



# CREATE GREATER SUDBURY

## USER EXPERIENCE CONCEPT PLAN

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## HEALTHY COMMUNITY INITIATIVE

The Healthy Community Strategic Plan has identified eleven challenges in four strategic priorities (pillars) for the healthy sustainable development of Greater Sudbury.

### ECONOMIC VITALITY

- Out-Migration
- Unemployment
- Arts and Culture
- Infrastructure Deficit

### HUMAN HEALTH AND WELL-BEING

- Health Status
- Health and Safety

### CIVIC ENGAGEMENT AND SOCIAL CAPITAL

- Homelessness
- Family Poverty
- Educational Attainment

### ENVIRONMENTAL SUSTAINABILITY

- Impaired Ecosystems
- Lake Water Quality





The first Healthy Community Strategy was created as part of the City of Greater Sudbury Healthy Community Initiative in 2005. The document functioned as a roadmap to guide the initiative from an initial concept to a defined strategy with priorities and an implementation model for success. There continues to be tremendous dedication and investment by the community to evolve the City of Greater Sudbury into a healthy, sustainable and desirable place to live for present and future citizens.

One of the most notable accomplishments resulting from the development of the Healthy Community Initiative was Greater Sudbury's designation as a Regional Centre of Expertise in 2006 by the United Nations University. This unique privilege validated and supported the Healthy Community Strategy and continues to function as a world-wide learning-and-sharing network of like-minded individuals, organizations, and cities.

After many years of continued progress and achievements, the Healthy Community Cabinet is planning a new process that will change the way Greater Sudbury moves forward.

**Create Greater Sudbury** is the result of the growing demand for collaboration among our community's citizens, and it is designed to bring Greater Sudbury together in addressing our eleven community challenges.

## **THINK HEALTHY COMMUNITY, THINK HOLISTIC**

We must think of our community as a whole. A healthy community is one that is vibrant and thriving in all aspects of life: social, economic, environmental, and health. **The goal** of Create Greater Sudbury is to enable Sudburians to help create an even healthier and thriving community. We want a community of engaged citizens creating a better city, one project at a time.





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# CREATE GREATER SUDBURY

## CALL TO ACTION

To have YOU, neighbourhood organizations, school groups, Community Action Networks or simply interested citizens bring ideas to completion through projects that make Greater Sudbury a healthier and more vibrant community.

## BRING YOUR IDEAS!

Do you have a vision for your community? Do you have an idea, big or small, that will help transform Greater Sudbury into a more inclusive, resilient, and sustainable community? Or do you want to get involved with initiatives that shape our city? We want you to bring your ideas to Create Greater Sudbury.

Create Greater Sudbury is a place where people can gather to bring their ideas to life! Bring your own or be inspired by others. The goal is to create conversations, spawn projects, design things, or form groups that will allow Greater Sudbury to steer the direction of their community, together.

Imagine an opportunity to improve your neighbourhood park; to enrich the arts in Greater Sudbury; to beautify an area of town; help preserve the beauty of our land; rejuvenate spaces; improve literacy levels; or provide a better quality of life for people. Projects of any scale are encouraged.





## PROCESS AS A GUIDE

Create Greater Sudbury will help you to develop projects, guide you through a **creative process** and help you gain community support to move your idea along.

Create Greater Sudbury is also a place to browse and explore other exciting initiatives in the community, and to find ways to either learn or contribute through them. The result is a community where citizens are part of an ongoing conversation, and not just spectators in their community.

Funding is also part of the process. Many projects require hard working volunteers and generous contributions; while others may require a few simple actions. For some projects however, the requirement for funding may be a reality. Create Greater Sudbury facilitates fundraising as part of the process in order to help participants succeed with their projects.





## COMMUNITY HIVE:

### A Community Project Engine

Create Greater Sudbury has built a tool called the **Community HIVE**. This is the tool which the community will use to participate in initiatives that lead towards a more inclusive, resilient, and sustainable community. Think of it as a community project engine for developing your ideas in either an online or offline environment.

### Online Hive

The Community HIVE is an online process - an interactive website that will spawn community initiatives. It is a place that is accessible, and provides an effective way to participate in their community. The online hive makes it possible to gain visibility, attract support, facilitate conversations, execute a process and raise funds. Participants can start here to see what's already going on, or begin with their own ideas.

