic would give you an idea of what data is most relevant to experimenters.** You can federate data that links to your city challenges or data that you want to encourage people to use. You could federate this data between mid-September and mid-October; this period is between the notifications to shortlisted applicants and the start of the experimentation period.

If you want experimenters to federate open data on your behalf, ensure that they include this on their application as one of their steps.



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