

# Who, Why, What, Where

Space and Community, together from the beginning

## Description



Any professional facilitator has the WWWW tool among its set of methodologies and would surely use it during a “co-creation process”, which is the key preliminary design moment of a Hub. Co-creation involves all potential members, partners and, anyone who will live, work and connect with the new Hub.

In a co-creation process, WWWW tool can be used during the first and very important phase of “listening” from the upcoming community. The second phase will be “creating” and the third “making”.

The facilitator’s prime role in such a case is to ask future Hub members (enlarged to the wide local community) several crucial opinions on what they imagine the purpose of the space to be and on which they’d like the community to be formed by. The facilitator stimulates a collective reflection on this topic, and all participants - gathered in small and constantly-changing groups - express as many as possible practical needs, requirements and ambitions through writings or graphics. This approach acknowledges complexity and seeks not to simplify process and outcome but to explore the set of unpredictable and surprising ideas that emerge from combining different ideas and points of view. In this framework, the space should represent the way the Hub would like to see the world.

The WWWW technique contributes to community-building, multi-stakeholder engagement, and participatory leadership by involving different target groups all in the same page. The purpose is to make space and community develop in a constant reciprocal connection.



### Target/Purpose

**Target:** Community, members, stakeholders, makers, admins,

**Purpose:** you use the WWWW as a tool capable to both co-design a new space, re-design an existing space and, in the meanwhile, engage the wide local community



### Requirements

A space;  
 A community of people;  
 Few resources such as: large sheets of paper to stick to the wall; different colours post-it; pencils



### Output

Results of this activity are: information coming from the community on Who they want in the space, Why it is important the Hub to be there, What are the key expected activities to be implemented, Where should different activities take place within the space. Besides, the engagement of a participatory local community



### Time

The WWWW Tool can be used in different ways and the need of time can also be very different. Since it is strictly related to the dimension of the space and to the number of participants let’s assume it can take from 30’ to 90’ per question/session.

## Step 1

- We will first decide which is the space to work on. Is it a space already "Up&Running" or is this the first time this space is going to be designed? Answering this question is your starting point
- We will define the list of people we are inviting: begin with all the people that will live, work and use the space in a daily base or so, then all the people that will be connected to the space in different ways (stakeholders, partners, providers); artisans capable of both contribute to the design process and also of doing in term of realizing the proposals in the most ecological and useful way. Last but not least, the facilitator: at least one facilitator who will drive the process and use the right tools as the WWW

## Step 2

Prepare the space where the WWW tool will be used. You need:

- big sheets of paper that you will stick on the wall. You will write on top of each of them one of the following: "WHO", "WHY", "WHAT", "WHERE"
- prepare different colours post-it
- pencils
- comfortable spots for people to sit

## Step 4

The facilitator will organize each "W" in a round, deciding the amount of time people have to answer each "W".

All the attendees will use coloured post-it, writing one answer per post-it. Each attendee will stick all the post-it in the sheets on the wall.

## Step 3

Once you have all your invitees in one room you can start with your exercise: the facilitator will ask all the attendees to answer the key questions. Of course the questions are related to specific needs and goals to reach. Here some examples based on Impact Hub experience in leading space co-creations and co-designing process.

1. WHO would you like to meet in such a space? WHO are the professionals/enterprises/organizations that never have to miss in this space? WHO would you consider as a key person?
2. WHY do you want this space to exist? WHY will you come work here? WHY is important to have such an Hub in your city?
3. WHAT are the activities that should take place in this space? WHAT would you like to find in this space? WHAT your contribution could be?
4. WHERE is the best place to work within this space? WHERE would you like to sit? WHERE do you see the relax area?

## Step 5

Once all the post-it are stuck in the right position, the facilitator will start clustering them in a goal-driven way.

At the end of this clustering moment, the facilitator will "read" the results with all the attendees asking for their feedback: is this what we all together really want? Once all people is happy and confident with the result the exercise is complete.

Next thing useful and very powerful is creating tag clouds that can be used for example in a feedback report.