

SHIFT
ONE



BEFORE WE BEGIN (Some food for thought)

BEFORE WE BEGIN (Some food for thought)



Staff Picks



80's Arcade



PePeNog
Jun 23, 2014

"80's Arcade" is a tribute to all those who have, at least once, as kids, spent their lunch money at the arcades, trying to beat a new record on their favorite video game. Thi...

253

SUPPORTERS

160

DAYS LEFT

2k

50

58



Popular this Week

1645 New Supporters

Science
Adventures



647 New Supporters



534 New Supporters



526 New Supporters



80's Arcade

Gathering Support



Submitted



10000



Approved



In Stores

Description

Updates **1**

Comments **50**

Official LEGO
Comments **0**

Building
Instructions

Last Updated 6 months ago. Click "Updates" above to see the latest.



253


SUPPORTERS

160

DAYS LEFT

Support

Follow

 Share

 Tweet

 Share

 2k

 50

 58

Created by



PePeNoa

Support Project



Before we confirm your support, please answer the four survey questions below. Your input helps us evaluate this project's potential as a LEGO product. Give it your best guess, and be honest and realistic.

What would you expect this product to cost (USD)? *



\$10 - 49



\$50 - 99



\$100 - 199



\$200+

How many do you think most people would buy? *



1



2



3 - 4



5 +

Who do you think this project would be good for? Select all that apply.



Children



Teenagers



Adults



Women



Men

How difficult would you say this project would be to build? *



Search

Follow



2k

50

50

Created by



PePeNog

SHIFT ONE

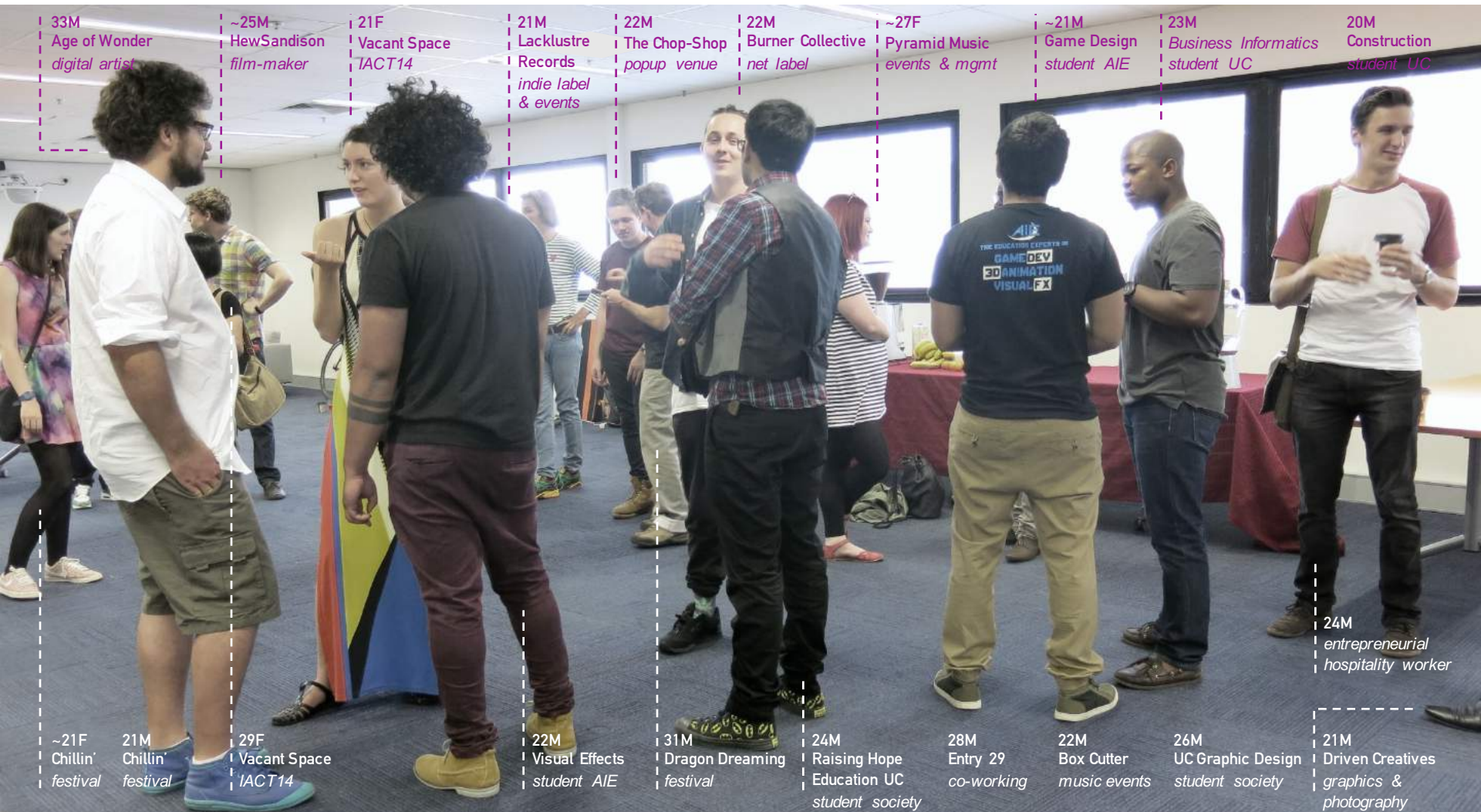
THE REUNION

SHIFT ONE: QUALITATIVE DEMOGRAPHICS

YOUNG, CREATIVE & BOTH

In order to obtain a representative sample of CBR youth, the session invited influential individuals from a wide variety of youth initiatives and communities. These individuals were personally invited to increase trust.

Below is a demographic breakdown of the session's 21 attendants. Each attendant's age, sex, and community or initiative is provided. Attendants not in the image are those included with no arrow.

