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

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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

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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.

| Introduction + presentation of the participants (with pictures) | "Toolkit" Which learning and exchange methods were used and how? | Inspiration from the host city, e.g. inspirational speakers or activities | In-depth analysis of the central topic |