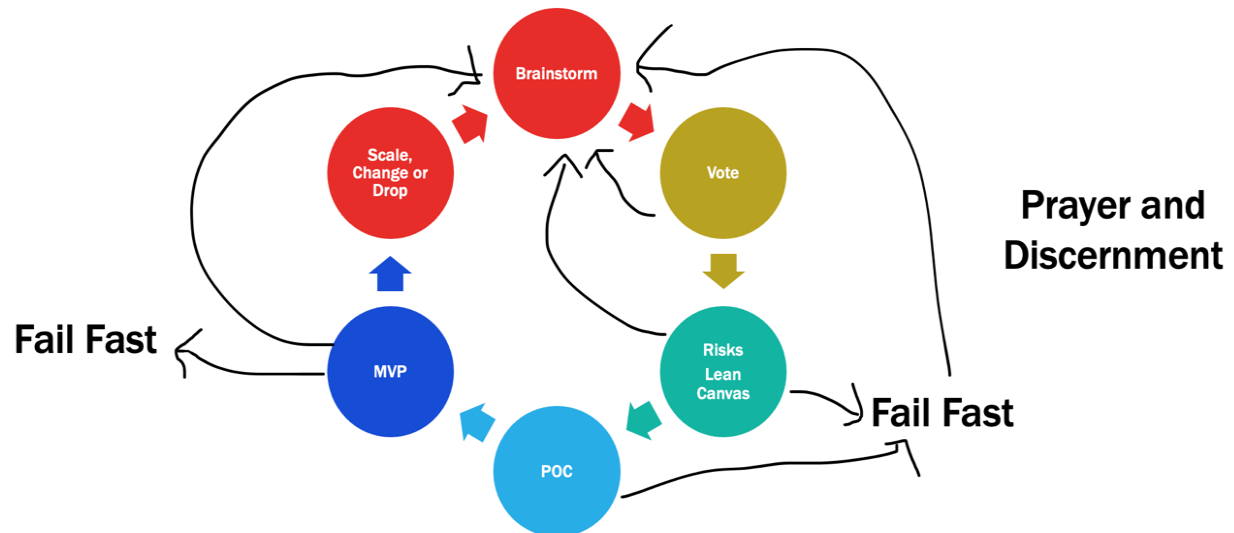


Multiply Handout  
Community Engagement-A Design Process

Challenge: Put a process around your new ideas



- a) Brainstorm
- b) Vote
- c) Risk assessment and lean canvas. Identify and categorise your risks. Do you have a unique value proposition? Who is your audience? What resources do you need? What communication channels will you use?
- d) Proof of Concept (POC): Something tangible that proves your project idea is feasible. This is not the end product.
- e) Minimum Viable Product (MVP): A scaled down version of your offering
- f) Scale, Change or Drop

-Build in a regular rhythm of evaluation or reassessment.

Further Resources:

- a) IDEO Design Thinking: <https://www.ideo.com/pages/design-thinking>
- b) Similar to a Lean Canvas for project design. The Social Business Model Canvas: <https://socialenterpriseinstitute.co/wp-content/uploads/2018/12/Social-Business-Model-Canvas.pdf>
- c) Information on Asset Based Community Development: <https://www.nurtureddevelopment.org/asset-based-community-development/>
- d) Community mapping: <https://ucanr.edu/sites/CA4-HA/files/206668.pdf>