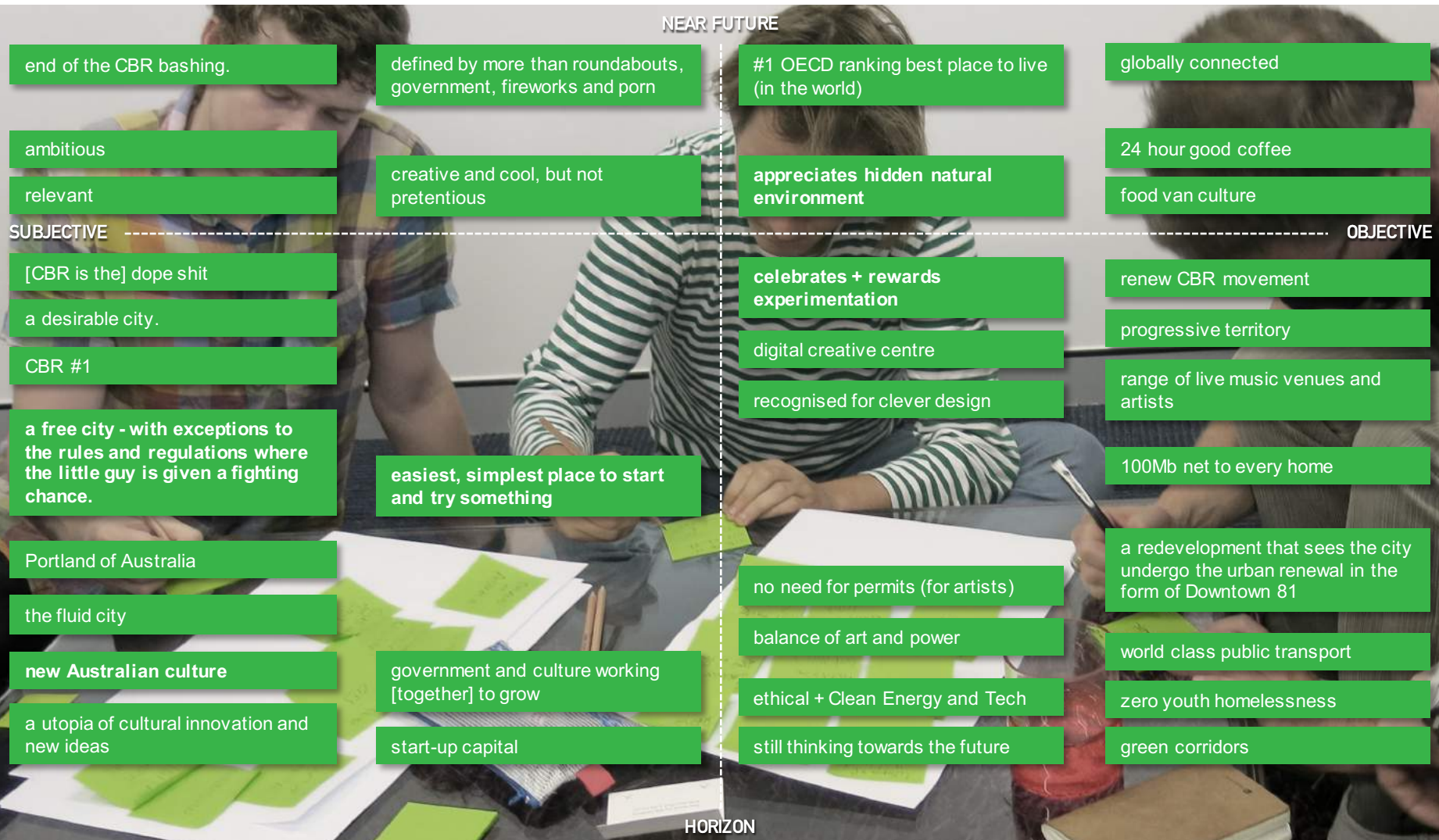


SHIFT ONE: EXPLORATORY BRAINSTORM

“HOW WOULD YOU LIKE TO SEE CBR DESCRIBED IN THE FUTURE?”

The green topic aimed at recognising some of the hopes and aspirations young and creative influencers hold for the future of CBR. From this topic, dimensions of Subjective vs. Objective Measurement and Near Future vs. Horizon stand out.

Concepts are mapped according to these dimensions, with Subjective Measures towards the left, Objective Measures towards the right, Near Future towards the top, and Horizon towards the bottom.

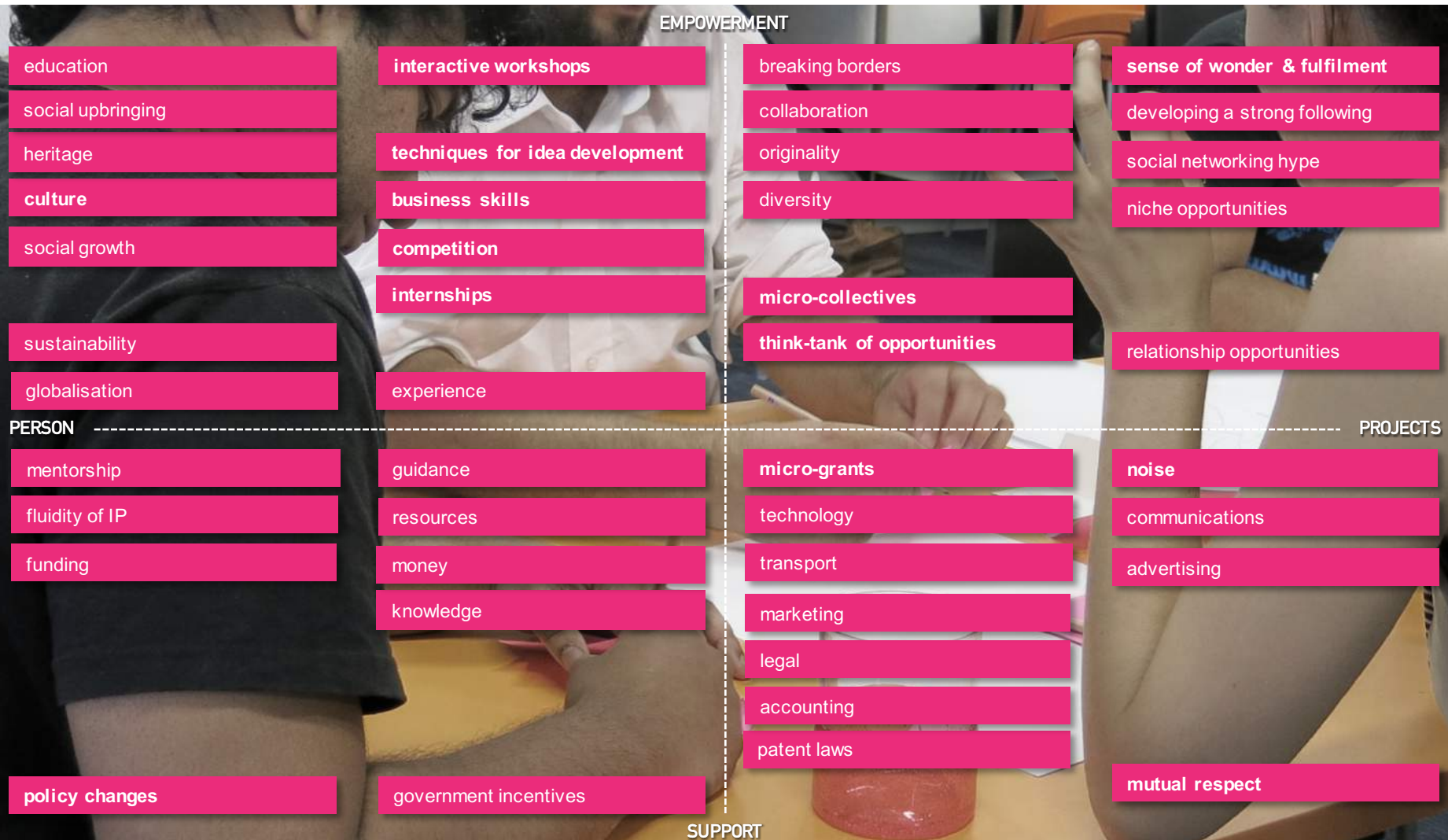


SHIFT ONE: EXPLORATORY BRAINSTORM (Cont.)

“WHICH OPPORTUNITIES WOULD HELP YOUNG & CREATIVE PEOPLE?”

This topic aimed at identifying opportunities young people perceive as missing. Dimensions include opportunities for the Person vs. those for their Projects, and whether those opportunities provide Empowerment vs. Support.

