

10/10/10 Global Work Party Guide

A Solutionary Approach to Running Work Party Events

Grand Aspirations

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ABOUT US:

Grand Aspirations is a youth-led national non-profit founded in 2008 that empowers, connects, and supports youth leaders as they create innovative, self-sustaining, and inter-dependent initiatives that integrate climate and energy solutions, economic security, and social justice. Our primary program, the Summer of Solutions, helps prepare the next generation of innovators to build careers in the green economy, create economic opportunity and strengthen social ties in the communities in which they work, and create replicable and self-sustaining solutions that can be spread nationally. The summer program engages young people roughly 14-30 for two-month of hands-on work developing cutting-edge community-based solutions in Cities across the country (11 in Summer 2010). Grand Aspirations is building capacity to support year round grassroots solutions efforts in communities nationwide. Visit us at www.grandaspirations.org.



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WHY THIS GUIDE

This brief guide was compiled by Grand Aspirations based on the work of leaders across the country in The Summer of Solutions (www.summerofsolutions.org). Since 2008, youth leaders in this network have been developing innovative solutions to build sustainable communities that create economic prosperity, confront social injustice, create people-to-people ties, and create long-term solutions to the climate and energy crisis. It seeks to provide a brief set of breakthrough ideas of what to do during a 10/10/10 work party to kick-off long-term solutions in your community. We seek to support 350.org's Global Work Party on 10/10/10, which seeks to ignite action in thousands of communities across the planet in a "Day to Celebrate Climate Solutions", by providing a short-list of actions that you can take that will send the message that not only do we care, but we're taking meaningful and effective action that is starting the process of transforming our communities.

National and international political action on climate and energy has become deadlocked. At the heart of this deadlock is the a public policy approach that sees climate change as an environmental problem around pollution, and misses the vital connections that link dirty energy dependence and global climate change to the current economic crisis and social injustice locally and globally. The story that addressing climate change and our dependence on dirty energy is in conflict with advancing economic prosperity and improving the lives of marginalized people is blocking action. We will not make forward motion simply by voicing the need for action more loudly. We must transform the story by demonstrating the direct linkage between climate solutions and economic recovery, community revitalization, and social justice.

In the face of a falling economy, an energy crisis, fragmented and inequitable communities, and the growing threat of global warming, people are coming together across the world to create and implement solutions that address all of these challenges together. Together, people from all across the planet are beginning to demonstrate this new story. We are solutionaries - community leaders who work as innovative organizers across issue lines to build the green economy as an engine for local opportunity, climate and energy solutions, and social justice.

The Global Work Party on 10/10/10 is just the beginning. We need to use it to build long-term action, demonstrate solutions that fill multiple needs, and show that climate solutions are realistic, scalable, and a good thing. The message we need to send to political leaders, businesses, and the media is not "you need to solve this (overwhelming) problem (that no one knows how to solve) for us!". The message we need to send is "We are creating bold and innovative solutions here in our communities. Will you join us?"

We hope that this guide can support your process of building your 10/10/10 event. We look forward to collaborating in the future!



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PRINCIPLES OF THIS APPROACH

This guide is based on a set of core values that we see as essential pillars of working effectively around this issue. We believe that at least one of these values will resonate with and can be used as a gateway for anyone you might wish to engage, creating the space for people of many diverse backgrounds to enter this work. We encourage Work Party Teams to engage these values holistically since we see all as essential guides for the way we work and the future we seek to create. One or two of them may be the primary values motivating your action, so just consider how you can plan your action in a way that invites participation from people for whom other values may resonate more strongly. This should be a mutual learning experience, where all of us deepen our understanding of the full picture by understanding how these values are all key pillars of the world we seek to create:

1. **Sustainability:** We integrate cultural and ecological systems for lasting solutions that promote whole-picture, long-term healing and transformation.
2. **Prosperity:** We create the economic conditions that allow for people to thrive. The prosperity we seek is not solely material wealth, but also flourishing opportunity, holistic well-being, and interdependency.
3. **Justice:** We recognize the value of every person and stand firm in the belief that the green economy cannot flourish if some are left out. We seek an equitable society where everyone has the resources and the freedom to meet their needs and contribute to society in their unique and creative ways.
4. **Community:** Community is the solution. Diverse and creative communities are stronger and smarter than any of us alone, and we aim to strengthen the bonds amongst one another at the interpersonal, local, and national level to bring meaning, creativity, and resiliency to our work.

