



AgroBUS

AgroBusiness in Urban Areas

2021-1-RO01-KA220-ADU-000026154





MODULE

Design creative thinking: creation stage of the UA project





WORKSHOP ADMINISTRATION PROCEDURE:

- ❖ The attendance list;
- ❖ The workshop evaluation forms;
- ❖ Site logistics:
 - Emergencies procedures;
 - Breaks;
 - Restrooms;
 - Cell-phones or any electronic device – SILENT MODE.



Overview of the course

Compose the definition of design creative thinking and design an Urban Agriculture project through team work!





ABOUT THIS WORKSHOP

Being able to think in creative and innovative ways to design and present new products and/or services is vital nowadays.

The goal of this workshop is to exercise your creative skills and to find methods useful in your professional career and your everyday life.





WORKSHOP OBJECTIVES:

- recognise the importance of energising their body as well as their mind in order to make their creativity juices flow,
- work in a team to shape their thoughts and ideas,
- come up with creative ideas or expand existing ones to create important benefits for their communities,
- pitch their ideas in interesting and audience engaging ways,
- identify the most effective solutions and deliberate on them.





WORKSHOP CONTENT

Activity 1 - Let's move it!

Activity 2 - We have to talk about it!

Activity 3 - What if?

Activity 4 - Pinch me your pitch!



Activity 1 - Let's move it!

The learning objectives:

The aim of this activity is to get energised, body and mind. Through a series of physical exercises you will feel your heart rate increase and your creativity juices will start to flow!



I. Let's move it!





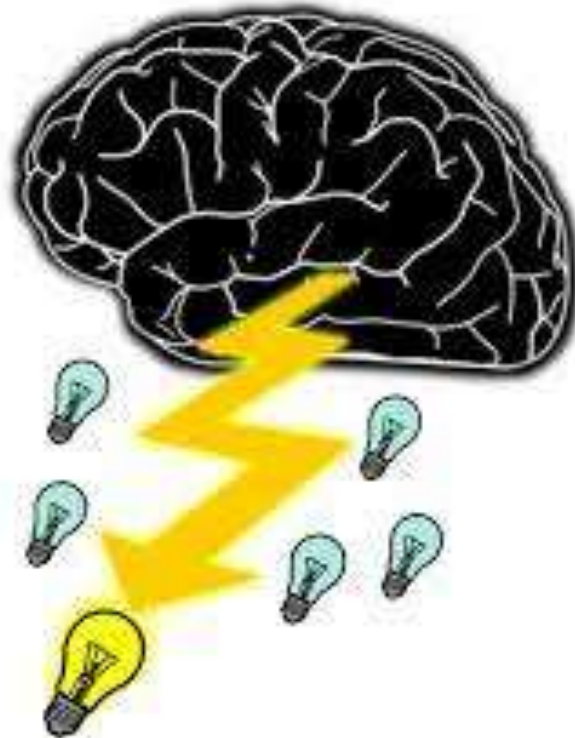
Following the trainer's instructions:

Let's get energised, body and mind.

- Get up!
- Take 5 deep breaths
- Let your arms follow your breathing, until they get above your head
- Move in space
- Acknowledge the presence of the rest of the group
- Rub your palms against each other



Activity 2 We have to talk about it!





Activity 2 We have to talk about it!

Learning Objectives:

- Through a brainstorming session, the group will compose the definition of Creative Thinking.
- Through an indicative example, the group will learn about the importance of out of the box thinking.



Start now!



10:00



Our definition of Creative Thinking:



The provided definition for Creative Thinking

“Creative thinking is the ability to consider something in a new way, think out of the box and bring new perspectives to the workplace. Often, creativity involves lateral thinking, which is the ability to perceive patterns that are not obvious.

Creative thinking might mean devising new ways to carry out tasks, solve problems, and meet challenges. It means bringing a fresh, and sometimes unorthodox, perspective to our work. This way of thinking can help departments and organizations be more productive.”





The top Creative Thinking Skills

- Being Analytical - having the ability to analyze things first
- Being Open-minded - being able to think of things that no one else has considered before
- Problem Solving - having the ability to solve an important issue
- Organization - being able to structure a plan of action with clear goals and deadlines
- Communication - having strong written and oral skills, the ability to listen and ask the right questions.