Concepts are mapped according to these dimensions, with opportunities for the Person towards the left, opportunities for their Projects towards the right, Empowerment towards the top, and Support towards the bottom.

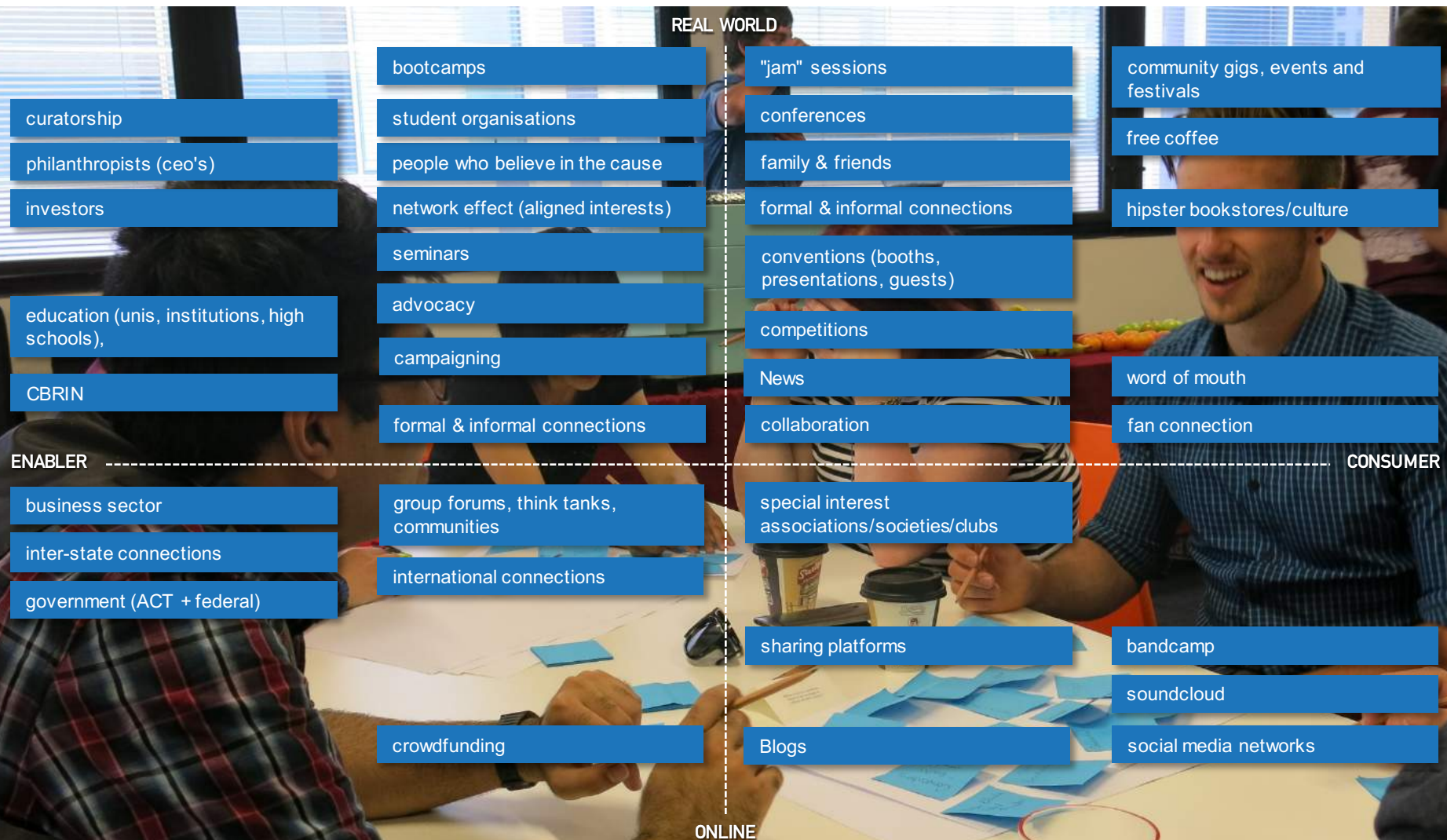


SHIFT ONE: EXPLORATORY BRAINSTORM (Cont.)

"WHAT NETWORKS ARE REQUIRED FOR CREATIVES & YOUNG PEOPLE TO

This tool aimed at identifying potential networks that young people see as enabling their innovation and entrepreneurial initiatives. Dimensions include Real World vs. Online networks, and whether they face Enablers or Consumers.

Concepts are mapped according to these dimensions, with Enabler networks towards the left, Consumer networks towards the right, Real World networks towards the top, and Online networks towards the bottom.



SHIFT ONE: NARRATIVE POSSIBILITIES

OVERARCHING THEMES

Participants were asked to explore ways to increase opportunities and networks for young people in CBR. From these narratives, three key themes emerged.

These themes are: *Easy Start*; *Staged Learning*; and *Seasonal Innovation*. Each theme is explored separately, with key points and sample narratives provided.

THEME 1: EASY START

This refers to the desire that CBR become the most favourable context for start-up activity in the country.

This was closely linked with the opportunity to develop an easier start-up process, in terms of support structures and lowered regulatory burdens

In addition, the hope was raised for a financial structure that provides support to low-cost ideas through "micro-grants".

In 5 years CBR came out of nowhere as The Startup Capital" Cultural and tech startups thrive in a progressive and hyper-connected network.

New uni student moves to CBR joins their specialty club, hears about interdisciplinary event, meets new people and forms a team, joins competition and showcase.

Small scale entrepreneur: comes to online or physical marketplace [providing] access to resources, customers, fellow entrepreneurs, increasing potential for grants and collaboration.

Move to CBR to startup, no skills: Learn business 101, opportunities for location, access to creative contractors, [provided] with feasibility analysis, chance to meet people at similar stages/social networking; opportunities to pitch to investors; making connections with people in other cities, mentors and potential business partners; opportunities for internships.

This Fluid City became known for being simple to start anything, surrounded by passionate people doing cool shit and wanting the same.

Next step: get broader support (\$\$, CBRIN, community groups) via technology, advertising, awareness.

Starting something and grow, with CBR being the good place to start

Spotlight to celebrate and show off new startups

Sales opportunities to big organisations such as gov. depts

Critical Thinking & Innovative meetups [lead to] think-tanks and group forums that are globally connected.

Increased fluidity of IP

New enterprise scheme?

SHIFT ONE: NARRATIVE POSSIBILITIES (Cont.)

OVERARCHING THEMES

Participants were asked to explore ways to increase opportunities and networks for young people in CBR. From these narratives, three key themes emerged.

These themes are: *Easy Start*; *Staged Learning*; and *Seasonal Innovation*. Each theme is explored separately, with key points and sample narratives provided.

THEME 2: STAGED LEARNING

Identified in the brainstorming and narrative exercises was the unique educational needs of youth due to their relative lack of knowledge and experience.

Emphasis was placed on the need for training to be delivered through a staged approach.

This extends to providing knowledge and experience of entrepreneurship as a viable career choice.

"The youth of CBR were struggling in their adventure, and often got caught in public service bear traps. Through CBRIN these youths found guidance from business leaders and mentors within similar fields. As their ideas grew they found financial support and business plans that would lead to the growth of CBR as a whole. [...] Through a series of micro-grants led the way into new innovative business that could be recognised on a global stage."

