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HI HATERS

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HI!

Manu Rodríguez is a political and social innovation advisor from Seville but based in Madrid. He coordinates the project Hateblockers, a young leaders community against hate speech and disinformation.

He loves cooking and is able to make delicious pasta plates.

Laia Muñoz is a strategic designer and a human centric innovation specialist, originally trained as a space designer and always interested in generating projects with social impact.

She loves the Cantabrian coast and her favorite day is Sant Jordi.

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Before we start...

...let's get to know each other a little better.

Wich one do you prefer?

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What are we going to do today?

Our goal is to create a Local Action Plan to prevent hate speech.

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How are we going to do that?

3 steps

Understanding our audience

- High school students from 11 to 14 years old.
- High school students from 15 to 19 years old.
- Young people from 18 to 30 years old.
- Members of NGOs, Foundations or similar Institutions, working in the field of social inclusion.

30 min

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Understanding our audience

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30 min

Ideate initiatives

- Once we understand them, we have to think on what do they need.
- What's their pain? Can we help them? How?
- We will discuss how can we create value for them.

40 min

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Understanding our audience

Who (and how) are they?
- High school students from 11 to 14 years old.
- High school students from 15 to 19 years old.
- Young from 18 to 30 years old.
- Members of NGOs, Foundations or similar Institutions, working in the field of social inclusion.

30 min

Ideate initiatives

- Once we understand them, we have to think on what do they need.
- What's their pain? Can we help them? How?
- We will discuss how can we create **value** for them.

40 min

Create projects

- Once we know how to create value for our audiences, let's créate an actual **project**.

- Creating a project means think about what resources and teams do we need.

- Can I afford a camera? Do I must to ask for permission to the city hall?

30 min

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Are you ready?

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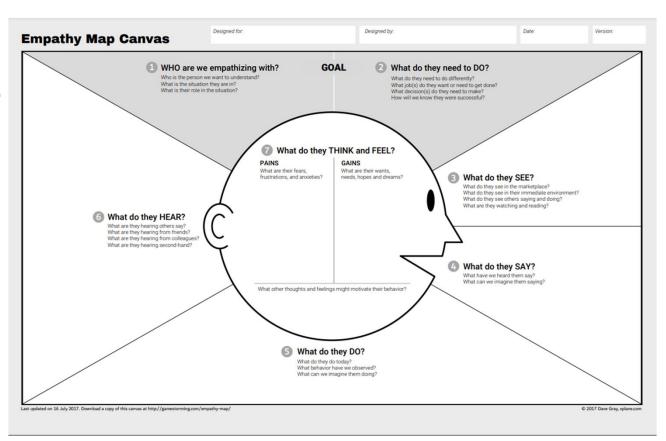
Let's go!

We are not the same

Users persona

- It's easier to empathize with a concrete person. Even if he/she doesn't exists.

- We need to think about one fictional person with our audiences characteristics.
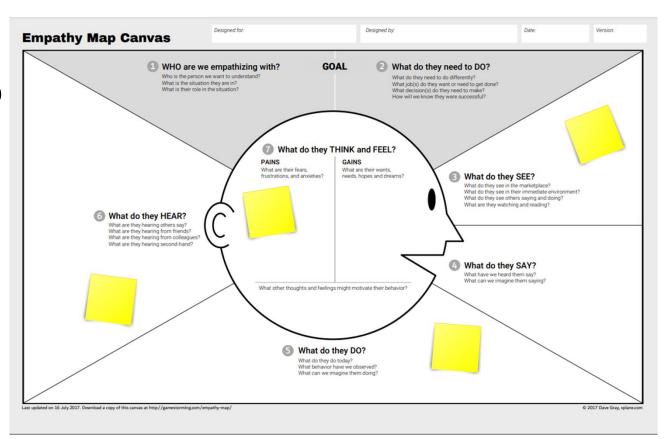
- It's really helpful even name them.

