

1UP

HANDBOOK

Student guide
to improving
neighbourhood
public spaces



1UP

HANDBOOK

CONTENTS

WELCOME	06
THE MISSION	08
SCHEDULE	10
STARTER KIT	12
GOALS	14
CONFERENCE	16
DESIGN THINKING	18
SETUP	22
STEPS	24
SUPPORT NETWORK	26
COMMUNICATION	28



CRE
CIT
FOR

A blurred city street scene with a cyclist in the foreground and buildings in the background. The text 'CRE', 'CIT', and 'FOR' is overlaid in large white letters. A solid orange bar is at the bottom.



AATE

IES

ALL





WELCOME

1UPToronto is a youth city-building initiative powered by 8 80 Cities and Urban Minds.

Our mission is to create cities for all. Not just for adults, but for young people too. How?

We empower more young changemakers in our cities, just like yourself!

That's why we built this Starter Kit. This kit will help you use the design thinking process to design, build and pitch creative solutions to a problem you see in a public space in your neighbourhood.

Let's get started.



THE MISSION

What is a public space?

And what can we do about it?

A public space is a place that is open and accessible to all people. It can be a park, a playground, a bus stop, or even a parking lot. The problem is, some of these public spaces in our cities are not well used because they don't feel safe or welcoming to us.

This is where you come in! Can you think of a public space in your neighbourhood that isn't used to its full potential? Are there spaces that people avoid or have problems with? What if we can change the situation, and make this a fun and friendly place where all your friends and family would love to hang out in? For the next 7 months, you'll be on a mission to create real change in your community!