People need to feel magic and passion. That it's okay to try. Possibilities and reassurance. Alternative pathways.

We want to give them the opportunity to experience creative work, [with] Passionate people in a friendly environment to inspire them

CBR can offer a face value network built on the foundations of one of the most educated and globally aware populations in the world. Not directly for success but for development.

Kids undertake a long learning process where things are hard. If they can do them more, things get easier

Networked physical & digital space, leading to diverse capital with balance of art, power and design.

A stepped system. A mentor that introduces themselves; youths invited to workshops to express their ideas and develop in groups [...] guide them financially and pushing the microbusiness to learn.

Critical Thinking: we all have a brain but we don't have to use it the same way. Many ways to come up with an answer. Many answers!

Spaces to support and partake in [projects].

Allowing personal/physical connection to creative leaders and mentors.

Group of people get together to work on business skills & innovation.



SHIFT ONE: NARRATIVE POSSIBILITIES (Cont.)

OVERARCHING THEMES

Participants were asked to explore ways to increase opportunities and networks for young people in CBR. From these narratives, three key themes emerged.

These themes are: *Easy Start*; *Staged Learning*; and *Seasonal Innovation*. Each theme is explored separately, with key points and sample narratives provided.

THEME 3: SEASONAL INNOVATION

A recurring topic in was the interplay between the “bush capital”, innovation and entrepreneurship.

There was a strong desire to incorporate natural themes into innovation. At the same time, many participants expressed interest for creative-focused innovation festivals, exhibitions, and conferences occurring cyclically throughout the year.

These concepts converge in an approach to planning innovation activities in alignment with CBR’s markedly distinct seasons, which recognises that innovation projects have a birth, or Spring, but also experience Winter, or closure.

CBR connects the natural environment with the tech, resources & social networks to let people live a more meaningful, original & truthful life.

*Sick mix of city/nature:
The environment is dope - go see some mad waterfalls and then eat dope food.*

Rather than doing and then apologising, building something that is sustainable over time, so that it can be handed down to the next generation of youth.

Rapport and relational networks, with values.

Community in the globe [and triggering] response from participants

Cultural shift to value the creative

A city that is big enough to matter, but small enough to care.

*JAN / The Monthly Residency:
a new local artist or collective takes over brand CBR websites (online) and designated spaces, venues, transport to showcase their work.*

*APR / Open Access:
a quarterly event, like what we’re doing [at SHIFT ONE], with the goal of constructive feedback invites citizens to workshop their big idea to improve the city.*

*JUL / Legislation:
cleaned up laws and permits for temporary businesses that promote constantly evolving culture and start ups (art, biz, tech).*

OCT / CBRNOW:
Similar to SXSW, bars, halls, outdoor and indoor spaces open for the month, for music, art, film, festivals, conferences and workshops on business & tech

*#CBRNOW showcase
institutional support + funding for exhibitions*

*the communication of innovation:
diversity is required to innovate.*



SHIFT ONE: PRELIMINARY MESSAGING

GETTING THE MESSAGE RIGHT

To increase the participation of young people in innovation and entrepreneurship activities it is critical that they be perceived as relevant and achievable.

While developing a preliminary message to improve communication, four broad categories of concept stand out: *Considerations*; *Content*; *Tone*; and *Channels*.

CONSIDERATIONS

it has to be grassroots.

trick them to think big and break the mould.

offering an entrance point into the community through a [symbolic] handing down of knowledge.

ensure people feel included

it must be subtle. being explicit would build walls of resistance.

staged progression

organic growth, with porosity between agents

has to be seen, and recognised with respect and passion.

needs to be experienced in person.

show them a lifestyle.

[people] need to be inspired.

the message should reduce error when navigating the system.

CONTENT

"CBR: The Open Source City"

"The imagination to be yourself"

"9-5 is not for everyone"

"Create Think Do."

"Opportunities are out there for [people as diverse as] cosplayers and fish-breeders"

"Nature & City"

"Micro Innovation: Dream, Share, Learn, Create"

"CBR: a face value network of imagination."

"You don't need a [traditional] degree to follow your ideas."

"[Harness] your Passion"

"Make a Difference"

TONE

"I made, you make"

inspiring creativity and imagination

just start creating!

don't fit in? neither do we.

older brother/sister with "life changing" influence

excitement and hope for the future!

[encourages] going to the next person [in the network], prompting evolution of culture.

share and create

your voice your future

become what you want to be

what you can start doing tomorrow.

build the Startup Capital

CHANNELS

#CBRNOW (community hashtags)