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Empathy Map

- 1 idea = 1 post it
- Follow the instructions
- USE CAPITAL LETTERS

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Empathy Map Canvas

Designed for: Designed by: Date: Version:

① **WHO are we empathizing with?**
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

② **What do they need to DO?**
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

⑦ **What do they THINK and FEEL?**

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes and dreams?

③ **What do they SEE?**
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

⑥ **What do they HEAR?**
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What other thoughts and feelings might motivate their behavior?

④ **What do they SAY?**
What have we heard them say?
What can we imagine them saying?

⑤ **What do they DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Last updated on 16 July 2017. Download a copy of this canvas at http://gamestorming.com/empathy-map/
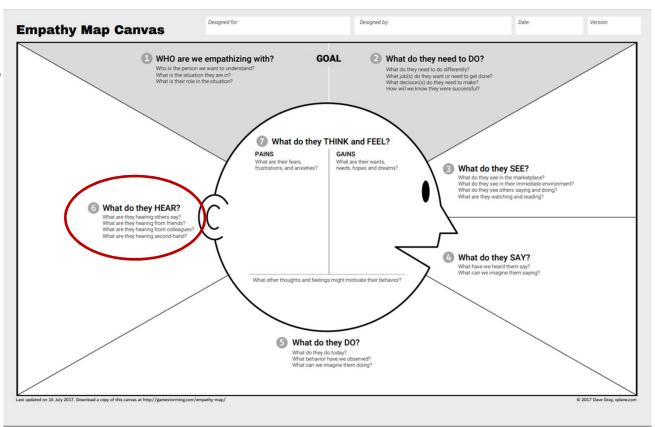
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Empathy Map

- 1 idea = 1 post it
- Follow the instructions
- USE CAPITAL LETTERS

What do they hear?

- News
- Podcasts
- Taylor Swift
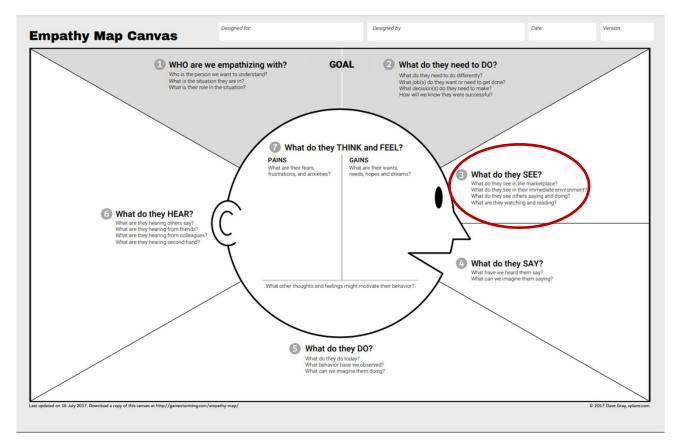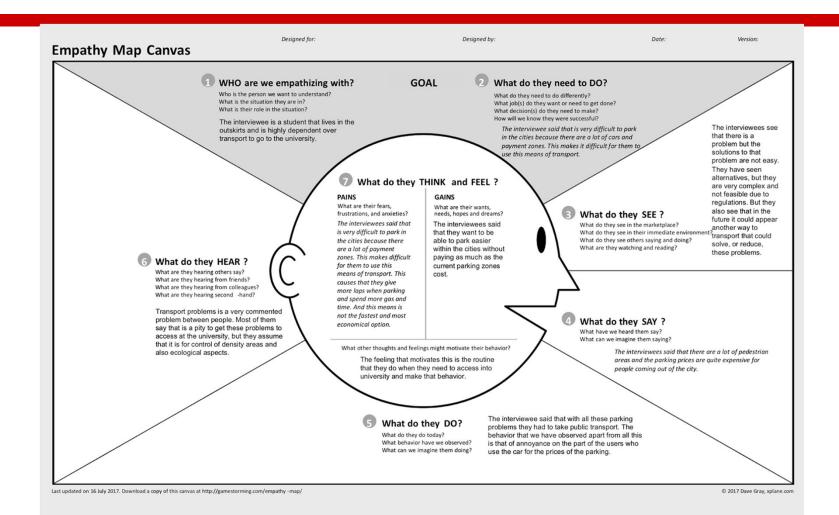- Mom's advice
- Friends' opinions
- Teachers' lessons

What do they SEE?

