



Taiteen edistämiskeskus
Centret för konstfrämjande
Arts Promotion Centre Finland



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WHAT ARE THESE CARDS?

The Creative Net's "From idea to project" cards have been designed to support project planning.

The cards present questions and perspectives on the different stages of project planning. You can use the entire pack of cards or select specific colour-coded themes.

At the bottom of each card, you can see which stage of project planning it addresses.

If you are planning a project under the Creative and Cultural Innovation Expertise theme (ESF+), you can find more information about the theme on the Creative Net website at www.taike.fi/en/creativenet.

TIPS FOR USING THESE CARDS

Pick three cards and select the one that you feel is most topical.

Pick five cards and arrange them in order of importance for your idea.

Spread out the cards on the table with the text side facing down. Turn over one card at a time and follow its instructions. Continue until all the cards have been turned over.

Use the Creative Net idea canvas and fill it in first as much as you can. Then start picking cards.

Idea canvas: www.taike.fi/en/creative-net/materials

CRYSTALLISATION

CUT IT OUT

Eliminate everything unnecessary from your plan. It could be a filler sentence or something you have already said. Avoid overly elaborate descriptions.

CRITICAL REVIEW



CRYSTALLISATION

KEEP YOUR FEET ON THE GROUND

Look for any unnecessary over-the-top expressions in your text and delete them. How can you get your message across in a more clear and concise way?

CRITICAL REVIEW

CRYSTALLISATION

DELETE SOMETHING

Delete something from your text immediately. It could be a word, a sentence, an entire paragraph or an idea.

CRITICAL REVIEW

CRYSTALLISATION

CLEANING DAY

Review the actions proposed in your plan. What kinds of emotions do they elicit? If an action does not elicit a positive response, could it be deleted?

CRITICAL REVIEW

CRYSTALLISATION

ADD SOMETHING

Add something to your plan immediately! It could be a word, a sentence, an entire paragraph or an idea.

HELP IF YOU'RE STUCK



CRYSTALLISATION

WHAT ARE YOU COMMUNICATING?

What are the most important things to communicate to others in order to implement your idea? List the three most important things.

VERBALISATION

CRYSTALLISATION

PRESENTATION III

How would you present your idea to an investor or financier? Summarise in three sentences.

VERBALISATION

CRYSTALLISATION

PRESENTATION II

How would you present your idea to a colleague in order to get them interested? Summarise in three sentences.

VERBALISATION

CRYSTALLISATION

PRESENTATION I

How would you present your idea to a complete stranger who knows nothing about the subject? Summarise in three sentences.

VERBALISATION



CRYSTALLISATION

FACTS X 3

Summarise your idea in three bullet points.

VERBALISATION

CREATIVE THINKING

NAME YOUR IDEA

Give your idea a nickname – not an official project name, but rather a name that evokes a positive emotion in you.

HELP IF YOU'RE STUCK

CREATIVE THINKING

FIND SOMETHING THAT ALREADY EXISTS

Look for texts that inspire you. They don't have to be related to your idea. Enjoy what you discover!

INSPIRATION

CREATIVE THINKING

CHANGE PERSPECTIVES

Imagine you are one of the persons whose life will be changed by your idea. How will their lives be changed? What if these people could decide for themselves how their lives would be changed. What would they wish for and what would they need?

TARGET GROUPS



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CREATIVE THINKING

WHAT BOTHERS YOU?

Is there anything in your plan that you wouldn't want to spend your time or efforts working on? Think about the reasons for these negative feelings.

MAKING THE PROCESS VISIBLE

CREATIVE THINKING

PERFECT DAY

Draw a timeline on a piece of paper describing the perfect day working on your idea.

MAKING THE PROCESS VISIBLE

ALL KINDS OF PEOPLE

ACCESSIBILITY

How have you taken into consideration people with special needs?

REVIEW OF VALUES

ALL KINDS OF PEOPLE

INCLUSION

How have you ensured that your idea is available to all kinds of people? How have you taken into consideration people with special needs?

REVIEW OF VALUES



ALL KINDS OF PEOPLE

SUSTAINABILITY

How have you taken into consideration the UN's Sustainable Development Goals? Select the one that is most relevant to your idea! Find out more about SDGs:



REVIEW OF VALUES

ALL KINDS OF PEOPLE

PARTICIPANTS

Is the experience offered by your idea available to everyone?

REVIEW OF VALUES

ALL KINDS OF PEOPLE

CHARACTERISTICS OF PARTICIPANTS

Draw on a piece of paper five different types of participants who could benefit from your idea. Next to their pictures, write down their characteristics, such as place of residence, age, education level and family status. What do they share in common? What distinguishes them from each other?

TARGET GROUPS

ALL KINDS OF PEOPLE

CHANGING WORLD

Different types of people are engaged in your activities. How do you make sure that your idea strengthens the participation of people with different backgrounds.

TARGET GROUPS



ALL KINDS OF PEOPLE

CHANGING WORLD II

How can you engage your target group already in the planning phase so that they feel that your idea is also their idea?

EMBEDDING RESULTS

ALL KINDS OF PEOPLE

BENEFICIARIES

Who will benefit from your idea?