Based off of these values, the portfolio of solutions we recommend below is based off of the following key insights for what can make this work most effective. These principles are tailored from the overall Summer of Solutions Values, Principles, and Strategies (<http://www.grandaspirations.org/values.html>) to be most appropriate to a one-time work day:

1. **Concrete Benefits** - Work Party activities should result in concrete and tangible benefits of the work. This means the Work party should actually change something in a way that has a lasting and beneficial result.
2. **Work Together** - Work Party activities should involve collaboration between individuals and preferably across groups that might not usually work together. This builds connections for the long term, shows what we can achieve together that we could not achieve separately, and fills the sweet spot (tangible and powerful impact) between individual behavior change (tangible but not very powerful impact) and policy action (potentially powerful but very intangible impact).
3. **Create and Harness Value** - Work Party activities should generate resources as opposed to simply consuming them, and these resources should be valued. A program that costs a lot of money and is only accessible to upper income people who can afford to make a



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sacrifice isn't very sustainable. Free or subsidized hand-outs of products or services without a degree of investment (financial, time, commitment) by recipients tend to disincentivize long-term action once the subsidy is no longer available. Instead, find activities that create resources (as opposed to sacrifice resources) in an accessible way and make sure that these are valued (monetarily, or with time/ other kinds of commitment).

4. **Build Long-Term Engagement** - Work Party activities should create clear pathways for getting involved in the long-term so that we build commitment over time. This includes having clear opportunities for participants to engage beyond the single day, but also active listening to identify what participants are interested in offering and creating.
5. **Build Skills and a Sense of Competency** - Work Party activities should provide people with useful skills that make them feel competent and able. This builds the value of doing the work and helps people feel more capable of engaging in/ leading future work.
6. **Act Through Vision** - Work Party activities should be motivated by a clearly expressed vision for what you could achieve that is exciting, significant, tangible, and motivating. Part of the work party could be asking people to identify in more detail what they want to see in that vision, or identifying how they want to contribute to that vision.
7. **Tell the Story** - Work Party activities should be shared with the broader world. This can be through larger convening events, attracting local/regional media, inclusion in newsletters of relevant partner groups, or user-generate pictures/video/blogs.
8. **Learn for Next Time** - Work Party activities should take some time to evaluate how they went and get input from participants. This allows learning so work can be improved over time.

A PORTFOLIO OF SOLUTIONS

This is a short list of some basic ideas for Work Party activities that can lead to sustainable green economy ventures. These are rough ideas based on past examples, and modification and invention guided by the values and principles outlined above is welcome.

Farm-Raising - Launch an urban farm in 1 day. Based off of a project organized in Cleveland, OH; Detroit, MI, and North Minneapolis, Minnesota, . Make sure that the work you plan to do fits the season you are working in (October is a poor time to plant many crops in the Northern USA)

1. Find a community institution (places of worship, schools, community organizations, even the backyard of a well-known community figure) that has a broad base of community support and interest in starting a farm and has space (this serves as the convening body for work and brings in a large base of participants).