- Youtube
- Twitch
- TikTok
- Neighbours with problems
- Economic issues at home
- Rubbish in the neighbourhood's streets

Empathy Map Canvas

1 **WHO are we empathizing with?**

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

The interviewee is a student that lives in the outskirts and is highly dependent over transport to go to the university.

GOAL

2 **What do they need to DO?**

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

The interviewee said that is very difficult to park in the cities because there are a lot of cars and payment zones. This makes it difficult for them to use this means of transport.

The interviewees see that there is a problem but the solutions to that problem are not easy. They have seen alternatives, but they are very complex and not feasible due to regulations. But they also see that in the future it could appear another way to transport that could solve, or reduce, these problems.

7 **What do they THINK and FEEL ?**

PAINS
What are their fears, frustrations, and anxieties?

The interviewees said that is very difficult to park in the cities because there are a lot of payment zones. This makes difficult for them to use this means of transport. This causes that they give more laps when parking and spend more gas and time. And this means is not the fastest and most economical option.

GAINS
What are their wants, needs, hopes and dreams?

The interviewees said that they want to be able to park easier within the cities without paying as much as the current parking zones cost.

3 **What do they SEE ?**

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

6 **What do they HEAR ?**

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second -hand?

Transport problems is a very commented problem between people. Most of them say that is a pity to get these problems to access at the university, but they assume that it is for control of density areas and also ecological aspects.

What other thoughts and feelings might motivate their behavior?

The feeling that motivates this is the routine that they do when they need to access into university and make that behavior.

4 **What do they SAY ?**

What have we heard them say?
What can we imagine them saying?

The interviewees said that there are a lot of pedestrian areas and the parking prices are quite expensive for people coming out of the city.

5 **What do they DO?**

What do they do today?
What behavior have we observed?
What can we imagine them doing?

The interviewee said that with all these parking problems they had to take public transport. The behavior that we have observed apart from all this is that of annoyance on the part of the users who use the car for the prices of the parking.

Our audiences

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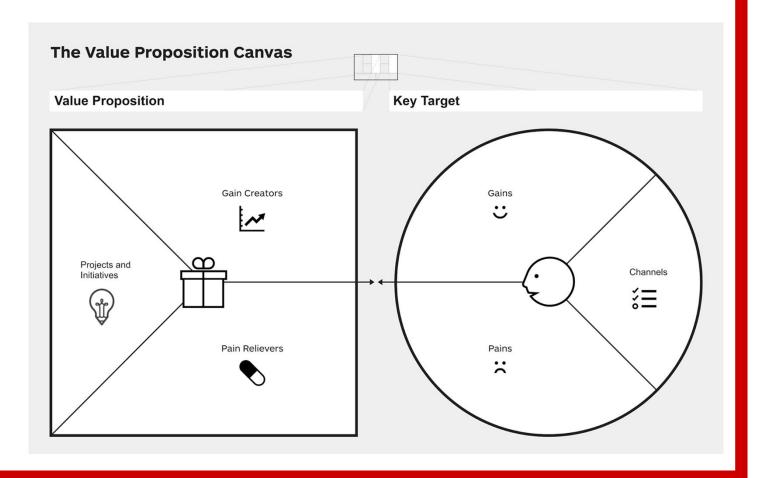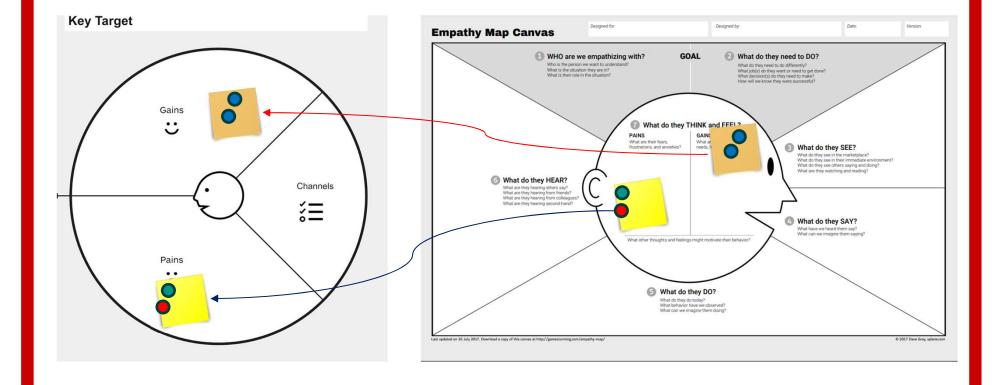
Ideate initiatives

