

Developing a blueprint for scaling.

Challenges and solutions from the DesignsCAPES practice

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Agenda

Time (CET)	Item
13:45-14:00	Arriving / logging in
14:00-14:20	Where did we start, we are we now?
14:20-14:50	Current scaling preoccupations
14:50-15:00	Six Building blocks of scaling
15:00	Good-byes and leaving





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Where did we start, where are we now?

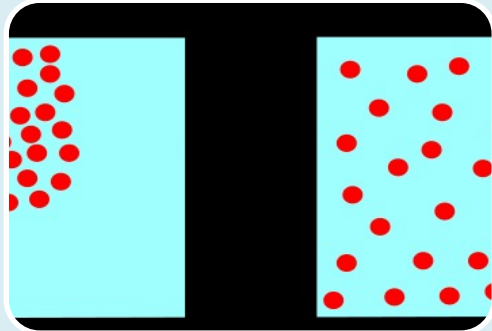


In your small group, discuss:

- 1) Where did you start your Designscapes scaling journey?
- 2) What are you currently working on?
- 3) How is your scaling work different?
- 4) Can you share one major success so far?



Scaling up and out – some framing

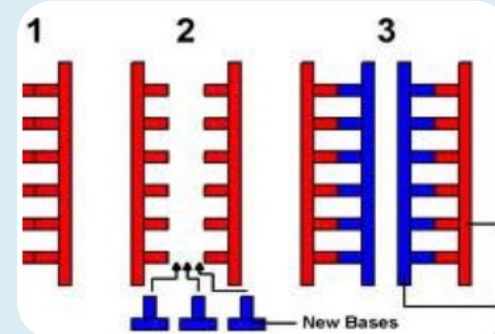


Diffusion



Scaling up

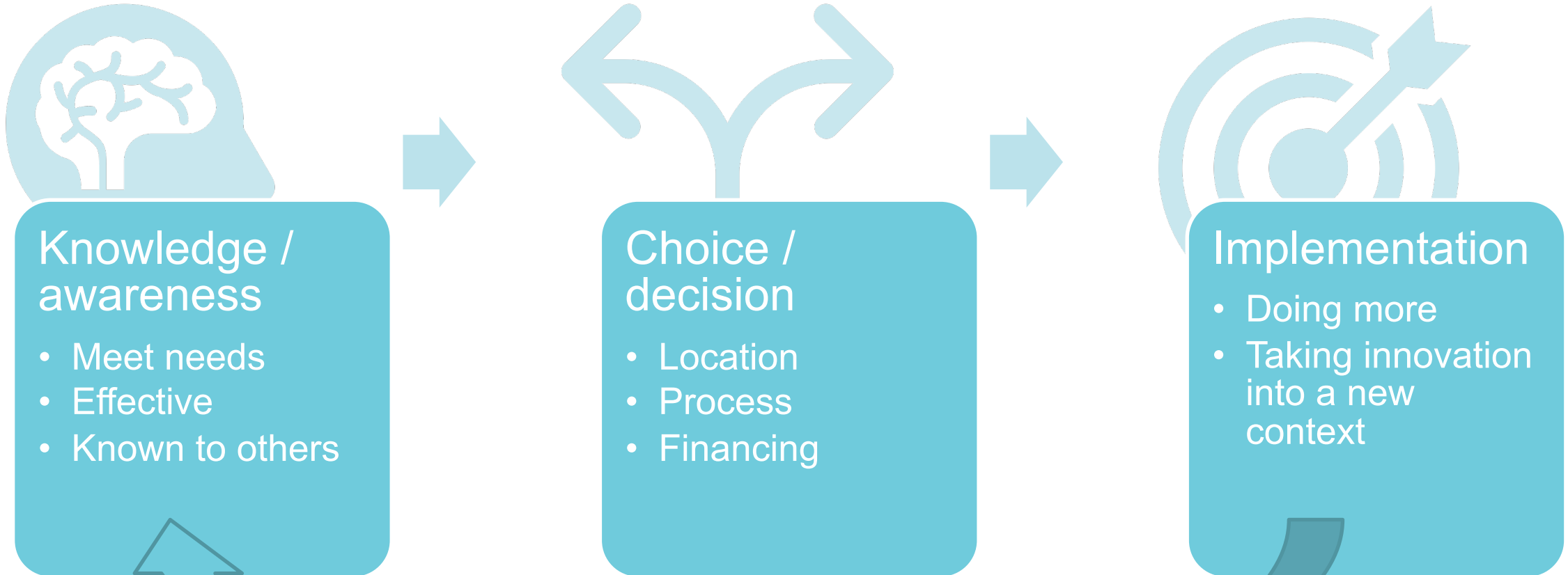
More of the same



Scaling out



Three stages





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DEI scaling: challenges and lessons learnt



- [insert image of google jamboard during first discussion]



Current scaling challenges from the Designscapes field

- Have we had a similar experience in our scaling pilot?
- How did we get around this challenge?
- As experts in design thinking, what qualities do we bring to working with this challenge?
- In relation to this challenge, what (more) do we need to think about to succeed in our scaling journey?

