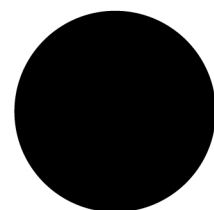


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AN IDEATION PROCESS



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The ideation phase is a crucial part of the project where participants come together to generate and explore a wide range of ideas. The primary goal of the ideation phase is to foster creativity, encourage collaboration, and generate innovative solutions. A lot of ideation processes exist to generate ideas. Here are the typical steps involved in an ideation phase:

1. **Set the Framework:** Begin by establishing the context and framework for the ideation phase. Clearly define the problem or challenge that needs to be addressed and provide participants with any relevant background information. This step ensures that everyone has a shared understanding of the project's scope and objectives.
2. **Share Information:** Share any necessary information, data, or research findings that can help participants gain a deeper understanding of the problem. During this step you will also ensure that everyone's possible contributions are known by the entire group. This information serves as a foundation for generating informed ideas during the ideation phase.
3. **Diverge - Collecting Every Idea:** Encourage participants to freely brainstorm and generate as many ideas as possible related to the given challenge. Emphasise that quantity is important at this stage and that all ideas are welcomed without judgement or criticism.
4. **Converge - Ordering These Ideas:** Once a sufficient number of ideas have been generated, move to the convergence phase. Group similar or related ideas together and facilitate discussions around them. Encourage participants to evaluate, refine, and prioritise the ideas based on their potential and alignment with project goals. This convergence step helps identify the most promising ideas that will be further explored.
5. **Share Limitations Related to Each Group of Ideas:** After converging and selecting the most promising ideas, it's important to discuss and identify any limitations or challenges associated with each group of ideas. Encourage participants to openly share their thoughts and concerns about the feasibility, resource requirements, or potential drawbacks of the selected ideas. This step helps refine and shape the ideas to be more realistic and viable.
6. **Share Feelings and Emotions:** Acknowledge and create a safe space for participants to share their feelings and emotions regarding the selected ideas. This step allows for a deeper exploration of the participants' personal connections to the ideas, their motivations, and their emotional investment in the project. It also fosters a sense of empathy and understanding among the participants.
7. **Vote for the Final Choice:** Facilitate a voting process where participants can collectively decide on the final choice or a set of ideas to pursue further. This can be done through a democratic voting system, ranking preferences, or consensus-building discussions. The voting process helps ensure that decisions are made collectively and that the most favored ideas are given priority.

Each step can produce notes of different colors gathered on a board in order to be efficient: clear visual presentation of ideas is crucial. Sticky notes are ideal since participants use to move them on the board while reflecting.

This process can be used with students: separating students into groups in order to produce several potential projects and voting for the one that will be implemented. This final project can also be improved by adding ideas from other proposed projects.

By following these steps, the ideation phase in a co-creative project progresses from setting the framework and sharing information to diverging and collecting ideas, converging to order and refine those ideas, discussing limitations, sharing feelings, and finally, voting for the final choice. This systematic approach ensures a comprehensive exploration of ideas while incorporating participants' perspectives, emotions, and collective decision-making.

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