

'WHAT IF' SCENARIOS

Time	Group Size	Activity Type	Materials
40-60 minutes	3+	Generative	Printed cards, post-its, pens/markers, What if Scenario Cards

Overview

In this activity, participants will begin by identifying a specific issue or scenario they are currently dealing with or need to address. Once they've pinpointed a challenge, they will use a set of cards as a creative tool to brainstorm and ideate potential solutions, strategies, or actions. The cards serve as a resource to inspire new ideas and approaches. Participants will then craft "what if" scenarios using the following structure: "What if I could [insert activity/action] with [tool] to [insert impact]." This exercise is designed to help them explore innovative solutions and actionable strategies to tackle their challenges with the RECHARGE resources and tools in mind.

Implementation

1. Participants should be divided into groups
2. Each group should develop a problem statement describing a current or past challenge in their organisation or work.

This could include:

- An existing activity based on a business model that needs updating.
- Efforts to strengthen a current initiative by involving additional stakeholders.
- A new service idea (e.g., an online gift shop or educational programme) that requires a sustainable business model.
- A defined impact area (e.g., better support for local artists) with ongoing exploration of how to achieve it.

3. Writing a problem statement can be as simple as a single sentence describing a challenge. It can also be more detailed, including the following elements:

- **Gap:** The challenge, issue, or pain point you currently face.
- **Orientation:** When and where the problem occurs, and the trend it follows or creates.
- **Impact:** The consequences of the problem, measured in cost, time, quality, environment, or personal experience.
- **Importance:** Why this problem matters to your organisation and the people you serve.
- Participants are encouraged to be flexible in identifying issues and crafting their problem statements.

Toolbox

4. Ideate solutions using the RECHARGE cards to explore possibilities within Participatory Business Models for Cultural Heritage. Use the cards to recharge your resources and develop ideas or solutions that address your group’s problem statement. Create “what-if” scenarios related to your problem statement:

- Use blank cards to imagine new solutions beyond the existing RECHARGE resources.
- This encourages fresh thinking and exploration of innovative possibilities.

Reflect on the outcomes by guiding participants with a set of reflection questions (to be provided separately).

- What ideas did participants generate?
- Which were surprising or insightful?
- What problems could be solved using RECHARGE resources?
- When did they need to think outside the box and invent new solutions?

The goal is to uncover new perspectives and expand creative potential beyond current tools.

To Consider in Your Activity Design

Clarity of the Problem Statement: Ensure that participants understand how to create a clear and concise problem statement. It should effectively capture the challenge they are addressing.

Providing examples or templates may help participants articulate their issues more effectively, leading to more focused ideation.

Use of the RECHARGE Cards: Make sure participants understand the purpose and potential of the RECHARGE cards as a tool for creative problem-solving. Guide on how to use the cards to explore various participatory business models and resources. Remind them that they can also create their solutions if needed, using blank cards.

What if I could	What if I could	What if I could
Develop a product or service using the participation of my stakeholders	Improve how I deliver value to my audience	Create a participatory business model
What if I could	What if I could	What if I could
Set up a living lab	Add more social value to my business model	Create a coherent strategy for linking participant engagement and our business model



What if I could	What if I could	What if I could
Implement participatory elements in my institutions business plan	Explore the best participatory business model for my organization	Tackle challenges through working in participation with my stakeholders
What if I could	What if I could	What if I could
Create a shared vocabulary to strategise with my team and participants	Facilitate a co-ideation workshop	Develop KPIs that holistically address the social, economic, organisation, and environmental



With	With	With
Participatory Business Model Canvas	Cultural participatory business models	Co-ideation and Co-creation workshops
With	With	With
Recharge Playbook	RECHARGE Glossary	Living Lab Methodology



<p>So that</p>	<p>So that</p>	<p>So that</p>
<p>Stakeholder engagement enhances through inclusive and democratic processes</p>	<p>Improved social value propositions are tailored to community needs and cultural heritage</p>	<p>Business practices are sustainable and foster long-term viability and resilience</p>
<p>So that</p>	<p>So that</p>	<p>So that</p>
<p>Organizational goals better aligns with cultural heritage preservation and promotion</p>	<p>Organizational strategies align with participatory and co-creation methodologies</p>	<p>Cultural heritage institutions adopt new and innovative practices</p>
<p>So that</p>		
<p>Sustainable relationships form with communities benefiting from impact of the institutions business model</p>		