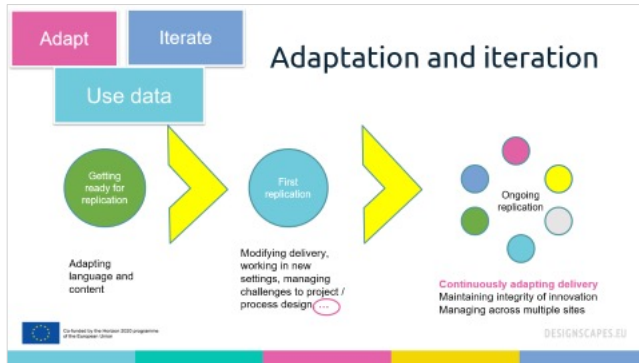




Six building blocks of scaling



Six building blocks of scaling



Organise yourself

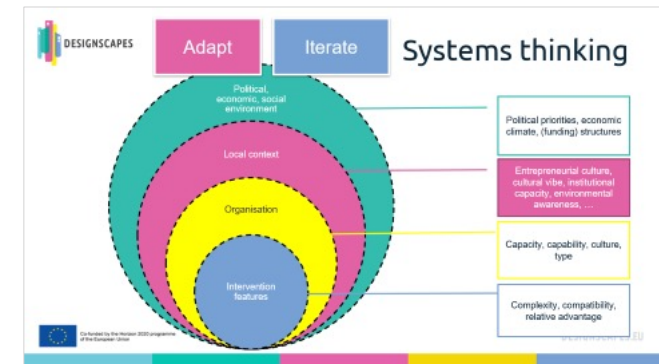
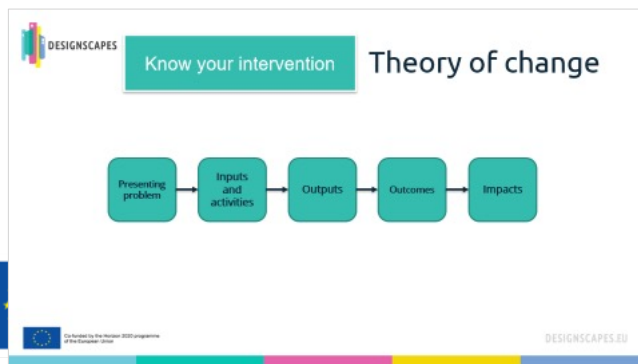
Use data

Plan

Adapt

Iterate

Know your intervention



Six building blocks of scaling (I)

- 1. Know your intervention** – create, develop and iterate a theory of change to understand your DEI and its effectiveness in detail.
- 2. Adapt** – be prepared to make some changes to your DEI to ensure it works in different contexts. Some adaptations will be predictable, others not.
- 3. Iterate** – only through repeated scaling out will it be clear which aspects of your DEI can and should be modified, and which ones have to stay the same.



Six building blocks of scaling (II)

- 4. Use data** – for learning about the DEI in different contexts and continuous improvement; to assess outcomes; to understand the difference adaptations make to outcomes
- 5. Plan** – motivation for scaling up / out, scaling business model (franchising, licensing, wholly owned), business / operational / legal planning
- 6. Organise yourself** – sufficient resources, adjusting ways of working, organisational culture supportive of scaling





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Any reflections?





Further reading



Further reading

- Replication analysis tool (Designscapes toolkit): http://designscapes.eu/wp-content/uploads/2020/07/DEF-D5.3--PDF-DESIGNSCAPES-TOOLBOX_2nd-iteration-FINAL-version.pdf
- Online replication readiness test developed by Spring Impact: <https://toolkit.springimpact.org/Home>
- NESTA (2014) Strategies for Scaling Social Innovations, https://media.nesta.org.uk/documents/making_it_big-web.pdf
- Social Enterprise Coalition (2011) The Social Franchising Manual, p. 4 http://www.socialenterprise.org.uk/uploads/files/2011/11/social_franchising_manual.pdf
- Designscapes theory of change webinar: https://drive.google.com/file/d/1ggxbRO3_QHze3eP09qubgXt_KAS7BBmE/view