SCHEDULE

EMPATHIZE + DEFINE



BUILD A TEAM



KNOW YOUR SITE



KNOW YOUR USERS



FRAME THE CHALLENGE

IDEATE + PROTOTYPE



IDEAS OVERLOAD



THE CHOSEN ONE



FIRST CRACK



TEST & IMPROVE

BUILD + PITCH



THE REAL DEAL



SHOW & TELL



1UP CONFERENCE

SEP

OCT



NOV

DEC

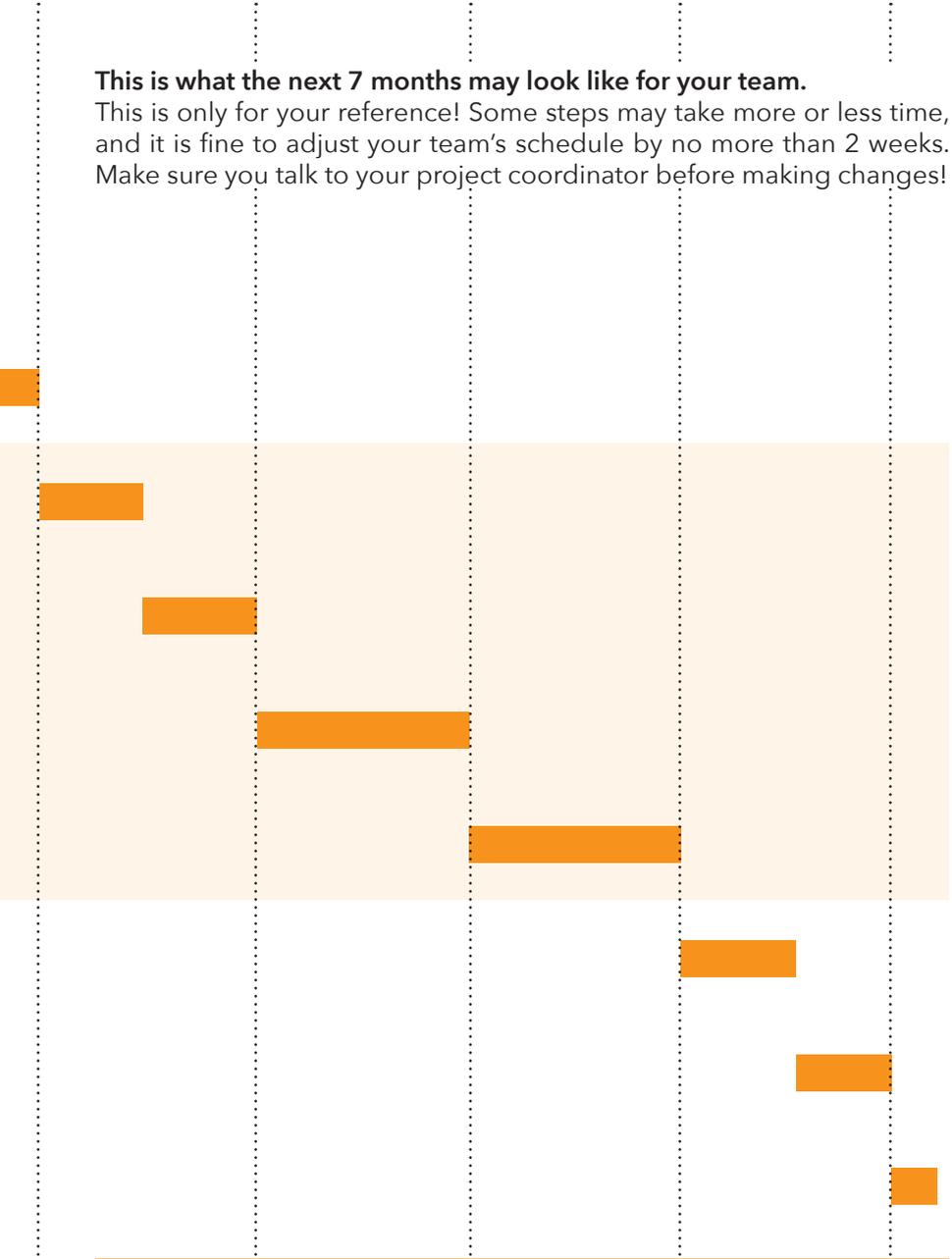
JAN

FEB

MAR

This is what the next 7 months may look like for your team.

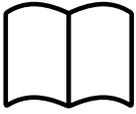
This is only for your reference! Some steps may take more or less time, and it is fine to adjust your team's schedule by no more than 2 weeks. Make sure you talk to your project coordinator before making changes!





STARTER KIT

What's inside your box?



1UP Handbook

Everything you need to know in one convenient booklet



Project Roadmap

Track your progress with stickers



Mission Folder

Place all your activity sheets in this handy folder



Method Cards

Cards to help you brainstorm strategically



Promo Cards

Hand these out to spread the word about your project



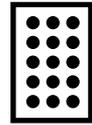
Sticky Notes

For writing down all the awesome ideas you come up with



Markers

For jotting down notes, ideas, and drawings



Sticker Sheets

Use stickers to pick your favourite ideas and to track your progress



GOALS

The (kinda boring but) really important stuff!

Goals / what we want to do for you:

- To empower you with knowledge and experience in creating impact in your local community
- To equip you with a design thinking mindset and problem solving skills for school, work and pretty much everything else in life!
- To build you up as a community leader and changemaker along with a network of like-minded friends and professionals

Outcomes / what we want to see from you:

- You have greater empathy and curiosity of current challenges facing our communities
- You designed and built creative, user-centred solutions to address challenges in your neighbourhood public space
- You helped others see the great potential of youth taking an active role in city-building

Ground Rules / what all of us should remember:

- Make sure we act to help everyone feel included and welcomed to participate
- Keep an open mind about new or unexpected ideas, questions, and thoughts
- Respect our differences in culture, background, and experience. Use them to learn and create!

TUPToronto Pitch



1UPTORONTO CONFERENCE

1UPToronto Conference is an annual event where we showcase each student team's public space project, learn from inspiring projects and speakers from Toronto and other cities, and celebrate our achievements over the year.

The conference marks the finish line for each project and resets the calendar for an incoming group of new urban changemakers.

It is a full-day event typically held on a weekend during March Break. Professionals and community builders are featured, and students participate in interactive, fast-paced workshops and activities throughout the day. It's an action-packed day that you don't want to miss!

Want to see what 1UPToronto 2017 looked like?
Visit urbanminds.co/conference



DESIGN THINKING

What is design thinking?

It's a process, but more importantly, a mindset of creative problem-solving. You will learn to better understand who you're designing for, and what their needs are. You will find yourself pushing the limits of your team's collective brainpower, coming up with ideas that will not only address the problem, but also get everyone excited about making it happen. You will tirelessly test, fail (yup!) and improve the idea until... bam! Your team and your audience are happy with what you've created.

- 1. Empathize with the Users**
- 2. Define the Problem**
- 3. Ideate Experiences**
- 4. Prototype and Test Ideas**

It's important to note that this isn't a linear process. You may see your team going back and forth between steps, and even get stuck and frustrated at times. Don't worry, this is all part of the experience. The 1UP team is always here to support you and give advice or suggestions whenever you need us.



LE

G

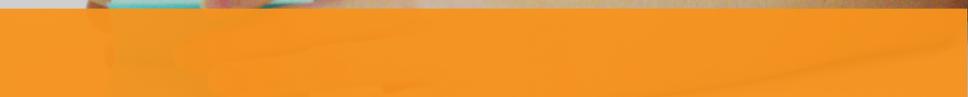
STAR



T'S

ET

RTED



SETUP

This will be a **7 month project**,
from **September to March**.

