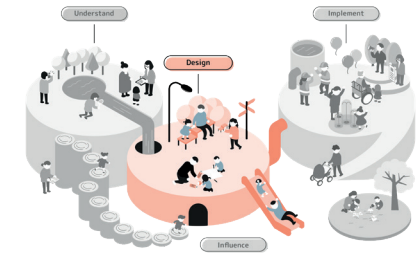**Proximity of Care**
DESIGN GUIDE

Format
template

Group size
small (1-5 people)

Time
1-2 hours

Facilitation experience
low

Fast idea generator

What is it? This tool uses simple actions that support out-of-the-box thinking. Use it to explore design options and creative solutions to challenging obstacles. You can use it within the core project team, or in creative workshops with target groups. Explore as many perspectives as possible.

How to use it?
(1) **Clearly identify** a problem you seek to solve, a challenge, a specific site or an existing opportunity. Having a clear starting point is critical for this tool. Be as specific as possible.
(2) For each approach on the right, write down the **"normal" rule** - something that is related to the question you want to answer, or something relevant for your site.
(3) Using the approach, **transform** the "normal" rule into an **"out-of-the-box" one**. Don't think about whether the new rule is possible, just write down what comes to your mind or what emerges through brainstorming (if you are conducting this as a group activity).
(4) When you finish going through all approaches, have a look at your ideas. What can you **explore further**? Can some of the ideas be combined? Which one answers your initial questions the best? Is there an idea that opened up new questions?

Keep in mind: The purpose of this exercise is to help you think of ideas that are **different** than your usual approach. Do the exercise quickly, without thinking about about how to deliver them (e.g., resources, timelines and stakeholders). Creative approach to complex and interdisciplinary problems is crucial. As a next step, you can explore your idea against the *Theory of Change* sheet (Step 7, *Understand*).

* Adapted from Development Impact & You: Practical Tools to Trigger & Support Social Innovation by Nesta, Quicksand and STBY.

THE APPROACH		THE NORMAL RULE	THE OUT-OF-THE-BOX RULE
Inversion	Turn common practice upside down.	Grandparents take care of toddlers.	What if toddlers took care of grandparents' needs?
Integration	Integrate the offer with other offers.	Children play in the neighbourhood playground.	What if children would play in different locations in the neighbourhood?
Extension	Extend the offer.	School courtyards offer green space.	What if school courtyards would extend into sidewalks and pedestrian streets and connect with parks and private gardens?
Differentiation	Segment the offer.	All play spaces have standardised equipment.	What if different play spaces would offer different opportunities for play, including different senses, learnings, ages?
Addition	Add a new element.	Health centres offer regular health check-ups for pregnant women.	What if health centres that offer regular check-ups for pregnant women would also offer training on breasfeeding?
Subtraction	Take something away.	Streets are important for vehicle circulation.	What if one street in the neighbourhood would be completely closed for motorised vehicles?
Translation	Translate a practice associated with another field.	Hospital care and city planning are different kinds of operations.	What if hospital care practices would be applied to city planning?
Grafting	Graft on an element of practice from another field.	Learning and outdoor activities are separate practices.	What if outdoor activities would become part of a school schedule?
Exaggeration	Push something to its most extreme expression.	Women breastfeed only in safe and private spaces, mostly in their homes.	What if women could freely breastfeed anytime, anywhere?

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