exhibits and/or spaces

pop-ups

mentoring

jam sessions with all art forms performing

step-by-step how-to booklets

school visits by creatives

tours of local businesses

two-way dialogue

creativity competitions

interviews with artists / founders

zines

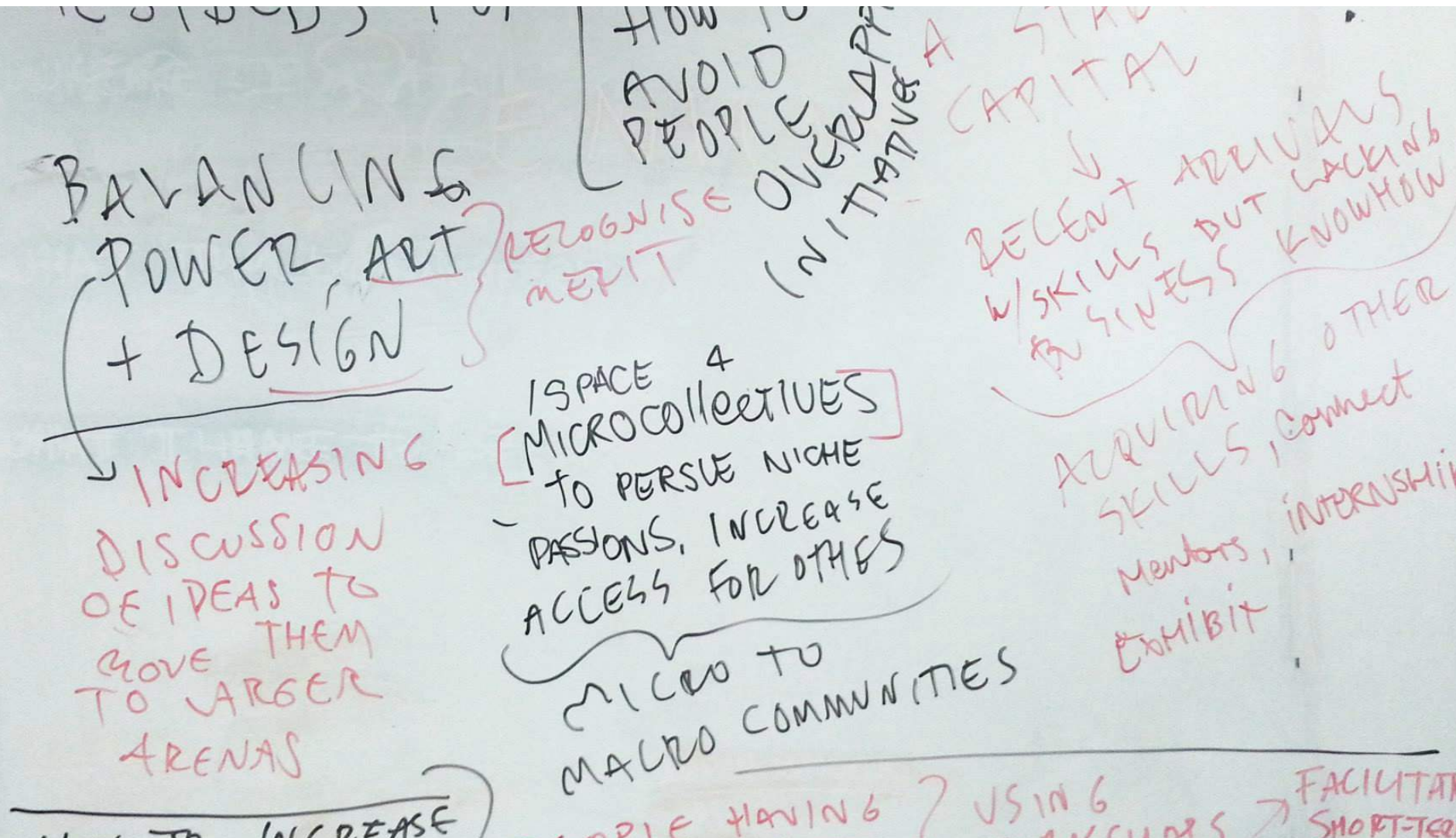
buses

video stories

LET'S IMAGINE...

WHERE COULD THIS TAKE US?

If we were given the opportunity to do something with this, what would we do?
How could we provide opportunities for a wide variety of young creative people?



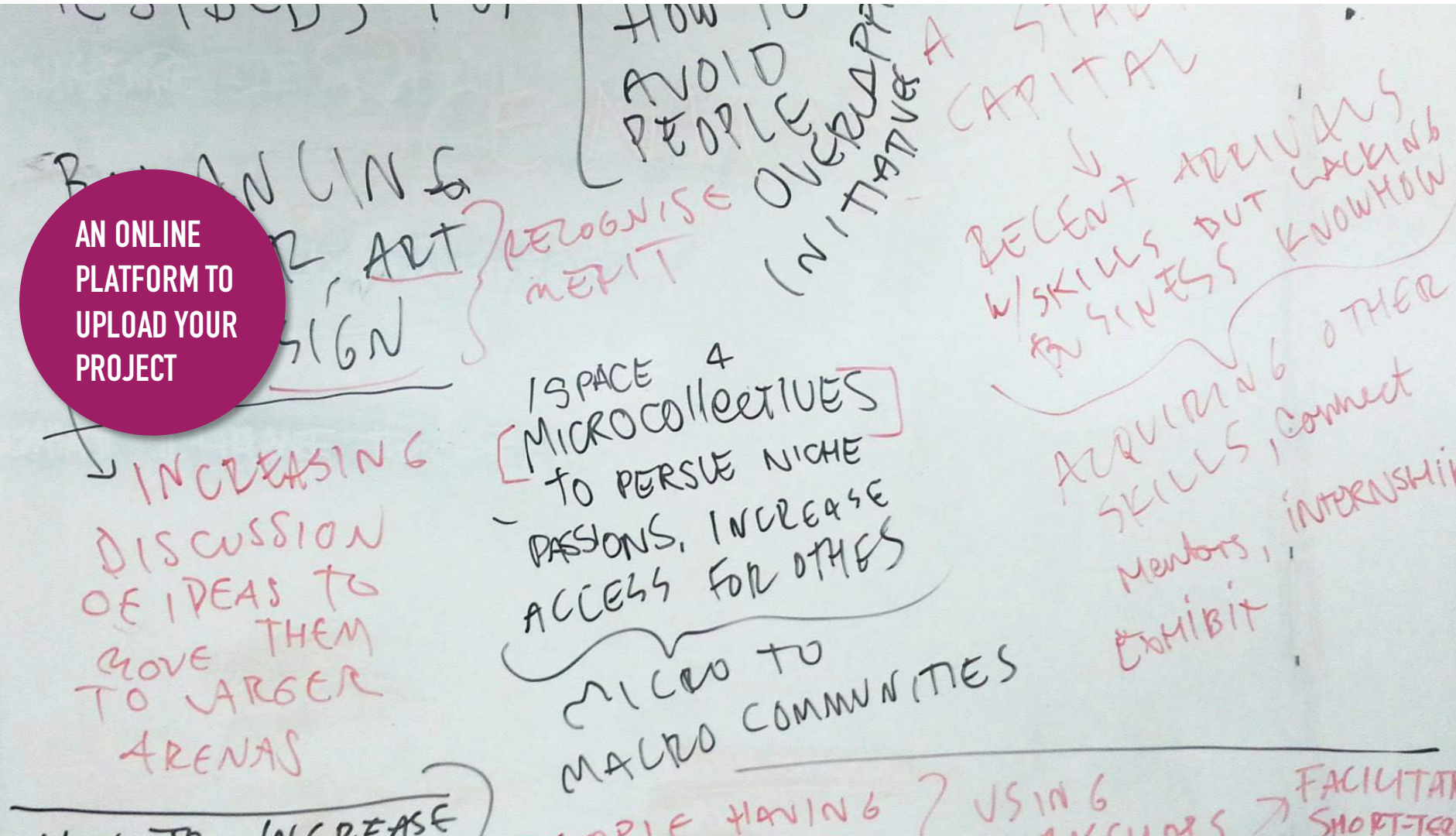
LET'S IMAGINE...

WHERE COULD THIS TAKE US?

If we were given the opportunity to do something with this, what would we do?
How could we provide opportunities for a wide variety of young creative people?

STEP 1:

AN ONLINE
PLATFORM TO
UPLOAD YOUR
PROJECT



LET'S IMAGINE...

WHERE COULD THIS TAKE US?