We recommend scheduling **weekly after-school meetings (1 - 1.5 hour each)**, and dedicating **up to 3 hours a week** of individual, bring-home tasks.

Each week your team will either start a new activity sheet or carry on from a previous sheet. Each sheet contains questions and activities for your team.

You will need:

- a core team of at least 4 committed members, and as many volunteers as you can find
- a public space for the project that is within walking distance from your school
- a meeting space (e.g. a classroom) large and comfortable enough for your group to discuss, design and build models



Depending on the activity, you will also need:

- stationery
- sticky notes
- markers
- blank paper
- sticker dots
- tape
- clipboards
- additional art supplies (ask your art teacher)
- a camera (phone camera works too!)
- a computer and Internet access
- a timer

STEPS

EMPATHIZE +
DEFINE



BUILD A TEAM



KNOW YOUR SITE



KNOW YOUR USERS



FRAME THE CHALLENGE

IDEATE +
PROTOTYPE



IDEAS OVERLOAD



THE CHOSEN ONE



FIRST CRACK



TEST & IMPROVE

BUILD + PITCH



THE REAL DEAL



SHOW & TELL



1UP CONFERENCE

Build a core team and recruit volunteers. Work together with teachers, administrators and student council.

Identify the public space you are going to work on. Observe what goes on in the space.

Find out who does and doesn't go to the public space. Who are these people? What are their characteristics?

Based on your observations, what is the biggest challenge that you want to address in this public space?

Time to let your minds run wild. Come up with as many ideas as possible, even if they may seem out of this world.

Narrow down the ideas and find patterns and themes among your team members. Look for the one that makes everyone on the team excited.

Get your hands dirty. Build a rough model of what this idea may look like. What would the experience be like for someone in this space?

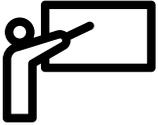
Ask for feedback from others. What works and what doesn't work? Does this address the challenge you first identified?

After a few iterations, it's time to build the real thing. Find feasible ways to bring your idea to life.

Share your solution with everyone. Bring people to see your project. Ask for support to extend the impact of your project.

Celebrate with other 1UP project teams. Be inspired by speakers and projects. Learn how you can be more involved in your community.

SUPPORT NETWORK



Teacher Supervisor: As with any city-building project, you will need to get buy-in from different stakeholders and build a support network. It is important, therefore, to have the support of your school teachers and administrators. Talk to a teacher who teaches a related subject (Geography, Civics, Science, Art, Tech, etc.) and ask if they will be interested to be a supervisor for your team and project. We recommend your team to register as a school club to get funding and permissions to run events and activities at school.

Go to urbanminds.co/1uptoronto to download our letter template to submit to your school teacher or principal.



Student Council and other school clubs:

Get in touch with your school's student council and let them know that you are working on improving the student experience through this project. Ask them for their support and participation as you promote your project to your peers. Communicate with other clubs at your school as well to spread the word and find opportunities to collaborate.



1UP Toronto Team: We will set up regular meetings with your core team to discuss the progress of your project, and provide constructive feedback. Depending on your project, it can range from bi-weekly check-ins to monthly meetings. This can be done either in person or online through video calling.

COMMUNICATION

Communication is key to the success of any project. Here are a few tools that we will use to communicate with your team, and recommend your team to use to communicate with each team member.



1UPToronto Website: This is where we will post all the materials for download, including the starter kit, mission briefs, letter templates, and other resources. We will also make announcements on our website for events hosted by us and our partners. (urbanminds.co/1uptoronto)



Facebook Messenger: We will use Facebook Messenger as our instant messaging platform. Separate group chats will be created for each student team, and a general group for all team leads.



Google Drive: Each team will have access to our shared folder on Google Drive, with a designated folder for your team to upload any files for submission.



Skype: When an in-person meeting is not possible, we will arrange a video call with your team members to check in on your progress.



Facebook (/urbanmindsTO): We will use Facebook page to announce and share our events and programs.



Instagram/Twitter (@urbanmindsTO): Follow us on social! Our communications team posts regularly about inspirational city builders around the world, what's new in the GTA, our own announcements, and much more.



Email (urbanmindsto@gmail.com): When in doubt, send us a note! We'll get back to you as soon as we can.

A background image showing a close-up of a tree trunk on the left, with a thick, brown rope tied around it. The rope is also tied to a colorful boat with red, purple, and blue stripes. The boat is on a grassy area. The text 'WHY' is overlaid in large white letters.

WHY

YO

IDE



WHAT'S

OUR

AREA?

A woman with glasses and a plaid shirt is sitting at a table, writing on a piece of paper. She is holding a pen in her right hand. The background is blurred, showing other people at the table. The entire image has a warm, orange-toned overlay.

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

- Margaret Mead