I'M HERE TO TALK TO YOU ABOUT THE AVENGER INITIATIVE.

Value proposition canvas

- Pains
- Gains
- Channels
- Pain relievers
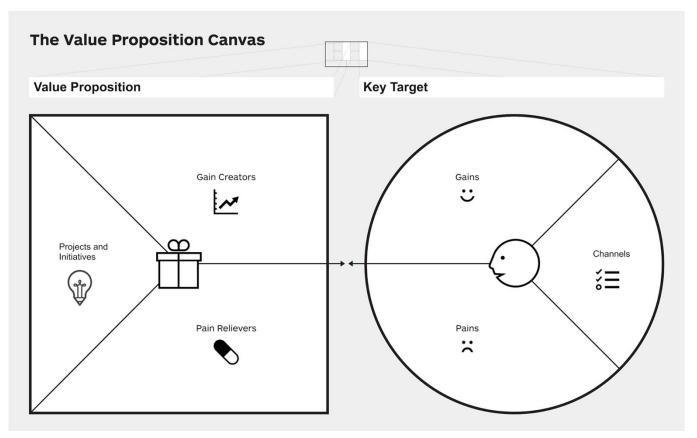- Gain creators
- Projects and initiatives

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The Value Proposition Canvas

Value Proposition

Key Target

Gain Creators

Projects and Initiatives

Pain Relievers

Gains

Channels

Pains

40 min

- **Pain relievers**: how can your initiative reduce negative emotions, costs or risks?

- **Gain creators:** hoy can your initative create benefits, social impact or fulfill user's desires?

- **Projects and initiatives:** what does your project do? How many utilities? An app? A workshop? Great design?

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The Value Proposition Canvas

Value Proposition

Key Target

Gain Creators

Projects and Initiatives

Pain Relievers

Gains

Channels

Pains

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Break

15 min

What about second breakfast?

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Create projects

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- Social change
- Key stakeholders
- Key activities
- Key resources
- Costs
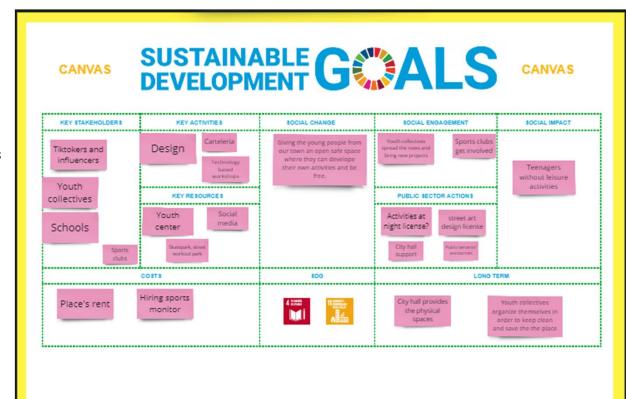
CANVAS **SUSTAINABLE DEVELOPMENT GOALS** CANVAS

KEY STAKEHOLDERS	KEY ACTIVITIES	SOCIAL CHANGE	SOCIAL ENGAGEMENT	SOCIAL IMPACT
	KEY RESOURCES		PUBLIC SECTOR ACTIONS	
COSTS		SDG	LONG TERM	

