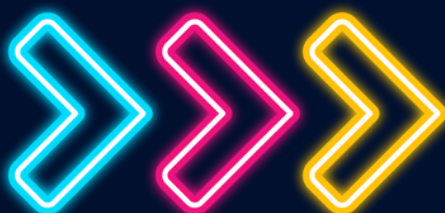




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VIDEO GAMES FOR GOOD

Creative Project Canvas

<https://www.videogames4good.eu>

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YuzuPulse



LogoPsyCom.



materahub

VISAS
IESPĒJAS



Eppas

Duration:	90 minutes
Age:	18-30 years old
Group size:	1 to 5 people or more each or individually starting from one's own business / project
Aim:	<p>To identify the following aspects of a social entrepreneurship project:</p> <ul style="list-style-type: none"> • The value, which is the core of the project • Belonging to networks, activities and work, equipment, materials and time • To find case studies, best practices, models of inspiration; to collect feedback • Identify a target audience and how to reach it • Reflect on short term gains and losses and long term rewards from a sustainable perspective
Objectives :	<p>The objectives of this activity are:</p> <ul style="list-style-type: none"> • To give learners tools to develop a clearer idea about their specific business ideas / projects • To understand what a mission and vision statement are and why they are so important • To give learners the tools to understand the social impact of their business idea / project
Material needed:	<ul style="list-style-type: none"> • Sheets of paper, markers • Computer, interactive whiteboard • Creative Project Canvas template

Since the themes are mutually connected to each other, we suggest following specific steps to reflect and implement the creative process that will lead you to build your own Creative Project Canvas. Each theme includes a series of key questions for you to reflect upon the finer details of your project and we suggest starting with a summary of about 3 "top" topics / answers.

Use the template as reference or follow some questions here that you can answer and that will help you navigate your way through the canvas and help you identify the elements that make up your project.



Workshop Structure



STEP 1: VALUE (what do you do?): This theme will help you explore the value of your project to yourself and others and how you can obtain the benefit of providing that value.

- What are the main reasons why you engage with this project?
- What is the core value of this project to yourself and others?
- Does it satisfy a need or desire or does it solve a problem? How?
- What are the benefits of delivering this value to yourself and to others?

STEP 2 is the practical part of the project and it is composed of 3 themes:

BELONGING TO NETWORKS (who can help you?): This theme will help you explore the useful networks you currently belong to or you might join that can provide contacts with key people (who you might already know) and resources to create, develop, produce and promote your project.

- How can current and potential networks support you with this project?
- How can they provide you with contacts and resources for your project to:
 - create and develop
 - share and promote
 - reflect and improvise
 - implement activities

ACTIVITIES AND WORK (what do you need to do?): This theme will help you reflect on the work-flow and main activities of your project including research, preparation, production, relationships with users/clients, suppliers and stakeholders, promotion, monitoring and revision.

- What are the most important activities needed to make this project happen?
- Who will carry them out?
- Do you have the competences to carry them out?
- Which new abilities/competences do you need to develop?
- Will you need other human resources? Which organisations/professionals might help you carry out some activities?
- What impact would the planned activities have on you and others (family, friends, collaborators, etc.)?

EQUIPMENT, MATERIALS AND TIME (what do you need?): This theme will help you reflect on how you can implement your project during the start-up phase by trying to offset the initial investments, accelerating the prototyping and testing of your products/ services and planning effectively important issues related to human resources, materials and time.

- What kind of equipment and materials do you needed (including recyclable/used or already available materials from other projects)?
- Who can provide what you need?
- How much time do you need to organise your equipment?

STEP 3 is the external perception of your project and it is composed of 3 themes:

- CHAMPIONS (who can give you useful external perspectives on your project?): This theme will help you develop and strengthen your project by identifying who can support you as a guide, mentor, advisor and/or investor to improve your work.
- Who can guide you, help you reflect and improve aspects of your work by highlighting strengths and weaknesses through constructive criticism on your project?
- Who appreciates your talent, believes in your potentials and in your project and might advocate it to others?

ACCESS FOR OTHERS (how will you reach your clients/customers/users and vice versa?): This theme will help you analyse how and through which online/offline channels others can access your project, services and/or products.

- Who can access and experience your project, services, products, contents?
- What are the different ways and places through which others can access your work (e.g. web pages or social media or premises open to the public, offices, stores, etc.)?
- How can you reach your audience/clients/users (e.g. promotional and communication campaigns, marketing actions, events etc.)?

GETTING FEEDBACK (how will you interact with your clients/customers/users?): This theme will help you explore current and potential tools and methods to get feedback on your project and the efficacy of your activities from users, clients, suppliers, etc.

- Who can give you feedback to improve your project, work and activities?
- How can you collect feedback (e.g. web tools, informal conversations, surveys, focus groups etc.)?
- How often can you collect feedback and how can you use it?

Finally, STEP 4, SHORT TERM GAINS AND LOSSES, and LONG TERM REWARDS, is the sustainability of your project and it is composed of 2 themes reflecting the immediate and future plans of your project:

SHORT TERM GAINS AND LOSSES: This theme will help you reflect on potential short-term profits and losses by taking into consideration indirect consequences of your actions too.

- What can you gain and/or lose in the next future by realising your project?

LONG TERM REWARDS: This theme is about more frequent or greater opportunities, larger networks and increased remuneration to invest in future works and projects or to increase the impact of your actions.

- Which rewards can you gain in the future by realising this project?

By answering all the key questions listed in each theme, you will build your Creative Project Canvas and visualise a brief however clear and straightforward plan of your project / idea.

We suggest you reviewing your Creative Project Canvas over and over again to improve your answers until the whole project seems harmonious and well structured. Remember to discuss, share and collect valuable suggestions from your supporters and / or potential users / customers!



References



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