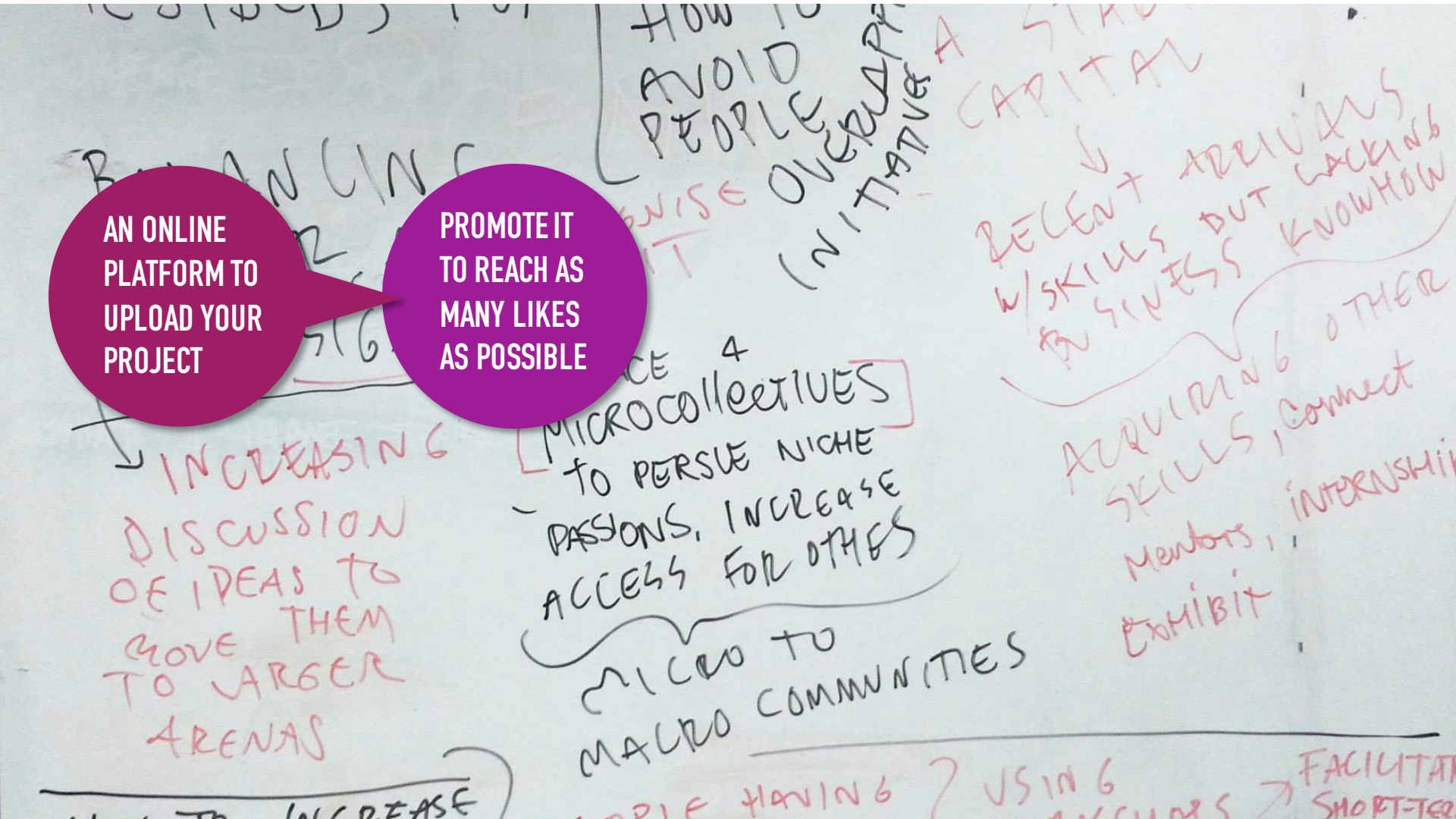
If we were given the opportunity to do something with this, what would we do?
How could we provide opportunities for a wide variety of young creative people?

STEP 1:

STEP 2:

AN ONLINE
PLATFORM TO
UPLOAD YOUR
PROJECT

PROMOTE IT
TO REACH AS
MANY LIKES
AS POSSIBLE



LET'S IMAGINE...

WHERE COULD THIS TAKE US?

If we were given the opportunity to do something with this, what would we do?
How could we provide opportunities for a wide variety of young creative people?

STEP 1:

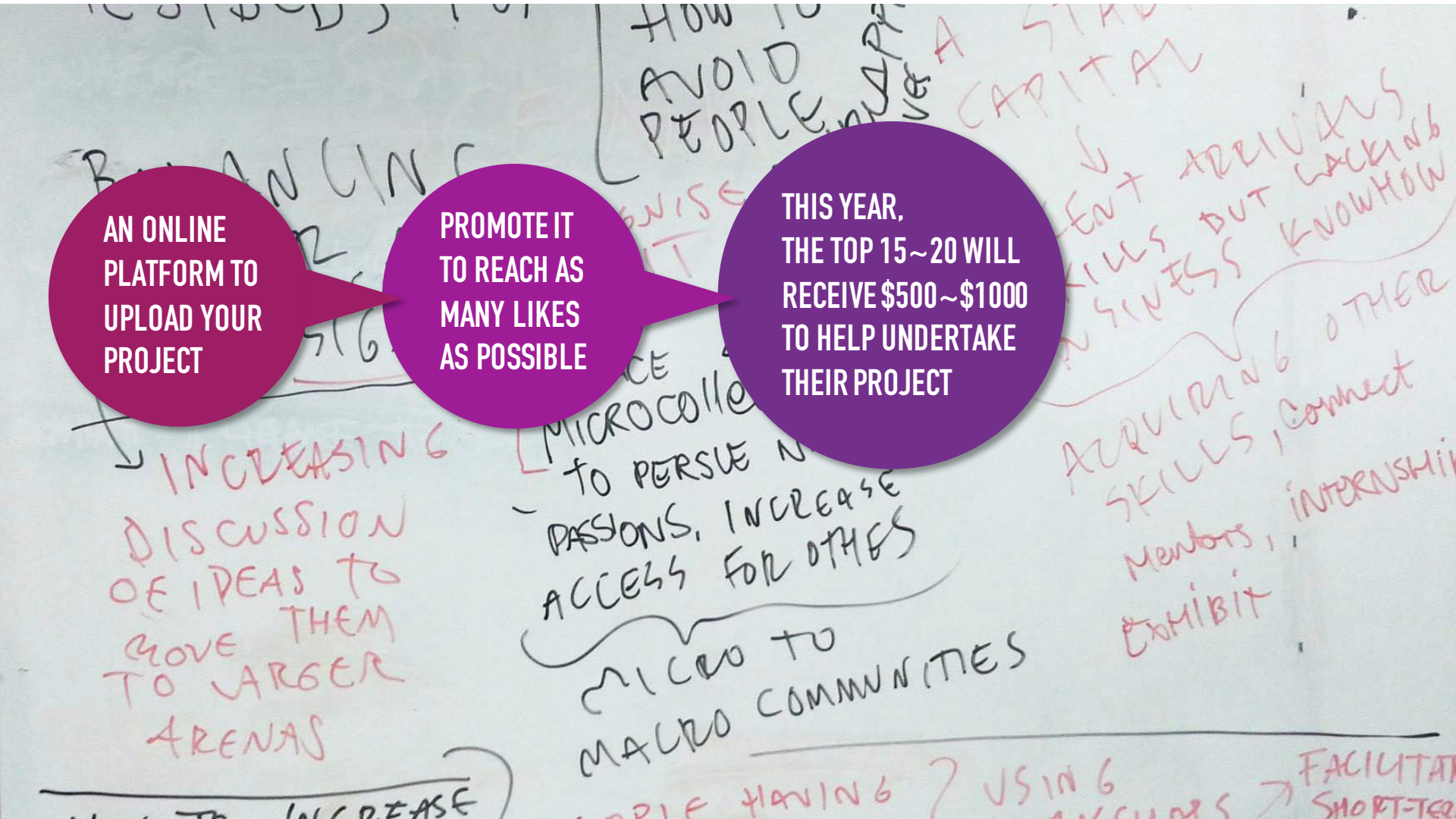
STEP 2:

STEP 3:

AN ONLINE
PLATFORM TO
UPLOAD YOUR
PROJECT

PROMOTE IT
TO REACH AS
MANY LIKES
AS POSSIBLE

THIS YEAR,
THE TOP 15~20 WILL
RECEIVE \$500~\$1000
TO HELP UNDERTAKE
THEIR PROJECT



LET'S IMAGINE...

WHERE COULD THIS TAKE US?