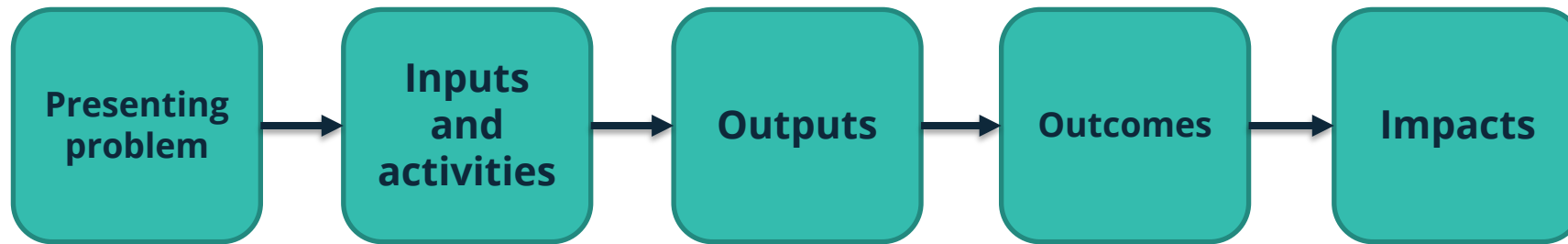
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Thank you for joining us!