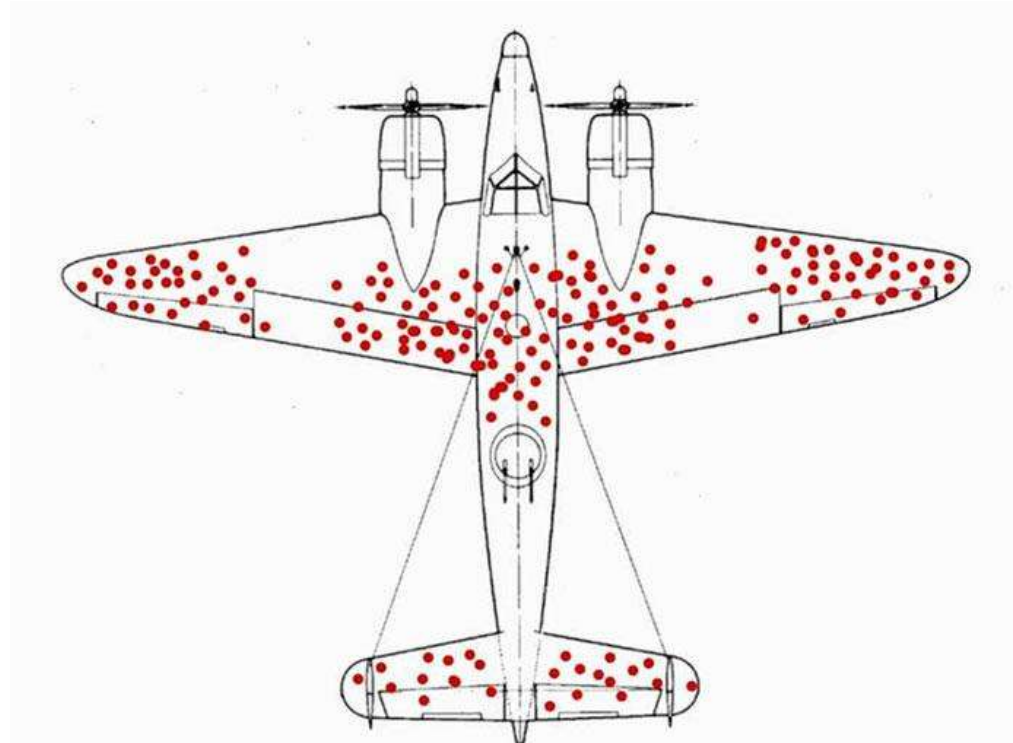


Creative thinking can result in:

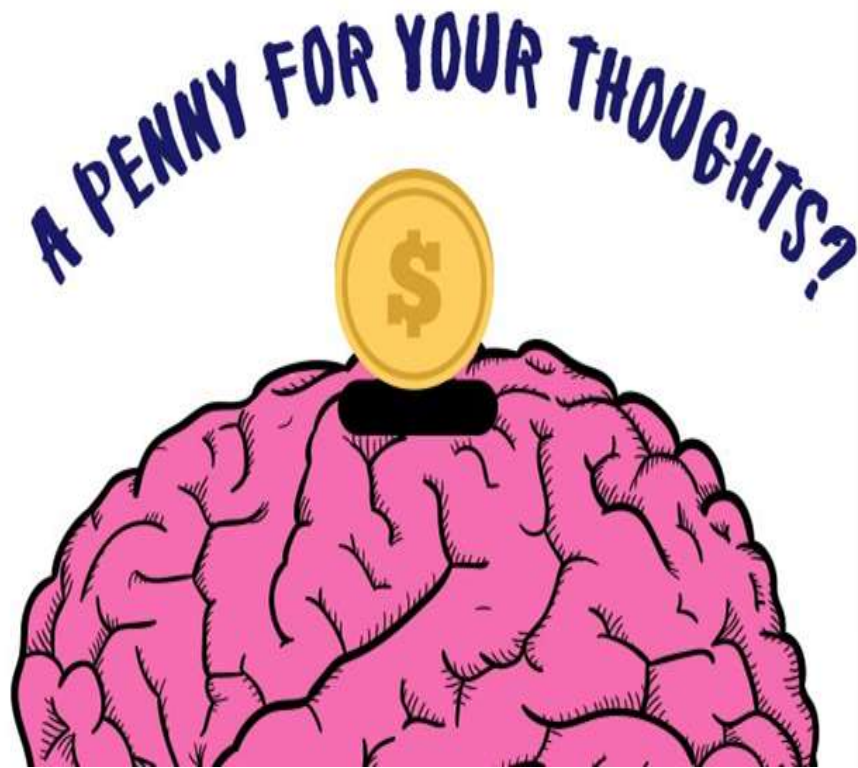
- A new approach to a problem
- A resolution to a conflict between employees/stakeholders
- A new result from a given data set
- A previously untried approach to earn revenue
- A new product—or product feature
- Innovation



Let's examine an interesting example!