If we were given the opportunity to do something with this, what would we do?
How could we provide opportunities for a wide variety of young creative people?

STEP 1:

STEP 2:

STEP 3:

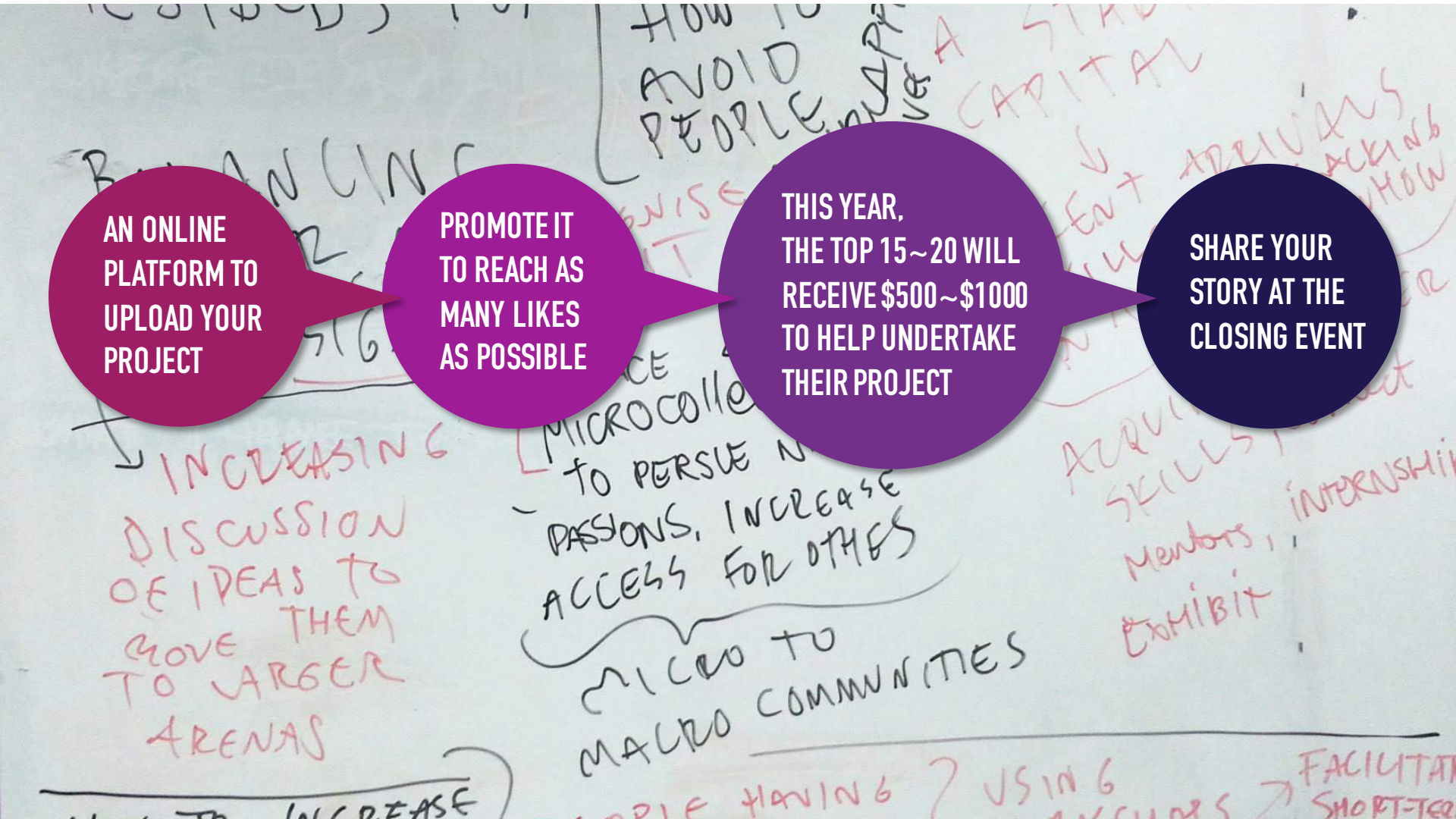
STEP 4:

AN ONLINE
PLATFORM TO
UPLOAD YOUR
PROJECT

PROMOTE IT
TO REACH AS
MANY LIKES
AS POSSIBLE

THIS YEAR,
THE TOP 15~20 WILL
RECEIVE \$500~\$1000
TO HELP UNDERTAKE
THEIR PROJECT

SHARE YOUR
STORY AT THE
CLOSING EVENT



LET'S IMAGINE...

WHERE COULD THIS TAKE US?

If we were given the opportunity to do something with this, what would we do?
How could we provide opportunities for a wide variety of young creative people?

STEP 1: STEP 2: STEP 3: STEP 4:

AN ONLINE
PLATFORM TO
UPLOAD YOUR
PROJECT

Receive skills/support
to develop and present
your project.

PROMOTE IT
TO REACH AS
MANY LIKES
AS POSSIBLE

Receive feedback
from the community
to improve your
project.

