## Ideation Workshop Script:

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

## Main Objective

To collaboratively generate innovative ideas for providing relevant and on-demand information about the environmental and social impact of the Olympics through our platform.

## Ice Breaker (15 minutes)

Activity: "The Emoji Introduction"

#### Instructions:

- · Each participant introduces themselves using three emojis that represent their personality or interests. For example, a participant might say, "I'm Ann, and I'm represented by () (love for the environment), () (passion for art), and )(interest in sports)."
- · This fun activity encourages creativity and sets a light-hearted tone for the workshop.

## Main Steps of the Ideation Process

### Step 1: Define the Problem Statement (10 minutes)

#### Instructions:

- B will present the problem statement: "How might we provide relevant and on-demand information about the environmental and social impact of the Olympics through our platform?"
- · Participants will discuss their understanding of the statement and clarify any doubts.

### Step 2: Mind Mapping Session (20 minutes)

#### Instructions:

- · Using a large sheet of paper or a digital whiteboard, participants will create a mind map starting with the central theme: "Environmental and Social Impact of the Olympics."
- · Each participant will contribute ideas related to different aspects such as types of information, target audiences, delivery methods, etc. This visual brainstorming technique encourages free-flowing ideas without restrictions.

### Step 3: Role Play Scenarios (30 minutes)

#### Instructions:

- · Participants will break into small groups. Each group will choose a specific audience segment (e.g., athletes, spectators, local communities) and role-play how they would seek information about the environmental and social impacts of the Olympics.
- · After 15 minutes of role-playing, groups will share their scenarios with everyone, highlighting what information was sought and how it could be effectively delivered.

## Step 4: Idea Generation with Crazy Eights (20 minutes)

### Instructions:

- · Each participant folds a piece of paper into eight sections. They have 8 minutes to sketch or write down eight different ideas related to how to provide relevant information about the Olympic impacts. · After time is up, participants share their favorite idea from their Crazy Eights with
- the group.

## Instructions:

Step 5: Group Discussion and Idea Refinement (30 minutes)

## · As a group, participants will discuss all ideas generated in the previous steps.

- They can combine similar ideas, refine them, or build upon them to enhance creativity. · Use sticky notes or a digital tool to categorize ideas into themes.
- Step 6: Idea Selection through Ranking (20 minutes)

## Instructions:

## · Each participant receives three votes to rank their favorite ideas. They can

- distribute their votes however they like (e.g., one vote for three different ideas or all three votes for one idea). · The ideas with the highest rankings will be shortlisted for further development.
- Step 7: Develop Top Ideas into Concepts (30 minutes)

## Instructions:

#### Break into smaller groups based on the top-ranked ideas. Each group should outline: Target Audience

- Key Features
  - Potential Challenges
  - Implementation Strategy

## Step 8: Final Presentations (20 minutes)

## · Each group presents their developed concept to the larger group.

Instructions:

- · Encourage feedback and discussion after each presentation.
- Step 9: Final Voting (15 minutes)

## Instructions:

## Conduct a final vote to select one main idea that will be taken forward. Each

participant has one vote.

# Time Schedule Overview

- ActivityDuration:

- Ice Breaker 15 mins Define the Problem Statement - 10 mins
- Mind Mapping Session 20 mins • Role Play Scenarios - 30 mins
- Idea Generation with Crazy Eights 20 mins
- Group Discussion and Idea Refinement 30 mins
- Idea Selection through Ranking 20 mins
- Develop Top Ideas into Concepts 30 mins Final Presentations - 20 mins
- Final Voting 15mins Total Time - 2 hours