

Purpose Creation Tool

METHOD DESCRIPTION

The purpose of the tool

- To define what the ecosystem aims at and why
- Outcomes: Ecosystem purpose, goals, values and themes



Workshop duration:
2.5-3 hours



Who should be involved?
Key ecosystem actors



Participants:
10-15
(optimum)



Suggestions for preparatory assignments

Pre-work 1: Think about the challenges and opportunities that the ecosystem partners could solve or seize as an opportunity together



Recommended workshop setup

Face-to-face workshop recommended; online workshop possible



Assets needed

Printed canvases for a face-to-face workshop (size A1 or A0 on the wall and printed personal A4 worksheets for all participants) OR online canvas(es) (e.g. Miro or Padlet)



Other hints and tips

This tool can be used in different phases of the ecosystem lifecycle to refine the purpose and goals as the ecosystem evolves

Instructions

How to prepare for the exercise



Send a calendar invitation to a 2.5-3-hour workshop



Send an e-mail to all workshop participants one week before the scheduled event and ask them to identify, as a pre-assignment, high-level challenges or opportunities that they would be interested in solving or seizing opportunity with others in the ecosystem



Ask all participants to present their pre-work outcomes at the workshop

How to run the workshop



Work in one big group to identify common challenges / opportunities for the ecosystem. Ask each participant to write their pre-defined challenges/opportunities on post-it notes and to place their stickies on the canvas on the wall. Discuss through the identified challenges/ opportunities. Vote or grade the most important ones and select the opportunities that the ecosystem wants to seize together.



Define common values for the ecosystem (what are the values we stand for?)



Discuss and define themes of common interest (what topics are we interested in solving together?)



Agree on common goals (what do we want to achieve together?)



Summarize the common purpose (why we are here as an ecosystem?)



Document the defined common purpose and themes of common interest and share the summary document with the participants

EXPLORE PHASE