TARGET GROUPS

ALL KINDS OF PEOPLE

WHO NEEDS TO KNOW?

Who needs to know about your idea most importantly? Think about the target groups for communications.

TARGET GROUPS FOR
COMMUNICATIONS

ALL KINDS OF PEOPLE

FOR WHOM?

For whom is your idea intended?
How are they involved in planning activities?

TARGET GROUPS



ALL KINDS OF PEOPLE

RESPONSIBILITIES

Who are the responsible parties in your idea and what are they responsible for? Which tasks have not yet been delegated? Delegate one of the tasks.

DIVISION OF DUTIES

ALL KINDS OF PEOPLE

COMMUNICATORS

Who is responsible for communicating your idea? Think about the roles related to communications.

DIVISION OF DUTIES

ALL KINDS OF PEOPLE

ABSENTEES

Who is not included in your idea? Why?

NETWORKS

ALL KINDS OF PEOPLE

COMMUNICATION PARTNERS I

Who would you want to communicate your idea to others? Think about possible communications partners.

NETWORKS,
COMMUNICATIONS PLAN



ALL KINDS OF PEOPLE

COMMUNICATION
PARTNERS II

Whose news should you know about?
Whom do you tell about the progress of your idea?

NETWORKS,
COMMUNICATIONS PLAN

ALL KINDS OF PEOPLE

ROLES

Who does what in your idea? Who are your partners?
With whom do you collaborate?

NETWORKS,
DIVISION OF DUTIES

ALL KINDS OF PEOPLE

INFLUENCE

Whose views or thinking do you want to influence with your idea?

TARGET GROUPS FOR
COMMUNICATIONS

PROJECT MANAGEMENT

DEADLINE

When is the deadline for your idea?
How will you meet your deadline?

SCHEDULING



PROJECT MANAGEMENT

BACKGROUND RESEARCH

Who already funds similar activities?
Who has done something similar before?

BENCHMARKING

PROJECT MANAGEMENT

FUNDING PRINCIPLE

Select one of the funding principles stipulated by the funding body.
Consider whether your plan complies with this principle!

COMPLIANCE WITH
APPLICATION CRITERIA

PROJECT MANAGEMENT

TOOLS

What are the working methods for your idea?
Identify two project management tools that you plan to utilise.
These could be, for example, time management tools or visual mind maps.

WORKING METHODS

PROJECT MANAGEMENT

ASSESSMENT

How do you plan to assess the implementation of your idea?

WORKING METHODS



PROJECT MANAGEMENT

OPINIONS MATTER

How will you gather feedback? Who can provide feedback about your idea, how, where and when?

WORKING METHODS

IMPACT

CORE OF THE PROBLEM

What problem in the world will be resolved by your idea?
What does the future look like?

IDENTIFYING THE CHANGE

IMPACT

TELL A STORY

How will the world change as a result of your idea? Tell or write a short story about your vision.

IDENTIFYING THE CHANGE

IMPACT

THE WORLD AFTERWARDS X 3

How will the world change after the implementation of your idea?
List three things that will change as a result of your idea.

IDENTIFYING THE CHANGE



IMPACT

WHY X 5

Ask yourself
“Why should the idea
be implemented?”
and provide an answer.
Also, ask why the
thing you answered is
important. Ask “Why?”
three more times and
provide answers.

IDENTIFYING THE NEED

IMPACT

WHAT REMAINS?

What will remain
from the implemen-
tation? How can
the results and new
operating methods
be utilised in the
future?

EMBEDDING THE RESULTS

IMPACT

RESULTS

Where can the results
and new operating
methods be found
in the future?

EMBEDDING THE RESULTS

IMPACT

SUCCESS CRITERIA

Consider how you
will know when you
have achieved your
goals. How will you
monitor success?
Which quantitative
and qualitative
criteria will you use?

IMPACT ASSESSMENT



IMPACT

DISAGREEABLE COMMUNICATIONS

Which communications channel do you find the most disagreeable?
Why?

COMMUNICATIONS PLAN

IMPACT

AGREEABLE COMMUNICATIONS

Which communications channel do you find the most agreeable?
Consider whether your idea needs to be communicated on all these channels.

COMMUNICATIONS PLAN

IMPACT

WHERE WILL YOUR IDEA BE VISIBLE?

In which communications channels is it important for your idea to be visible in terms of its objectives?
Which channels are the least important?

COMMUNICATIONS PLAN

IMPACT

WHY COMMUNICATE?

Think about why your idea should be communicated. Consider the purpose of communication. Is it to spread information, raise awareness or engage people with something?

COMMUNICATIONS PLAN



IMPACT

GOALS AND COMMUNICATIONS

Think about the goals for your idea. How do communications support them? What kinds of communications would support the achievement of your goals?

COMMUNICATIONS PLAN

JOKER

WALK

Go for a walk and let your thoughts flow.

HELP IF YOU'RE STUCK

JOKER

THINK FROM ABOVE

Stand up and consider what your idea looks like to an outsider.

HELP IF YOU'RE STUCK

JOKER

ASK

Ask for help!
Call, text or e-mail a person who does not yet know about your idea.

VERBALISATION