Any thoughts?



Activity 3 What if?





The most common “what ifs” are:

- What would happen if I changed it (the object/ system/ social relationship)?
- What would I change or improve about this object/service if I wanted to use it in 10 years?
- What would I do if I had a one-million-dollar investment to improve it?

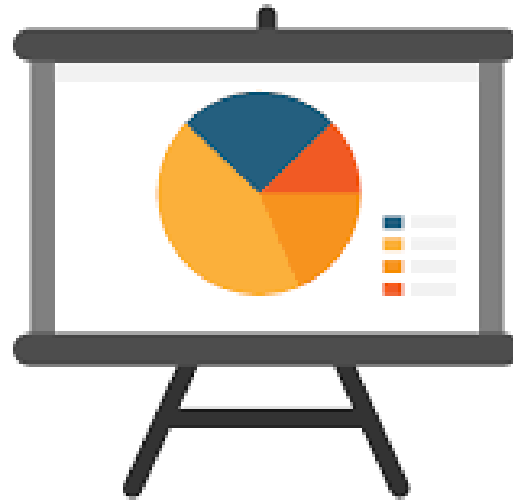




Divide into two groups and work on your given scenarios



Let's hear your thoughts!



Activity 4 - Pinch me your pitch!



You are not inspired enough?

You can always go online, where everything is happening, and look for further information on everything you need!



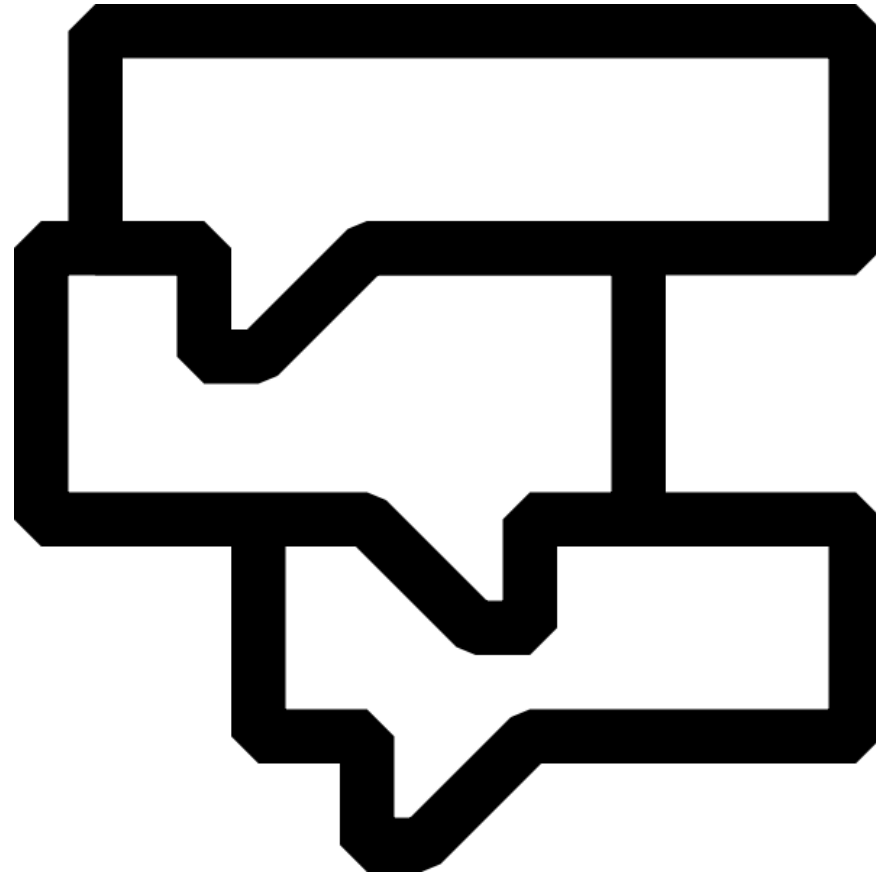


Always remember:

- Your pitch should be interesting.
- Your idea should be able to be summarised in three or four sentences.
- Your pitch must include the problem, the solution and the benefits.
- You should think of creative ways to present your idea. Feel free to use wordplay or be dynamic in your presentation by altering the tone of your voice to highlight the important parts of your idea



Time to discuss!





Let's see:

- Which one sounds the most sustainable? Why?
- Which one did they find the most probable to be realised? Why?
- Which idea would benefit most their community? Why?
- Which idea would they choose to implement? Why?





And the Winner is:



**Congratulations and the best of luck in all your future endeavours!
May all of your ideas be realised!**





Thank You!