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2. Identify WHAT you want to create and WHY (what benefits will it create for who, why is that important, how will it fulfill the above principles)
3. Identify the scope of work you need to do the farming project (till soil, add compost, build planters/ hoop houses, lay drip irrigation, plant vegetables) - this will vary based on what you are trying to do and your local climate
4. Identify what materials/ resources you need (shovels, trowels, rakes, hoes, PVC piping, gloves, snacks and drinks, farming/permaculture specialists, etc.) and where you can find them. You could put a call out to borrow tools as you're recruiting people. Some cities will deliver compost/mulch/other materials for these kinds of projects.
5. Engage and recruit a broad base of participants by outreaching through social networks and community institutions. Focus on direct, person-to-person outreach. Make sure to appeal to the multiple benefits of local food production (access to affordable, healthy food, urban greening, youth development, harnessing skills of elders, crime prevention, resilience to volatile energy costs).
6. Make sure you have a plan for who will guide/teach/coordinate volunteers and how you will help people build skills and move into leadership roles
7. Make sure you have a plan for how the project will be maintained/ sustained beyond the Work Party. Is there a way to make your project job-creating or create enough food that community members will take care of it for the access to healthy vegetables that are created. Are there local food service programs or farmers markets that will buy the food (and thus pay for the cost of maintenance) in a way that creates affordable access to healthy food in communities/ among constituencies that don't have it.

Green Industry Design Charette - Develop a community-based vision for revitalizing an abandoned industrial site as a green industrial community. Based off of projects in St. Paul, Minnesota and elsewhere. Vision and key elements can be found at - <http://www.grandaspirations.org/ARISE.pdf>

1. This strategy primarily works if you have an existing site in mind that is well known to the community, can get at least some preliminary large-scale maps of the site (potentially with some initial ideas by an architect/ designer for what the space could become), and are ready to articulate the importance of bringing green industry as a job creation source and linking it to clean power production, transit-oriented development, affordable housing, and mixed-use communities (residential, jobs, retail, recreation all integrated into the community).
2. Develop an event plan that includes time to introduce the basic concept of green industrial centers as hubs for forming sustainable communities (see above link), space to listen to broad feedback, design-charette time for people to provide specific input on the site, and time to plan how the vision can be implemented.
3. Identify and contact partners who will bring together key constituencies (labor groups, transit organizations, faith communities, schools, neighborhood organizations, etc.) who have an interest in the future of the site and will be excited to participate. As a coalition, identify how leaders from each group might have a role in presenting background



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material/ facilitation of conversation, and how leaders from each group can be responsible for outreach. Identify the place and time that makes sense for the event.

4. Identify who can present (visually and verbally) key information about the site, including assets and limitations.
5. Prepare event logistics (printed maps, paper and markers for collecting input, potentially projector capacity, round-tables for small group discussion, snacks and drinks, sound system) as is needed for your event.
6. Engage and recruit a broad base of participants by outreaching through social networks and community institutions. Focus on direct, person-to-person outreach. Make sure to appeal to the multiple benefits of green industry (see above link). Also invite city officials, local economic development planners, developers, or manufacturers who may be important allies in the site (they can be speakers if you feel that have something important to say on the vision, but playing the role of listeners and participants is even more important).
7. Host the event, gather communities ideas and input, and develop concrete follow-up plans. Follow-up plans could include engaging a research team (college/ university students?) to conduct further, more specific research, discussions or negotiations with local planning agencies, outreach to developers, and further community engagement/ listening sessions. Having a timeline and a diverse core group that is guiding forward progress moving forward is essential.

Neighborhood Energy Efficiency Training and Installation - Train residents (and optionally local businesses and organizations) in how to operate efficiently while doing direct installation cooperatively. Based off of techniques developed in Cleveland, OH; Detroit, MI; Reno, NV; Twin Cities, MN; and Worcester, MA.

