

# HOW DO YOU START A CONVERSATION ABOUT URBAN95?

Here are suggestions on how the Starter Kit could help you start a conversation on Urban95.



## IF YOU HAVE...

**30  
MINS**

*Identify your favourite ideas!*

- 1 **Take a look at the table of contents.** Identify which ideas spring to your attention.
- 2 **Skim through the four main categories** and circle the ideas you would come back to when you had a bit more time.
- 3 **Print out the table of contents,** highlight the ideas that stood out, keep it around.
- 4 **You're ready to start a conversation at any time,** maybe even at the coffee machine!

**1  
HOUR**

*Reach out to those who like them too!*

- 1 **Take a look at the table of contents.** Identify which ideas spring to your attention.
- 2 **Read them carefully,** maybe read some of the related ideas too.
- 3 **Write down your answers to the following questions:**
  - Which idea is the most exciting one for you, and why?
  - Which idea is the most feasible one for you, and why?
  - List three people you could talk about these ideas within the next two weeks.
- 4 **Send an email to the people you've just listed** to set a time for the discussion.

**LUNCH  
BREAK**

*Organise an informal lunch  
or a brainstorming session!*

- 1 **Gather a few colleagues** you think might be interested.
- 2 **Take a look at the table of contents.** Identify which ideas spring to your attention.
- 3 **Use the PowerPoint presentation** on our website to present your selected ideas to your colleagues.
- 4 **Brainstorm and write down the group's answers to the questions:**
  - Which idea is the most exciting one for you, and why?
  - Which idea is the most feasible one for you, and why?
  - How could you implement them?
- 5 **Agree on a time and date for a longer workshop** within the next four weeks.
- 6 **Send an email to the group with the key takeaways** of the discussion, the date of the workshop and maybe post something about it on your workplace's internal social platform.

**HALF  
A DAY**

*Facilitate a workshop with  
your colleagues!*

- 1 **Gather interested colleagues for a workshop.** You could send them the Starter Kit in advance and ask them to spend 30 minutes identifying the ideas they like, or diving into the ideas you've already singled out.
- 2 **Here are some questions you could address in the workshop:**
  - Which ideas could you start with? How would they improve your city?
  - What are the objectives? How can we measure the outcomes?
  - What would be the process to reach them?
  - Who should be involved? Could there be an interdisciplinary task force on this? Which other organisations could be interested?
  - Can you identify challenges? And how to avoid them?
  - Can you estimate costs?
  - Can you draft a timeline?
- 3 **Use our flashcards or other documentation to facilitate the workshop.** You could:
  - stick up the ideas you've selected and establish a timeline for a potential Urban95 project
  - rank ideas in terms of feasibility
  - use them in a mapping workshop to identify where each intervention would have the most
- 4 **Write a proposal** for the implementation of an Urban95 project in your city.
- 5 **Submit it to the decision makers** in your workplace, and send it to us at [Urban95@bvleerf.nl](mailto:Urban95@bvleerf.nl) if you want our opinion!