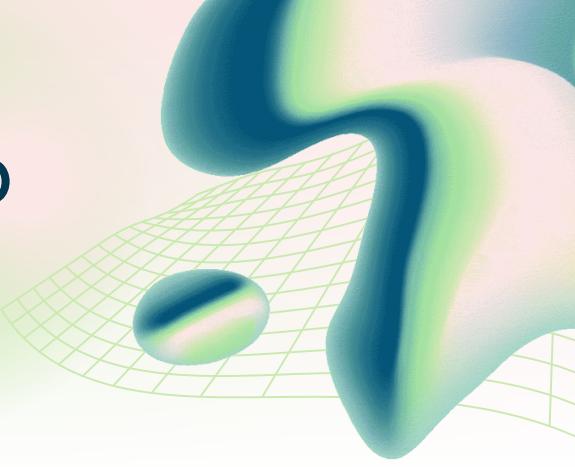


IDEATION WORKSHOP

Digital Sport for Everyone



Main Objective

Generate creative ideas for a digital sport that anyone can play before the next Olympics.

Ice Breaker (5 min)

Activity: 'Two Truths and a Sport'

Each participant shares two truths about themselves and one sport they enjoy (truthful or not). The group guesses which statement about the sport is the lie.

Ideation Process Steps

- 1. Warm-up Sketching (10 min):** Individual sketching of initial sport concepts.
- 2. Round Robin Sharing (20 min):** Each participant presents their sketch and idea (2 min per person).
- 3. Crazy Ideas (15 min):** Brainstorming session for unconventional and 'out-there' ideas.
- 4. Combination & Refinement (20 min):** Group discussion to combine and refine the best aspects of different ideas.
- 5. Voting (10 min):** Participants vote for their favorite refined concept.

Instructions for Participants

- Think Freely:** Don't be afraid to suggest unconventional or 'impossible' ideas.
- Respect Time:** Be mindful of the allocated time for each step.
- Build on Others' Ideas:** Use the ideas of others as inspiration to create even better concepts.

Time Schedule

Activity	Time
Ice Breaker	5 min
Warm-up Sketching	10 min
Round Robin Sharing	20 min
Crazy Ideas	15 min
Combination & Refinement	20 min
Voting	10 min

Voting Process

- Each participant receives 3 votes.
- Use dots (stickers or markers) to mark your favorite concept(s) on the displayed ideas.
- The concept with the most votes wins.

Summary

This workshop aims to generate innovative ideas for a new digital sport suitable for the Olympics. We'll use sketching, brainstorming, and collaborative refinement to arrive at a winning concept through a structured voting process. Remember to think freely, respect time constraints, and build upon each other's contributions!