1. Define the primary focus of the activity - will it be done more like a block-party from house to house or based out of a larger central business/ organization. Define what measures (light-bulbs, faucet aerators, low-flow shower-heads, caulking, window plastic, outlet gaskets, pipe wrap, etc. you will use). Make sure that these technologies are A. cost-effective (they get a good return on investment), B. relevant to local buildings and climate, C. someone knows how to use them, D. people can learn to install them quickly.
2. Identify who will generate value from these improvements - who is going to save money? Try and calculate how much they are going to save, and get people who are going to save to invest in the up-front cost of improvements. Again, free handouts tend to create disincentives for long-term adoption of energy-efficient behavior, so make sure that the financial savings that efficiency creates gets valued! This can also help increase the scale of your project (funding for free products is often limited). -
3. Identify what materials/ resources you need (the energy efficiency materials themselves plus hammers, wrenches, measuring tape, blow-dryers, tape, tables, install guides, snacks and drinks, etc.) and where you can find them. You could put a call out to borrow tools as you're recruiting people. Consider bulk-purchasing of materials if you have enough



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volume - this will lower prices. Just make sure that you get orders a couple weeks before your work day so you can train and install.

4. Engage and recruit a broad base of participants by outreaching through social networks and community institutions. Focus on direct, person-to-person outreach. Make sure to appeal to the multiple benefits of energy efficiency (saving money, home comfort, reducing dirty energy pollution, local job creation, resilience to volatile energy costs).
5. Make sure you have a plan for who will guide/teach/coordinate volunteers and how you will help people build skills and move into leadership roles
6. Host the event (this can be at a larger community center or by smaller teams starting out by learning in host houses and then moving to other houses). If you take this latter block-party approach, you may want to have additional materials on hand in case new people in the neighborhood want to join in and weatherize their own homes.
7. Make sure you have a plan for how the project will be maintained/ sustained beyond the Work Party. Is there a way to make your project job-creating (hire people to sell and train community members to help them do efficiency on an ongoing basis, create demand for larger-ticket items like home insulation), or create a community base (like a local hardware store, or neighborhood outreach through a school group) for providing neighborhood energy efficiency services on an ongoing basis.

Bike Maintenance Workshops/ Community bike shop formation - Train community members in bike maintenance and effective bike use/ use the event to help start a community bike shop. Based off of techniques developed in Corvallis, OR; Twin Cities, MN; and Worcester, MA.

1. Identify community bike shop/ bike-co-op resources in the area to identify if this should be run through/ in concert with an existing bike shop, or to help start a new one.
2. Identify who has skills to share in bike maintenance and use, and where would be a good place to convene participants around bike maintenance skills. Identify the time and place for the work day.
3. Identify what materials/ resources you need (wrenches, cables, grease, stands, patches, inner tubes, and other assorted bike maintenance tools plus the people with the expertise to fix them) and where you can find them. You could put a call out to borrow tools as you're recruiting people.
4. Engage and recruit a broad base of participants by outreaching through social networks and community institutions. Focus on direct, person-to-person outreach. Make sure to appeal to the multiple benefits of biking (cheap and convenient transit, exercise, reduce congestion and pollution, avoiding gas/transit costs, resilience to volatile energy costs).
5. Make sure you have a plan for who will guide/teach/coordinate volunteers and how you will help people build skills and move into leadership roles
6. Make sure you have a plan for how the project will be maintained/ sustained beyond the Work Party. Is there a way to make your project job-creating (hiring local youth to do neighborhood bike maintenance, starting a pedi-cab/rickshaw business) or create



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community around increased bicycle use (regular bike-to-school or bike-to-work events) to accelerate bike use as a major transit option on a sustained basis.

Solar/ other Renewable Energy Installation - work with a solar installation company (or other Renewable Energy) to install solar around the neighborhood or on a community building. Based off of training work developed in Detroit MI and elsewhere.