- Social engagement
- Social impact
- Public sector actions
- Long term
- SDG

- Social change
- Key stakeholders
- Key activities
- Key resources
- Costs

- Social engagement
- Social impact
- Public sector actions
- Long term
- SDG

Pitch

Elevator's pitch

Tell a story

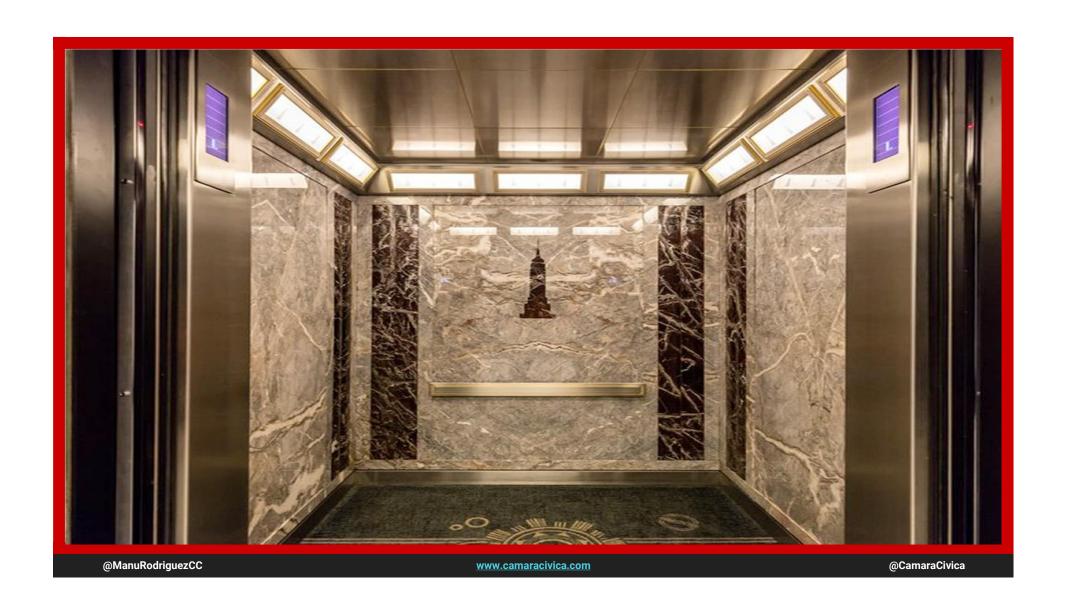- Catch the audience's attention with a question or a stricking data.

- Present yourself and your team.

- Expose the issue you want to solve.

- Explain your user persona and how your sollution can help him or her.

- What makes you different?

- End with "call to action".

"WHAT UNITES PEOPLE? ARMIES? GOLD? FLAGS? **STORIES**. THERE'S NOTHING IN THE WORLD MORE POWERFUL THAN A **GOOD STORY**.

NOTHING CAN STOP IT. NO ONE CAN DEFEAT IT."

TYRION LANNISTER
GAME OF THRONES, SERIES FINALE

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Tell a story

1. **Catch the audience's attention with a question or a stricking data.**

2. **Present yourself and your team.**

3. **Expose the issue you want to solve.**

4. **Explain your user persona.**

5. **Present your project and how your sollution can help him or her.**

6. **What makes you different?**

7. **End with "call to action".**

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1. Did you know that a 90% of young people in Santa Coloma de Gramanet…

2. Hi, my name is XXX and me and my team, XXX, XXX and XXX, will show you…

3. Many young people in Santa Coloma can't XXXX because of XXX…

4. For example, think a young person like XXX, XXX years old and…

5. That's why we create XXX, a new project consisting on an app, a talk and a communication campaign.

6. What makes us different is that our project is sustainable and can have a great impact thanks to XXX.

7. This project will only be possible with your help. You can suscribe on our website www.blablabla.com.

Mock up

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Thank you ;)

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Any question? Text me!

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in www.linkedin.com/in/manuelrodriguezmorillo

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