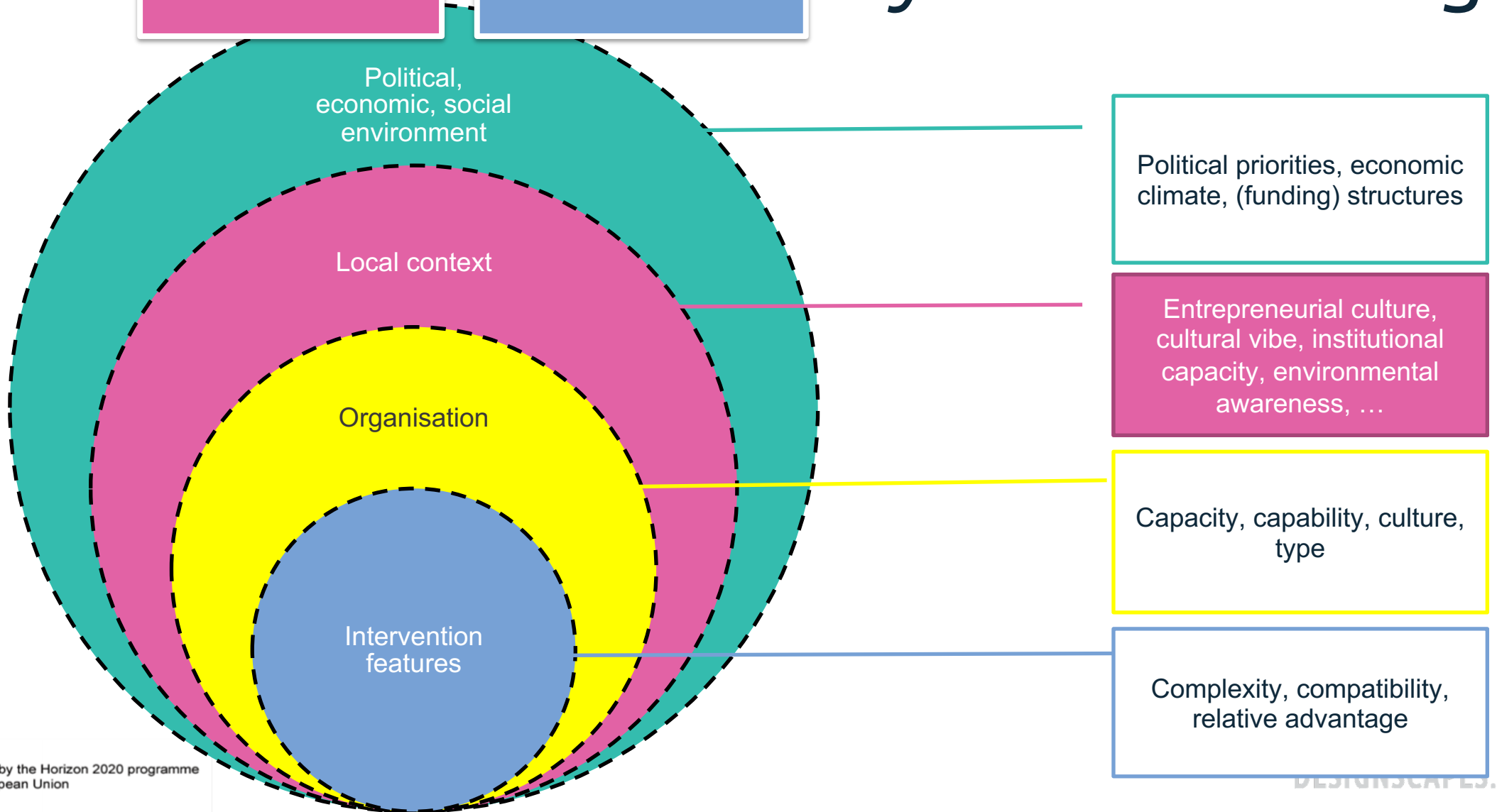
Know your intervention

Theory of change



Adapt Iterate

Systems thinking



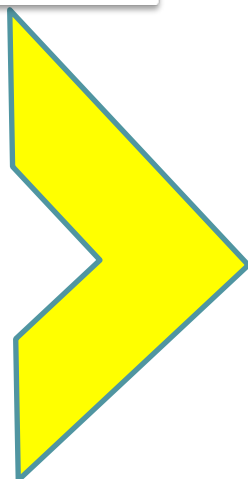
Adaptation and iteration

Adapt

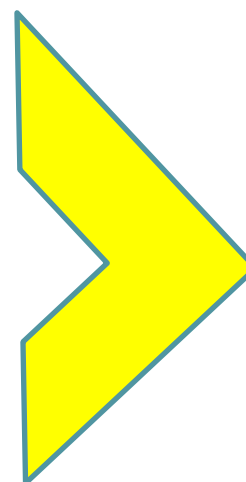
Iterate

Use data

Getting ready for replication



First replication



Ongoing replication

Adapting language and content

Modifying delivery, working in new settings, managing challenges to project / process design, ...

Continuously adapting delivery
Maintaining integrity of innovation
Managing across multiple sites



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Organise yourself

“The ability to adapt and take on a replication venture appears to require similar characteristics to those necessary to take on the project in the first place: an openness to innovation, a strong ‘learning culture’ and a serious strategic interest in an evidenced-based way of working.” (TIHR)

Organisational questions



Resources

- People
- Skills and expertise



Ways of working

- Communicating across boundaries
- Collecting, interpreting, using data
- Board / senior management support



Supportive Culture

- Openness to innovation
- Strong ‘learning culture’
- Strategic interest in an evidenced-based way of working



Time (CET)	Item	Facilitator notes
Pre-event tasks	<ul style="list-style-type: none"> Find an object or image that represents your Designscapes scaling journey so far, and bring to the event Think of one key scaling challenge you're facing now that you would like to offer / ask for help with, and one key learning point you'd like offer during the event 	Send logging in details to participants on Monday 7 th December and include preparation tasks (Alberto)
13:45-14:00	<p>Arriving / logging in, displaying objects, writing the challenge and learning point (including their names) they brought onto the whiteboard or jamboard https://jamboard.google.com/d/1bmXLbs6vW2uNFW4jXIKST1qDmlHssQhXfFoLtUNuweE/edit?usp=sharing</p>	Bring up google jamboard at beginning and share link in the chat; Alicia +Alberto to do clustering of challenges and lessons (ideally only creating two clusters!)
14:00-14:20	<p>Block 1: where did we start, we are we now?</p> <ul style="list-style-type: none"> Welcome, introducing the event, introducing the first activity (5 minutes max – Kerstin) Group work 1 (in pairs / threes, discussing for 10 minutes – using object to illustrate the points): (1) where did you start your Designscapes scaling journey? (2) What are you currently working on? (3) how is your scaling work different? (4) Can you share one major success so far? (10 minutes) Framing presentation on scaling– what it is, three phases (5 minutes max – Kerstin) 	Kerstin to do welcoming and intro to group task; Giorgia to put participants into breakout rooms (3 already created). K to copy questions into breakout room chats. Designscapes team stays in main area during the discussion.
14:20-14:50	<p>Block 2: Current scaling preoccupations</p> <ul style="list-style-type: none"> Introduction to the task (5 minutes - Kerstin) Whole group event: discussing the clusters of challenges - taking them in turn (ca 10-15 minutes each). 1) short intro to the challenge by those bringing them; 2) others reflect: a) have we had a similar experience in our scaling pilot? b) how did we get around this challenge? c) as experts in design thinking, what qualities do we bring to working with this challenge? d) In relation to this challenge, what (more) do we need to think about to succeed in our scaling journey? 	Challenges and lessons collected at the beginning of the event will need to be displayed in the two / three clusters All Designscapes team present animate the discussion Alicia / Alberto / Chiara take notes of the discussion using google jamboard. We display the results at the end. Giorgia helps with time keeping.
14:50-15:00	<p>Block 3: Six building blocks of scaling</p> <ul style="list-style-type: none"> Short presentation: 6 building blocks of scaling up and out (5 minutes max) Final reflections by participants Feedback poll: how useful did you find the event? Which aspects did you find most useful? How likely are you to use take-away points from the event for your scaling pilot? 	Kerstin presents and invites final reflections by participants Giorgia to help with the poll
15:00	<p>Good byes and leaving</p>  <p>Co-funded by the Horizon 2020 Programme of the European Union</p>	Kerstin DESIGNSCAPES.EU