QUICK GUIDE

The purpose of this template is to describe your legacy challenge and desired impact as specific and concrete as possible with the problem owner in focus, while still keeping the focus open so you can invite people to come up with many different possible solutions. You will use the boxes to map important insights and knowledge you have around the challenge, and step by step become more clear and specific around the challenge and the desired impact. By the end, you should have the backbone for writing a legacy challenge brief document, that you can later use when coming up with ideas for possible solutions.

1. Work through the boxes from 1-9 and use the guiding questions to map the knowledge and insights you each have.

2. When you get to box 9 you will come up with an open-ended question that sums up the challenge you are trying to solve. Here are a few tips for coming up with the question:

   Use the following formula to formulate your question:

   How might we (intended action) _____
   For (Problem owner) _____
   So that (Desired impact) _____

   For example: How might we increase awareness around bullying as a group phenomenon for parents, so they can help build non-bullying groups and communities."

   Make sure it isn't too broad (e.g., "how might we eradicate bullying?"). We want a question that helps people come up with focused solutions.

   Make sure it isn't too narrow either (e.g., "how might we build the perfect information campaign using the most popular local celebrities as ambassadors?"). We want people to come up with various solutions.

   Come up with multiple versions of your question before you decide. Pick the one that seems most relevant and most inspiring.

3. After completing this session continue with the word template "Writing Your Legacy Challenge Brief" and write the full brief text that you will use to invite stakeholders to brainstorm with you.



FRAMING OUR LEGACY CHALLENGE AND DESIRED IMPACT

LEGACY LAB TOOLKIT

COPENHAGEN CONVENTION BUREAU

FRAMING OUR LEGACY CHALLENGE AND DESIRED IMPACT

Describing the problem we want to contribute solving through our legacy challenge, and the impact we are hoping our solution will have if we are successful.

1. THE FOCUS PROBLEM

Describe the problem and/ opportunity you want to solve or push through your legacy challenge.

EXAMPLE:

Improve school policies to prevent and overcome child bullying.

2. PROBLEM OWNER

Who is this a problem for? And who are we trying to create value for in the end?

EXAMPLE:

Children who experience bullying.

3. ACTANTS

Who should be included in the legacy challenge? These might be key players in the local community surrounding the problem owner.

EXAMPLE:

Teachers, parents, and families, etc. It might also be local authorities or local associations working in the field.

4. CONTEXT

Describe the constraints surrounding the problem. Which specific barriers do we need to consider?

EXAMPLE:

It might be worth knowing that a lot of bullying happens on social media and is invisible to teachers and parents.

5. POSSIBLE DIRECTIONS

What are some possible directions to guide the problem and/ solution towards? We are not trying to design activities here to support the problem and solution, but rather discuss directions that have already been considered or even tried before.

EXAMPLE:

We know that training around building non-bullying groups has been requested by teachers for some time.

6. LONG-TERM IMPACT AND LEGACY

What are the long-term changes we are hoping to create if we are successful for both our destination and global society at large?

EXAMPLE:

Fewer children experiencing bullying from their peers.

7. SHORT-TERM AND MID-TERM

What is the short-term outputs and mid-term outcomes we are hoping to create - these would be indicators telling us if our solution is having a result shortly upon end congress.

EXAMPLE:

Parents and teachers embracing new findings from research around bullying and applying it in their everyday life.

8. CONCRETE CHANGES

What are the concrete changes we want to see and from whom - these might be shifts in attitude, behavior, and habits in a specific group of people.

EXAMPLE:

FROM: "Parents believing individual children are bullies."
TO: "Parents understand bullying as a group phenomenon."

FROM: "Parents dealing with bullying kids in isolation."
TO "Parents collaborating with other parents and teachers around building non-bullying groups."



9. THE CHALLENGE AS A QUESTION

Consider everything you mapped out in the previous boxes and see if you can capture your challenge in a single, open-ended question.

EXAMPLE:

How might we increase awareness around bullying as a group phenomenon for parents, so they can help build non-bullying groups and communities.

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