



# Workshop Summary and Main Concept



Providing Relevant and On-Demand Information about the Environmental and Social Impact of the Olympics

Date: 26 November 2024

Facilitator: Anne Maina

## 1. Introduction



Objective:

The goal of this workshop was to collaboratively generate innovative ideas for providing relevant and on-demand information about the environmental and social impact of the Olympics through our platform.

## 2. Workshop Overview



Participants:

- Ann Maina (Leader)
- Teddy (Time-Keeper)
- Sheila (Logistics)
- Allan
- Bantu
- Okwach
- Doreen

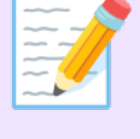


Duration: 2 hours



Format: In-person using mind mapping, role play, and Crazy Eights for brainstorming.

## 3. Problem Statement



Problem Statement:

"How might we provide relevant and on-demand information about the environmental and social impact of the Olympics through our platform?"

## 4. Ideation Process

Steps Taken:

1. Define the problem statement.
2. Mind mapping session to explore various aspects.
3. Role play scenarios to understand audience needs.
4. Idea generation using Crazy Eights for diverse ideas.
5. Group discussion to refine ideas.
6. Idea selection through ranking.
7. Developing top ideas into concepts.

### 5. Key Ideas Generated

- 💡 Idea 1: Interactive Impact Dashboard  
A digital dashboard that provides real-time data on environmental metrics (like carbon footprint) and social initiatives related to the Olympics.
- 💡 Idea 2: Mobile App for Community Engagement  
An app that allows users to submit questions or concerns regarding the Olympic events' impacts, with responses from organizers or experts.
- 💡 Idea 3: Virtual Reality Experience  
A VR platform that immerses users in different Olympic venues, showcasing both positive impacts and areas needing improvement related to sustainability.

## 6. Selected Main Concept

Concept Title: Interactive Impact Dashboard

Description:

This concept involves creating a digital dashboard that provides real-time data on both environmental metrics and social initiatives related to the Olympics. The dashboard will feature:

- 🎯 Target Audience: Spectators, athletes, local communities, and policymakers.
- ✨ Key Features:
  - Live updates on sustainability efforts.
  - Interactive maps showing local community impacts.
  - Educational resources on how individuals can contribute positively.
- ⚠️ Potential Challenges:
  - Ensuring data accuracy and reliability.
  - Engaging users consistently to keep them informed.
- Implementation Strategy:
  - Collaborate with environmental organizations for data sourcing.
  - Develop user-friendly interfaces for easy navigation.

## 7. Next Steps

- ➡️ Further development of the Interactive Impact Dashboard concept.
- 📅 Create a timeline for prototyping and testing phases.
- Engage with potential partners in sustainability initiatives for collaboration.

## 8. Conclusion

This workshop emphasized the importance of transparency regarding the environmental and social impacts of the Olympics. By focusing on real-time information delivery, we aim to foster greater awareness and engagement among all stakeholders involved in the Olympic events. 🌈