The first thing you will see at the online hive is everything that's going on with Create Greater Sudbury through an interactive front page.

Figure 1 : Create Greater Sudbury Front Page Concept



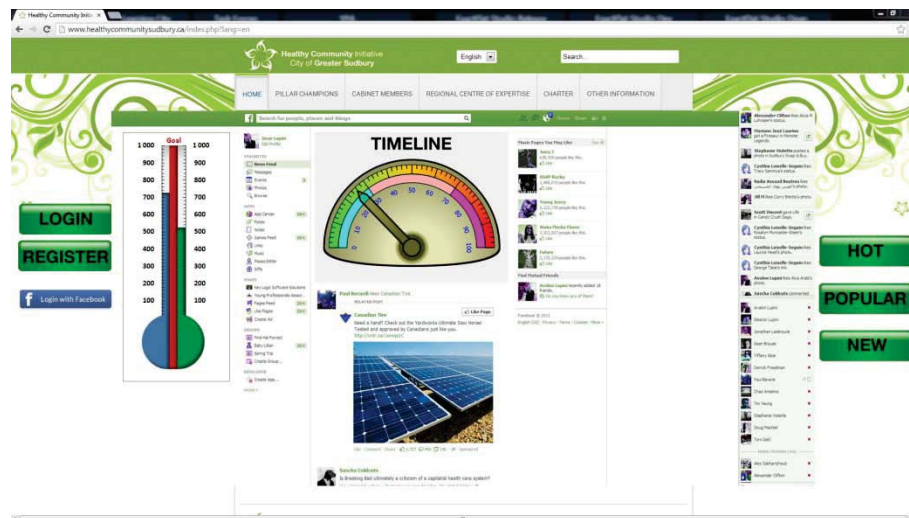




You will quickly find the projects that interest you, and be able to mine down for more information. When you reach an individual project page, you can find out everything you need to know, and even start contributing.

Create Greater Sudbury will be moderated to maximize productivity. Projects will be assessed under the Healthy Community lens to ensure that they are relevant to our community's challenges. Conversations will also be facilitated to keep everyone on task.

**Figure 2 : Create Greater Sudbury Project Page Concept**



## Offline Hive

Powerful conversations happen face to face with people talking. For groups who prefer to collaborate in person, we have an offline version of the Community HIVE.





The Community HIVE Action Kit will contain all the tools that will allow you to kick start a project. This kit will guide you and your team through a process towards developing a project or initiative and making it a reality. Through the “creative process” provided to you in the kit, your group will develop a challenge question. The timeline is up to you. Once you’re done, you can upload the results to the online Community HIVE to integrate your project with the online system.

The Action Kit is designed to be accessible, interactive and fun. Once you have your kit, you will have everything you need to develop your project.

Figure 3 : The Community HIVE Action Kit Concept



## CREATE GREATER SUDBURY SUMMIT

The Create Greater Sudbury Summit is what ties all of this together. The Spring 2014 summit will incorporate the launch of Create Greater Sudbury. The event will gather people together to launch the initiative, and also to introduce some flagship challenges to help Greater Sudbury become an even healthier,





sustainable community. The summit will focus on engaging the community in creating real and positive change. The goal of the summit is to create energy within the community by engaging individuals to utilize the Create Greater Sudbury hives after the launch.

The launch will lead 4 “Pillar Challenges” that reflect the Healthy community pillars:

- Human Health And Well-Being
- Civic Engagement And Social Capital,
- Environmental Sustainability,
- Economic Vitality.

Participants in the summit will follow the “creative process” in the Create Greater Sudbury community action kits to develop ideas for the 4 challenges. The event will be documented and mirrored in the online “Community HIVE” and results will be posted. Short mini-documentaries will document the process.

These 4 challenges will kick start the initiative as the first to become a part of the Community Hive. The momentum from the summit will be amplified as participation in these challenges becomes accessible to the broad community and the “Community HIVE” goes live to the public.

Additionally, existing Healthy Community partners will be invited to integrate their existing projects in order to be a part of Create Greater Sudbury from the start. The initiative will start out with a full fleet of projects already underway.

The Summit will also host the Healthy Community Recognition Awards. Future summits will honor projects that have been incubated by Create Greater Sudbury.





