

# How do you develop project ideas?

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## Identifying the 'need'



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# Identifying the 'need' - here's how...

Respond  
to a  
request

Respond  
to a  
situation

Respond  
to a  
problem

Respond  
to what's  
missing

What  
already  
exists?

What  
isn't  
working?

What is  
asked  
for?



See handout...

# Identifying the 'need' - what is it?

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Identifying an **unmet need** should be the starting point for every project.

- understanding & defining 'need' can be complex
  - ◆ What is the problem or issue you want to address with your project?
  - ◆ Who needs this project to happen & why?
  - ◆ Why is your project an appropriate response to the need?

# Identifying the 'need' - what is it?

Some shared basic human **needs**:

Shelter & Sustenance	Health & Wellbeing	Fairness & Equality	Meaning & Purpose
Safety, Security & Protection	Connection & Belonging	Understanding & Clarity	Authenticity & Integrity
Peace	Communication	Respect	Contribution
Joy & Adventure	Empathy & Love	Support	Appreciation
Learning & Growth	Choice	Freedom & Autonomy	Acknowledgement

## Feelings when needs are **not met**:

angry	anxious	afraid	bored	confused	disappointed
discouraged	embarrassed	frustrated	hopeless	impatient	irritated
insecure	jealous	lonely	lost	nervous	overwhelmed
reluctant	sad	tense	uncomfortable	vulnerable	worried

## Feelings when needs **are met**:

amazed	alert	brave	calm	content	confident
enthusiastic	eager	excited	glad	happy	hopeful
inspired	optimistic	proud	peaceful	relaxed	strong
satisfied	stimulated				

This list of responses is taken from Deb Barnard (2016) *Relational Dynamics Handbook*

# Identifying the 'need'



What  
already  
exists?

What  
isn't  
working?

## Do your research

- Your own experience & observations
- Ask other people with experience of the need
- Find out what happens elsewhere
- **what is missing?**

# Identifying the 'need'



What  
already  
exists?

What  
isn't  
working?

## Do your research

- How does your project fit with other strategies & initiatives?
- Who else is working on projects in this field?
- Who could you partner up with?
- **what is missing?**

# Identifying the 'need'



What  
already  
exists?

What  
isn't  
working?

## Collect Evidence

(so, how do you know?)

- Ask people involved
- Consultation
- Stats & surveys
- what is the problem?
- how big is the problem?
- why is it? what is causing it?



# Identifying the 'need'



What  
already  
exists?

What  
isn't  
working?

## Understand the underlying problems

- Number of underlying problems
- Clarify which needs you will address (and which you will not)
- Keep asking why
- why is it? what is causing it?

# Identifying the 'need'

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What is the  
'need' for my  
project?

Quick recap



Identify the need for your project by...

- Looking for unmet needs
- Do your research
- Collect evidence
- Understand the underlying problems

# Identifying the 'need'

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What is the  
'need' for my  
project?

Quick recap



While you are identifying the need for your project, consider...

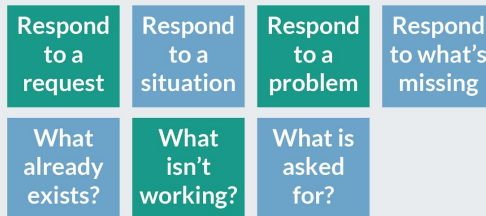
- Values - yours & others
- Local dynamics
- Potential collaborators & partners
- who is already doing this?
- what is different about what you offer?

# Identifying the 'need' - your turn...

Try out these ideas...

→ Use the worksheet to apply these ideas to your own project

## Identifying the 'need' - here's how...



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This list of needs is taken from Deb Barnard (2016) *Relational Dynamics Handbook*, informed by Marshall Rosenberg - Nonviolent Communication

Use this space to make notes about the unmet needs your project addresses:

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# Identifying the 'need'



How does this  
relate to  
evaluating my  
project?

## What is the impact of your project?

- Activities & participation
- what happens during the activity?
- who takes part?
- what results or changes are you looking for?

# Identifying the 'need'



How does this  
relate to  
evaluating my  
project?

# Assessing the impact of your project

Changes in..

- feelings?
- learning?
- experiences?
- how do we know if this has happened?
- what evidence can you collect?

## Unmet needs

Joy & Adventure

Connection & Belonging

Safety, Security & Protection

## Symptoms

discouraged  
insecure  
reluctant  
lonely

## Example - Union Street Party

Organise  
Street Party

Junk Band

Street Food

Dancing

Giant Puppets

500+ people attend

Families & children having a good time

People celebrate in their local area

Joy

Belonging

Residents feel proud to live in Stonehouse

Residents feel connected to their community

ACTIVITIES

OUTCOMES

IMPACTS

## Medium & Long Term Impact

Changes in behaviour?  
decisions?  
social action?

Changes in conditions...  
social?  
civic?  
economic?  
environment?

What do we put in?

Activities & Participation?

What results are we looking for?

How do we know if this has happened?

