



Book of Ideas

For sharing the learning acquired in meetings and put it into action

WHAT IS NEEDED?

- > **Define (a) responsible person(s)** to take care of the production process. The tasks can be divided among the project team. Depending on the budget, external aid can be used (such as hiring a professional photographer).
- > **Define the goal of your Book of Ideas** before its production: Is it for internal use or for external audience? Will it provide in depth information or just a general idea about the topic? Should the book be relevant after the momentum? What is relevant to the future work of the participants?
- > **Create a graphical design** that can be reused. It is recommended to design the document for screen reading, to avoid printing and make it easier to disseminate.
- > **Decide on the content in advance.** What are the articles going to be about, who is going to provide each piece, etc.?

> Examples of this tool are available on the URBACT website - see [Sub>Urban Network](#).

The Book of Ideas is a memory tool to capture the learning and exchange journey.

It is not a minute, but an interpretation of the presentations and conversations, capturing the energy and atmosphere of a meeting. It aims at recording the learnings of a meeting in order to put them into practice back home. It is important to make the Book of Ideas visually appealing so that it will be re-used after the meeting.

WHAT FOR ?

- > **To capture the energy** of a meeting and the methodologies to work together.
- > **To remind about how to do things differently** and inspire the work after the meeting

Figure: The basic structure of the Book of Ideas, in the case of a transnational meeting



HOW TO USE IT?

Step 1 Production

- > Follow-up on the production of articles if other persons are involved.
- > Make the first draft (~5 days) and revision (~3 days).
- > Make the second draft (~2 days) and revision (~3 days).
- > If needed: Make the third draft (~2 days) and revision (~1 day).
- > Gather all input and make sure all content in different channels (YouTube, Flickr etc.) is ready for linking.

Step 2 Documentation, evaluation and output

Publish the final version in the chosen platforms and spread the news on your social media and other channels.