## **BE A LEADER**

Join a movement that is positive, supportive, encouraging, optimistic, hopeful, and embraces change. These qualities are a requirement of all participants. No room for negativity here. You, as participants and moderators will lead the community in the shift to this frame of mind.

Together! Collaboration is the key to success in any community project. Feedback, contribution, and refinement are the catalysts that will develop your idea.

Create Greater Sudbury will be hard at work promoting these values throughout our community to attract leaders from across the map. This ongoing campaign will aim to build a diverse crowd of collaborators, and build recognition amongst all citizens that a community-wide conversation is happening.





## **SOME BASICS OF THE PROCESS**

### **Timeline**

The “creative process” will have a series of timed phases to help keep a project on track. Each step will allow sufficient time to complete a goal, but will encourage participants to get the job done.

### **Evaluation**

Projects will first be evaluated through the Healthy Community lens to ensure that they align with the Healthy Community Strategic plan. They will then be open for public contribution. Good ideas are magnetic. Concepts that gain popularity will stand out because of the crowds around them.

### **Ideas Gallery**

At the end of the “creative process”, the fully fleshed out project will be archived in an ideas gallery. There your work will live on for others to learn from and hopefully continue to grow. Your group will be able to continue to post updates to the project as it moves forward.

### **Ownership**

Consideration needs to be given regarding ownership of ideas. Create Greater Sudbury is a forum for conversation and a facilitator of a process. Once in the public domain, ideas can only be protected by patent and copyright laws. All participants, whether individuals or organizations, will be responsible for their contributions and the protection of their content.





## **CREATIVE PROCESS: 6 PHASES**

Bring together a group of people in your community or in the online community HIVE who share similar ideas. Or post your challenge question in the community HIVE and find like-minded people.

### **1. Ask the big question**

Collectively work to come up with a challenge question to clarify your goal. The thing that is at the heart of the problem you are trying to solve. Ask the big question.

(i.e.- How can we build a community garden that will build local knowledge about fresh food?)

### **2. Pollinate: Generate inspiring ideas**

Begin to think about solutions to challenges, gather ideas and bring them back to the hive. They can be anything even remotely related. There is no filtering.

Anything that inspires you. You should have a multitude of options and solutions to the challenge. Brainstorm. Think broadly.

### **3. Think Differently: Seek a new understanding**

Connect the dots. Connect ideas. Merge and mix ideas. Distill them down. Look at the idea from many angles. Turn it upside down.





#### **4. Filter Your Ideas**

Edit your ideas. Evaluate them. Ask hard questions. Squeeze them down into one option.

#### **5. Test it**

In the process of testing, you work things out. You don't know if an idea will work until you try to make it real. Prototype it, model it, sketch it, tell a story about it, bring the idea to life and post it online.

#### **6. Plan for Action**

Chart a course for the next steps as the project moves towards the real world. After this... it's up to you!

The result is a project brought to life, which was thought out and designed through community collaboration, funded by people who support its vision, and executed by citizens who are dedicated to a healthier, more vibrant community.





## FUNDING YOUR PROJECT...GET UP AND GOING!

At the end of the “creative process” some projects may require funding to develop further. Many traditional funding sources are available in the community. But as an additional option, Create Greater Sudbury will host a curated page on Kickstarter. The Kickstarter page will especially benefit those who are inexperienced in fundraising by guiding them through a proven method. It will also provide exposure since it exists under the umbrella of Create Greater Sudbury and its supporters. The goal of this tool is to help projects along, but the method of funding is entirely up to the project owner(s).

Kickstarter is a crowd funding web platform. By using this site you can help raise the funds to jump start your project. In order to move to this phase, you must create a video, artwork or even a sketch about the project and a description that will create a vision for the community members to see. This is the project pitch. Clearly state your goals of the initiative for the potential funders. They need to understand where their contribution is going.

Transparency is key to this part of the process. Keep in mind, in order to keep projects moving forward and to give contributors (backers) the best bang for their buck, a project must meet its required funding goal. If the goal is not met, the funds are returned to the backers and the project will have to continue trying. This is to ensure that no projects are started with funding setbacks, or that contributors have not invested in an uncompleted project.

For guidelines on using Kickstarter, go to:

<http://www.kickstarter.com/start?ref=footer>

Example project:

<http://www.kickstarter.com/projects/thebeezkneez/revive-the-hive-with-the-beez-kneez-honey-house?ref=35p2r3>