THIS YEAR,
THE TOP 15~20 WILL
RECEIVE \$500~\$1000
TO HELP UNDERTAKE
THEIR PROJECT

Receive help
managing the project
and the money

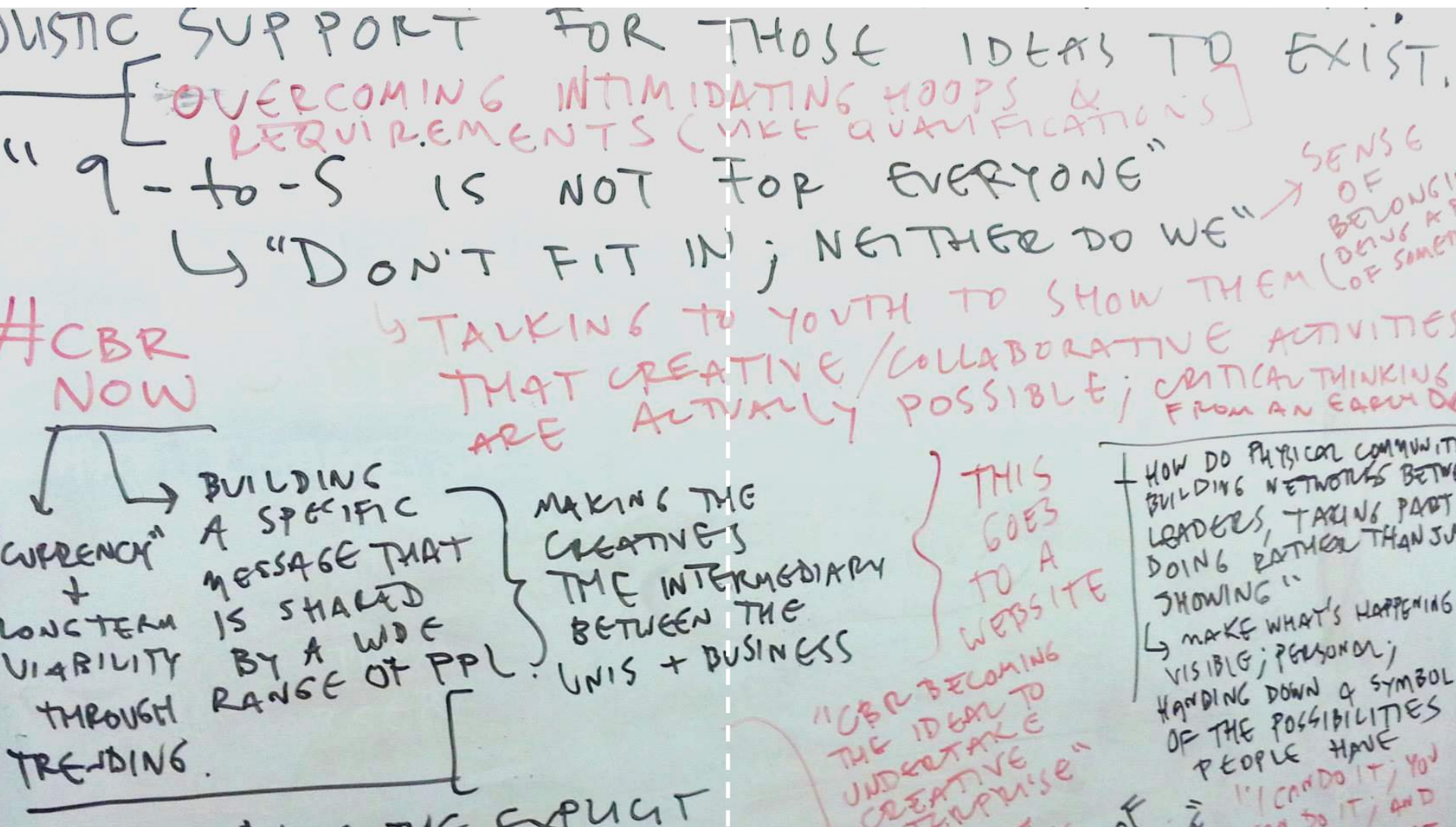
SHARE YOUR
STORY AT THE
CLOSING EVENT

Gain exposure and
contacts to take your
project to the next
step.

THE INVITATION

GETTING INVOLVED IN MAKING THIS HAPPEN

The SHIFT ONE community has the skills and the experience to make this a groundbreaking initiative. There are two ways to help:



THE INVITATION

GETTING INVOLVED IN MAKING THIS HAPPEN

The SHIFT ONE community has the skills and the experience to make this a groundbreaking initiative. There are two ways to help:

FIRST:

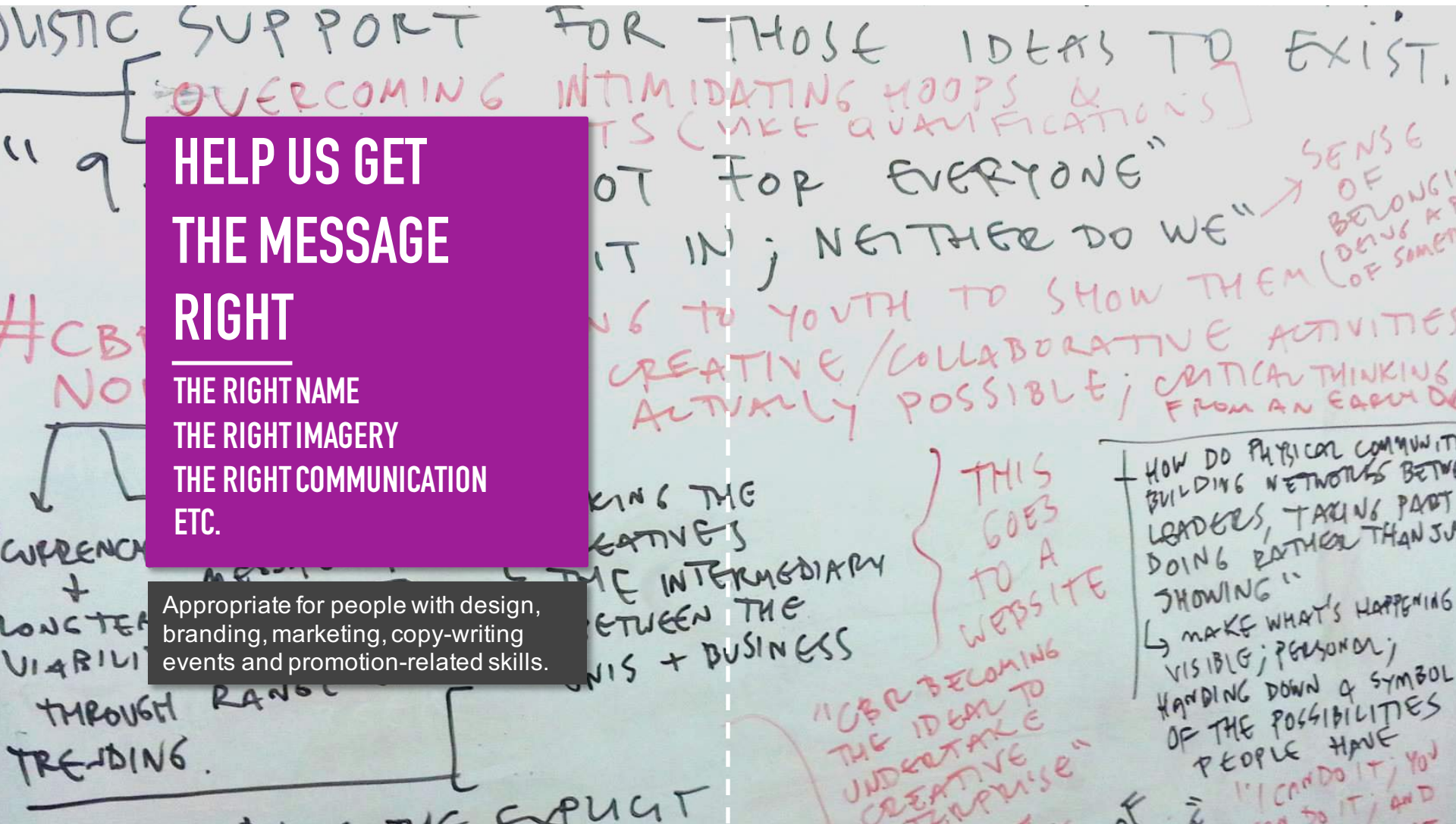
HELP US GET THE MESSAGE RIGHT

THE RIGHT NAME

THE RIGHT IMAGERY

THE RIGHT COMMUNICATION
ETC.

Appropriate for people with design, branding, marketing, copy-writing events and promotion-related skills.



THE INVITATION

GETTING INVOLVED IN MAKING THIS HAPPEN

The SHIFT ONE community has the skills and the experience to make this a groundbreaking initiative. There are two ways to help:

FIRST:

HELP US GET THE MESSAGE RIGHT

THE RIGHT NAME
THE RIGHT IMAGERY
THE RIGHT COMMUNICATION
ETC.

Appropriate for people with design, branding, marketing, copy-writing events and promotion-related skills.

ALSO FIRST:

HELP US GET THE PLATFORM RIGHT

THE RIGHT TYPES OF PROJECTS
THE RIGHT APPLICATION PROCESS
THE RIGHT KINDS OF SUPPORT
ETC.

Appropriate for people whose projects can act as case studies, experience applying for grants, experience in education and game design-related skills.

SHIFT
ONE

SHIFT ONE

F***ING CELEBRATE.