

Tools for social innovation

Below is the development of specific tools that enable the process

1. Power Matrix – Identifying the level of engagement and potential power of stakeholders in a project (Used during Student projects)
2. Blueprinting – Visualise existing infrastructure processes and highlight moments for potential engagement with new stakeholders. (Used in student projects and during partner meetings)
3. Stakeholder analysis – Identify who is involved and prioritise who you engage with and when based on their influence and support (Used in student projects and during partner meetings)
4. Personas – Build character representations of stakeholders to build empathy and guide decision making. (Used in student projects and during partner meetings)
5. Hats – Ensure all arguments are heard and understood by public participants of a consultation exercise. (Used during partner meetings)
6. Role Play – Acting the role of the user in realistic scenarios to present empathic design opportunities (Used during Student projects)
7. User journeys – A narrative exploring the future use of a service experience from a user's perspective. (Used during Student projects)
8. Storyboards – A visual narrative that generates empathy and communicates the context for proposed design solutions (Used and proposed during Student projects)
9. Jobs to be Done – Simplify and clarify the objectives of stakeholders (Used in student projects and during partner meetings)
10. Creating Messages – Define an ideal message for all stakeholders and synthesise into a singular coherent message that sets your project brand (Used during partner meetings)
11. Headline – Create a fictitious newspaper front cover to focus how you wish to communicate messages about your project (Used during partner meetings)
12. Open Innovation – Opening the innovation process to include everyone in a transparent way. (Used and proposed during Student projects)
13. Experience Prototyping – modelling a user's experience (in this case members of the local public) at various levels of resolution to quickly establish validity and iterate methods. (Used during Student projects)
14. Thematic problem analysis – Defining the core problems within a system based on broad research (Used during Student projects)

15. Importance/Difficulty Matrix – A quadrant for plotting items by relative importance and difficulty (Used during Student projects)
16. Visual Voting – A quick poll of collaborators to reveal preferences and opinions (Used during Student projects)
17. User interviews – Conversation to collect first-hand accounts of experience, opinions, attitudes and perceptions (Used during Student projects)
18. Observation – Attentive looking and systematic recording of people, artefacts, environments, events, behaviours and interactions (Used during Student projects)
19. Affinity diagramming – The visible clustering of observations and insights into meaningful categories and relationships (Used during Student projects)
20. Street interviews – Indiscriminately approach people in context to have brief interviews to rapidly collect a sense of public perspective on an issue. (Used during Student projects)
21. The fluxonomy 4d matrix – A framework for considering economic innovation through cultural, environmental, social and financial dimensions (Used during Student projects)
22. Workshopping – Collecting a group of people to collaborate on an issue. (Used during Student projects and Partner meetings)
23. Business Model Canvas - A strategic management and lean start-up template for developing new or documenting existing business models. It is a visual chart with elements

describing a value proposition, infrastructure, customers, and finances. (Used during Student projects)

24. BGI Business model comparison cards – Case studies of differing types of business model used to establish BGI without the local authority paying for everything (RCA Service model workshop)
25. Connecting Stakeholders – Through identifying one stakeholder and ideating purely for them and then seeing how those ideas could bring value to other stakeholders we can find potential new models (RCA Service model workshop)
26. BGI service model canvas – Used to help city local authorities explore a service model's value proposition, stakeholders, their involvement and its connection to the brand promise. (RCA Service model workshop)
27. Brief Strategy exploration tool – Used to extrapolate a broader array of more specific brief questions from an underlying key goal for a project to design and develop the objectives of a brief (Used during Bradford project development)
28. Issues vs Strategies Flow chart - A flow chart to help visualize how local authorities are developing strategies to tackle air pollution to tackle specific issues and to see where there are singular or multiple approaches.
29. Empathy Mapping – on street exercise provoking conversations with the public where they are invited to respond to open questions on a large public wall in order to help them engage in conversation about other things.
30. Context Mapping – A tool that you can use with stakeholders to understand problems, activities and issues they face everyday
31. SWOT analysis - Allows the project team to map, together with stakeholders, strengths and weaknesses (internal factors), opportunities and threats (external factors) related to a specific system.
32. Thematic Analysis – This is a process whereby insights are arranged into themes and framed as insights or problems and then grouped into broader more manageable topics. Breaking down complex concepts and problems into smaller, easier-to-understand constituents. This helps make sense of the data we have gathered to create a problem statement.
33. Vibe with your tribe - This is a board game used as a co-ideation exercise. A persona is assigned to each group together with a map and a toolbox with elements that interact (or

could potentially interact) with the persona. The persona has specific problems and goals and the group has to solve them through a new solution.

Stakeholders Engaged

	Public engaged	Institutional/Commercial organisations engaged
RCA / Partners	49 respondents to council consultations	1. Nesta 2. Thames 21 3. Friends of firs farm 4. Ideas Test 5. Swale in Bloom 6. Coca cola 7. The Rivers Trust
	49	7
Open Park	5 friends of the park 20 park interviews 15 tests of prototypes 15 at Public meeting	3 additional members of Council teams 5 nearby commercial interests
	55	8
Park Frog	10 at wassailing event 10 park interviews (public meeting as above)	5 nearby commercial interests
	20	5
Compass	18 street interviews	9 nearby commercial interests 1 Swale youth forum
	18	10

Community garden Club	4 street interviews 60 school children (4 class workshops) 3 teachers 1 school chef 2 gardeners	2 garden centres 2 schools
	70	4
Share Village	13 citizens in Shipley canal road corridor area 6 people in synonymous new development to 'new Bolton woods' 5 potential new house buyers	
	24	
Pedalstal	26 on street interviews 8 school families 1 teacher	1 Clear Channel 1 Capital of Cycling 1 SusTrans
	35	3
The Bradford Way	20 street interviews 12 park interviews	2 London maker spaces 1 Bradford science and media museum 1 Participatory city 1 The Attlee Centre 1 Blithehale Health Centre
	32	6

General Bradford Participants		2 Bradford air pollution policy 4 Community health organisations 3 Public health organisation representatives
		9
<u>Total</u>	<u>303</u>	<u>52</u>