1. Identify a renewable energy installer who is interested in partnering on a 10/10 work day event. Identify either an existing customer scheduled to receive services or optimally generate a new customer for the business. A really exciting option would be to organize a large number of community residents or local businesses/organizations to install a project together.
2. If at all possible, try to improve the economic case for the technology you are using. Solar thermal (for heating) is often more cost-effective than solar photovoltaic (for electricity), which is often not very competitive except in very sunny areas like the American Southwest or where there are very strong incentives. Another way to improve feasibility would be integrating battery storage and trying to sell energy to the grid as a peak resource (solar tends to produce the most on hot sunny afternoons, which is when energy use is the highest, so paying a higher price for solar energy can make a lot of sense to utilities, especially if that energy can be stored and dispatched to meet peak needs. This process is likely to be technically complex unless you live in a state that has variable time-of-day pricing and active distributed generation programs, so this may not be feasible for your 10/10 event. Other technologies (wind, ground-source heat, etc.) can be effective based on the region and site conditions and the technology being used.
3. Work with the business and the customer to identify what role community members can have. Many renewable energy technologies require technically complex installation or have a number of liability issues. Ensure that there is a clear and useful role for participants.
4. Identify what materials/ resources you need (any tools, plus the people with the expertise, plus drinks/snacks, etc) and where you can find them. You could put a call out to borrow tools as you're recruiting people.
5. Engage and recruit a broad base of participants by outreaching through social networks and community institutions. Focus on direct, person-to-person outreach. Make sure to appeal to the multiple benefits of solar power (clean energy).
6. Make sure you have a plan for who will guide/teach/coordinate volunteers and how you will help people build skills and move into leadership roles
7. Make sure you have a plan for how the project will be maintained/ sustained beyond the Work Party. Is there a way to make your project job-creating (increasing demand for the technology and creating community benefit agreements so that the business hires from the community) or create community around increased installation (bulk-buying can reduce prices and create leverage in negotiating with the utilities due to economies of scale).



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A PORTFOLIO OF SUPPLEMENTAL ACTIVITIES

This is a set of four types of activities that you can add on to any of the projects above to effectively engage participants and create longer-term interest:

Chalk-Talk on Community Vision

A chalk-talk is basically a written conversation between participants. You can do it on a chalkboard (or an approved sidewalk) or on butcher paper with markers in preferred. The idea is to post writing spaces with clearly defined questions about the community's vision around a certain topic, such as "How do you see [OUR COMMUNITY'S NAME] building local food security over the next 5 years?" (if you are doing a local food project), "What challenges will we face as we try to create a new green industry center in our neighborhood?" (if you're doing a green industry project), or "What skills and resources can we draw from that will allow us to double the efficiency of our community and halve our energy bills in the next 5 years?" (for an efficiency project). Having a number of different writing spaces with different writing prompts (but only one simple and clear prompt per writing space) can help generate a powerful discussion. If you are using several questions, try to include different questions that get at 1. What people are learning/doing/experiencing today and how that makes them feel about themselves and their community? 2. What challenges and opportunities that foresee in expanding this work? 3. Where they think the community should go and what steps it should take to get there (defining the vision) 4. Identifying how they want to contribute.

SOME VERY IMPORTANT THINGS ABOUT CHALK-TALKS:

1. Make sure there are enough writing utensils and space for extensive comment, and that the writing spaces are clearly visible in places where people will be regularly throughout the event
2. Make sure that the activity is explained clearly early on in the event and that some time is set aside immediately for people to share thoughts. People should be encouraged to review and add comments throughout the event.
3. Create a social norm of participation by having some individuals prepared to start writing when the activity is first announced.
4. Create a norm of writing names next to comments UNLESS the person writing explicitly wishes to remain anonymous (they have the right to do so, but should write names unless they specifically wish to be anonymous).
5. Encourage people to respond in writing to other comments when they feel moved
6. Have a reconvening time before the end of the event for people to review the results and share insights gained.

Community Asset-Mapping

Asset-Mapping is a community development activity based on identifying the assets and strengths of a community to harness opportunities for growth rather than trying to provide patches and fixes for its weaknesses. It is based out of the Asset-Based Community Development (ABCD) approach which is summarized in the introduction to the guidebook



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(<http://www.abcdinstitute.org/docs/abcd/GreenBookIntro.pdf>) with further resources at the ABCD Institute website (<http://www.abcdinstitute.org/>). The basic principle is to bring together a group of people to identify their assets and identify ways that they can be harnessed to support and expand a common vision. Asset-mapping can be done electronically into a spreadsheet or form (Google Forms provides a handy way to compile individual responses into a spreadsheet), or on paper (individual asset maps or a shared group map of assets). A couple formats can be used:

