



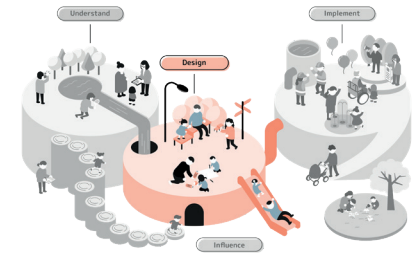


-  Format template
-  Group size small
-  Time few hours - few days
-  Facilitation experience beginner



Framing project ideas & opportunities

What is it? Once you analyse your core challenge and reach a shared vision with all project stakeholders, it is important to assess if project priorities and ideas align with, and consider, early childhood development needs holistically.

How to use it? Organise a workshop with an interdisciplinary and diverse group of participants. Print the template on the right on a big sheet of paper.

(1) Start by writing down **3-5 main project ideas** in the centre of the circle. They might have formed during the Understand phase, visioning and/or core project challenge sessions (see *Development brief* and *Core challenge* tools).

(2) Starting with the outside edge of the circle, mark those **dimensions** that your project idea operates within.

(3) Continuing towards the centre, discuss the main implications for each goal, on the **city scale**. For example: “How might our idea contribute to appropriate healthcare in the city?”

(4) Now, discuss how your idea relates to each goal on the **neighbourhood scale**. For example: “How might our idea improve climate resilience in the neighbourhood?”

(5) Finally, discuss the connections to **home scale**. For example: “How might our idea bring more play in and around homes?”


Write down all answers on post-its or a separate sheet of paper, and continue the same process with another idea.

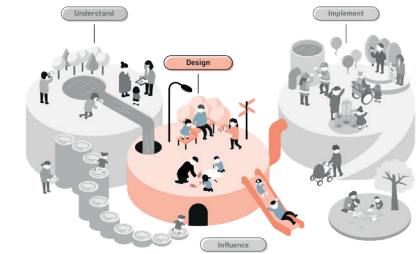
After you finalise the review of your ideas, you will have one or a few project options to explore. Continue with tools in other steps of the Design stage, to examine your main idea(s) further.

Keep in mind: This activity should be underpinned by **evidence-based** research from the Understand phase.

If the connections of your idea to one or more dimensions of the framework are not direct, think whether there might be some **indirect influences**, or synergies you could make through **partnerships** or other projects/ programmes, such as side activities or elements delivered by partner organisations.



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Framing project ideas & opportunities #example

See how **Estúdio+1** defined opportunities and challenges around their project idea for the “Feel Free to Breastfeed” project proposal in Jurujuba, Niterói, Brazil (February 2023):

Key challenges and opportunities identified

Key challenges





- Breastfeeding in public spaces is a taboo;
- Public spaces offer only a few options that are inviting to baby and caregivers - in informal areas, this is amplified;
- Neighbourhood relationships and social inequalities make it difficult to implement strategies that are easily replicable;
- Lack of access to water and bathrooms.

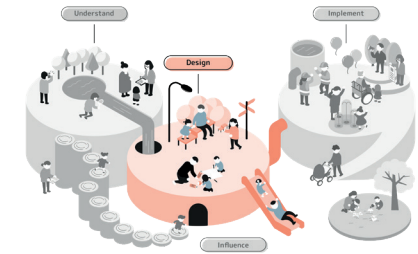
Key opportunities

- Freedom to breastfeed in public spaces is essential to baby's nutrition and is encouraged by health organisations;
- Jurujuba community has high engagement potential and community spirit;
- Qualified public workers, open to new experiences and innovative actions.

Breastfeeding as a connection thread to change spaces and behaviours

Framing project ideas & opportunities #example

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See how **Estúdio+1** defined opportunities and challenges around their project idea for the “Feel Free to Breastfeed” project proposal in Jurujuba, Niterói, Brazil (February 2023):

HEALTH

Green areas are present in the landscape, but not in the public spaces for children's interaction, which are mostly made with artificial pavements;

Public spaces are not suitable for breastfeeding and infant interaction, specially for younger children (0-3 years);

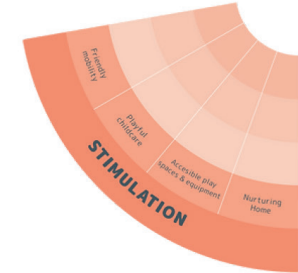
Most of the area lack sewerage and waste collection.



STIMULATION

Play spaces are poorly structured, and day-to-day routes have a low level of accessibility;

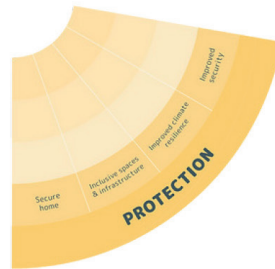
The buildings and infrastructure of the area are self-made, thus not following urban regulation on occupation parameters.



PROTECTION

Traffic is present in everyday life and public spaces reflect these conflicts and the sense of community is weakened;

The areas are informal, irregular, and do not fulfill minimal comfort and salubrity parameters.



SUPPORT

Informal areas have great difficulties in implementing projects and actions, as State operations on these areas are not sustained by Laws and regulations;

Also, the communities were mainly formed by fishermen, who have seen fishing activities slowly decreasing and, consequently, a reduction of employment and income of the area.

