

HOW DO YOU START A CONVERSATION ABOUT URBAN95?

Here are suggestions on how the Starter Kit could help you start a conversation on Urban95.



IF YOU HAVE...

**30
MINS**

Identify your favourite ideas!

- 1 **Take a look at the table of contents.** Identify which ideas spring to your attention.
- 2 **Skim through the four main categories** and circle the ideas you would come back to when you had a bit more time.
- 3 **Print out the table of contents**, highlight the ideas that stood out, keep it around.
- 4 **You're ready to start a conversation at any time**, maybe even at the coffee machine!

**1
HOUR**

Reach out to those who like them too!

- 1 **Take a look at the table of contents.** Identify which ideas spring to your attention.
- 2 **Read them carefully**, maybe read some of the related ideas too.
- 3 **Write down your answers to the following questions:**
 - Which idea is the most exciting one for you, and why?
 - Which idea is the most feasible one for you, and why?
 - List three people you could talk about these ideas within the next two weeks.
- 4 **Send an email to the people you've just listed** to set a time for the discussion.

**LUNCH
BREAK**

*Organise an informal lunch
or a brainstorming session!*

- 1 **Gather a few colleagues** you think might be interested.
- 2 **Take a look at the table of contents.** Identify which ideas spring to your attention.
- 3 **Use the PowerPoint presentation** on our website to present your selected ideas to your colleagues.
- 4 **Brainstorm and write down the group's answers to the questions:**
 - Which idea is the most exciting one for you, and why?
 - Which idea is the most feasible one for you, and why?
 - How could you implement them?
- 5 **Agree on a time and date for a longer workshop** within the next four weeks.
- 6 **Send an email to the group with the key takeaways** of the discussion, the date of the workshop and maybe post something about it on your workplace's internal social platform.

**HALF
A DAY**

*Facilitate a workshop with
your colleagues!*

- 1 **Gather interested colleagues for a workshop.** You could send them the Starter Kit in advance and ask them to spend 30 minutes identifying the ideas they like, or diving into the ideas you've already singled out.
- 2 **Here are some questions you could address in the workshop:**
 - Which ideas could you start with? How would they improve your city?
 - What are the objectives? How can we measure the outcomes?
 - What would be the process to reach them?
 - Who should be involved? Could there be an interdisciplinary task force on this? Which other organisations could be interested?
 - Can you identify challenges? And how to avoid them?
 - Can you estimate costs?
 - Can you draft a timeline?
- 3 **Use our flashcards or other documentation to facilitate the workshop.** You could:
 - stick up the ideas you've selected and establish a timeline for a potential Urban95 project
 - rank ideas in terms of feasibility
 - use them in a mapping workshop to identify where each intervention would have the most
- 4 **Write a proposal** for the implementation of an Urban95 project in your city.
- 5 **Submit it to the decision makers** in your workplace, and send it to us at Urban95@bvleerf.nl if you want our opinion!