- A chart with 7 categories (Tools and materials, interests, relationships, organizations and networks, skills and talents, knowledge and expertise, and financial resources) into which people add the things in each of these categories that they personally have (as a personal asset-map to understand all the types of value they can harness) or that they are willing to invest in a collaborative effort (as a group asset-map to advance a common vision).
- A capacity inventory (basically, a survey of people's assets, that can be given aloud or in writing). A sample capacity inventory is here - <http://www.abcdinstitute.org/docs/abcd/Capacity%20Inventory.pdf> . This inventory can be tailored to your specific project, and to what capacities the individual is willing to invest in a collaborative effort.
- A chart mapping the associations, institutions, business, physical, and constituent assets of the community (view pages 15-17 of this report <http://www.abcdinstitute.org/docs/kelloggabcd.pdf>). This inventory helps assess additional groups in the community could be relevant - this could also be a good planning activity for identifying partnerships.

Convening Several Work Parties in a World Cafe

If there are several work parties within your city or region, you could convene them at the end of the day/ for a closing activity that is larger/attracts more media on 10/10/10. A convening event could include political leaders and sharing from the various work party projects on a central stage, but having a World Cafe format discussion can create greater opportunities for peer-to-peer sharing and community building. A World Cafe is a discussion format where people sit at tables of 4-6 participants and discuss powerful questions on a common topic, and then rotate between tables for different questions. A quick guide to hosting World Cafes ("Cafe To Go") can be found at <http://www.theworldcafe.com/hosting.htm>. Key elements of hosting a World Cafe discussion are:

- Ensure that people sit at tables with people that they do not know all that well. If each table is only people from one Work Party, it won't work well.
- Have paper table cloths or other places for people to write or doodle as they work together
- Pose clear, meaningful and challenging questions, and give each question 10-30 minutes based on the depth of discussion you are seeking. Good questions in a rough order could include "What did you do on your 10/10 work day and why did you participate?", "What did the actions you took during your 10/10 activity mean to you?", "What is significant



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and impressive about the work you have heard about today when taken as a whole across all the 10/10 projects?", "What story of the future does our work collectively tell?", "What should we do next to stay connected and support each other's efforts going forward?"

- Identify one person per table as the conversation host, who stays at that table between questions, other participants change tables and remix conversation participants between questions
- At the end, have spaces for sharing key insights with the whole group to take place
- Consider giving participants mini-asset map cards that list their contact info and things that they are willing to contribute to facilitate follow-up after the conversation.

Creative Evaluations

Evaluating the success of your workday event is important so that you can better support activities in the future. In doing so, you should first of all avoid any bias that would pressure anyone to provide dishonest evaluations - you wanted the clearest responses possible. You can always provide a simple written evaluation form for people to fill out (if so, make SURE people fill it out), but here are a few other creative ways to make evaluation fun. However you do evaluations, make sure that you ask questions that are useful to you! This could include assessing general enjoyment of the activity, skills learned, sense of ability, likelihood to participate in the future, etc.

- Room thermometers. Ask questions that have polar ends ("I had lots of fun at this event" vs. "This event was no fun at all") and ask people to move to the parts of the spectrum that represent them. Make sure you have a space that is right for your group of people. Ask a few people from near each end and the middle to share how they feel.
- Five-finger shoots. Ask people to hold up the number of fingers that represents how strongly they agree with a statement. Again, ask a few people on the high, low, and middle ends of the spectrum to share.
- Small group discussions. Ask people to count off into small groups (3-5) and discuss a number of evaluation questions (what did you learn, what did you enjoy most/least). At the end of each question, ask a few people to share the responses that they heard in their small group - flip chart, or otherwise visually record these responses, it helps people feel heard. If you want to assess whether there is broad consensus around an opinion, ask people to snap, 'sparkle' with their fingers, or make some other noticeable but unobtrusive sign for agreement.



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