

FESTIVAL EXPERIMENTATION WORKBOOK

A WORKBOOK
FOR SUSTAINABLE
INNOVATORS ON
HOW TO DESIGN,
IMPLEMENT
AND EVALUATE
EXPERIMENTS AT
FESTIVALS.

*This workbook is part of the Festival Experimentation
Guide written by Aranka Dijkstra & Marije Boonstra*



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Colofon

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This workbook is based on the Festival Experimentation Guide written by Aranka Dijkstra & Marije Boonstra.

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... for ANYONE who would like to use a festival as a place to experiment with sustainable innovations!

How to use this workbook?

This festival experimentation workbook contains the worksheets presented in part 2 of the Festival Experimentation Guide. Each step of the journey is introduced, described, and explained in the Festival Experimentation Guide. Read first the guide ● and then grab post its, pencils, markers, glue, pictures etc. to fill the worksheets and to design, prepare and evaluate your festival experiment.

This workbook starts with the Festival Experimentation Design Canvas. Use the canvas to keep track of the interaction between the different building blocks and to help you design a complete and coherent festival experiment. You can use the canvas to write down your decisions, questions and findings for each building block. While doing so, do not forget that designing is an iterative process. Feel free to keep changing and adjusting your entries.

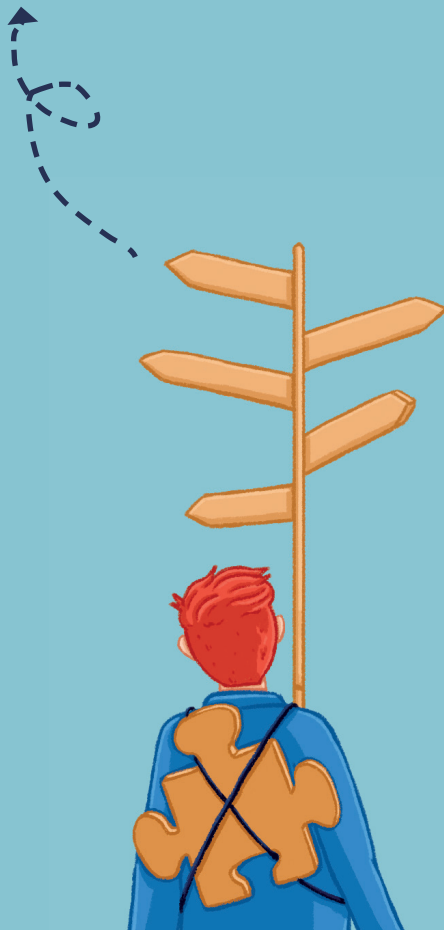


Festival Experimentation Guide.
Available at www.feguide.eu

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**HAVE FUN DESIGNING
YOUR VERY OWN
FESTIVAL EXPERIMENT!**

Worksheets

The worksheets in this workbook will help you get on track. The worksheets are based on well-known formats to challenge you and help you ask yourself the right questions, make things concrete, specify your thoughts, etc. Here you find an overview of all the worksheets included in this workbook.

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You can download a printer friendly version of the worksheets at www.feguide.eu.

The Building Blocks

Each innovation and festival experiment is unique. The design of your festival experiment will depend on what your innovation is about, what you want to achieve by conducting your experiment, the location of the festival and many more variables. As a start-up for example, you could test a prototype of your sustainable product or implement a sustainable service into the festival's infrastructure. And as a researcher, you could observe different interventions in a social system or monitor how different technical systems interact.

Or maybe you are an entrepreneur or festival organisation who wants to co-create a new sustainable solution together with the festival audience? The conclusion: each festival experiment is very personal, time-bound and situation-based.

The Building Blocks



However, based on experience from practice, we've identified 10 overarching and essential Building Blocks that make up a festival experiment. These building blocks are the key ingredients that you will need to plan and keep track of. The building blocks are:

All the building blocks are focusing on a specific aspect of your festival experiment and vary from describing your innovation and sustainability ambition, to scoping your festival challenge, identifying guinea pigs, deciding on your experiment method, and listing necessary resources. Each building block is interlinked and interdependent with the others. They can be revised at any given time but notice that in doing so, they will influence each other. For example, you might have designed a great experiment set-up that involves a large tent construction but then suddenly your desired tent is out of stock and you will have to adjust your plans. This can happen, and more than once. This is a good thing since designing your festival experiment is simply an iterative process. In the end, the best, the most efficient and the most effective festival experiment is the optimal combination of your personalised building blocks.

OVERVIEW OF BUILDING BLOCKS

In this part of the guide, we elaborate on all the building blocks and list possible interpretations or options for each building block. You can find an overview of possible interpretations below. You can use this overview to quickly scan different inspirational options for each building block.



Building Block 1. Sustainable Change

We describe different sustainability topics that can be experimented with at a festival, from water, energy, materials, food, health to mobility. How do you want to contribute to sustainability?

- Water
- Energy
- Materials
- Food
- Health
- Social
- Mobility
- Tech & Construction
- Ecology
- Other: _____



Building Block 2. Your Innovation

We distinguish four types or aspects of innovations, these are: products, services, systems or infrastructures and social acceptance. What aspect of your innovation will you focus on during the festival?

Products:

- Physical object
- Construction
- Technology
- Material
- App
- Economic Product

Services:

- Service provision
- Business model

Systems or Infrastructures:

- Smart grid
- Policy measure(s)
- Algorithm

Social Acceptance:

- Behaviour
- Branding
- Network or community
- Course or workshop
- Other: _____



Building Block 3. Your Objective

To give you a head start, we list different types of possible festival objectives for you to define what you want to do at the festival, ranging from exploring, creating, testing, implementing, networking, branding and more. What do you want to do at the festival?

- Explore your idea or concept
- Explore or test policy measures
- Conduct scientific research
- Co-create your idea or innovation
- Develop your idea or innovation
- Find your customer
- Validate your assumptions
- Test your prototype
- Test your Business model

- Test behavioural change
- Implement (or integrate) your innovation
- Brand your innovation
- Sell your innovation
- Extend your network
- Showcase & boost social change
- Other: _____



Building Block 4. Your Challenge

This “open” building block is about specifying your objective in a current and desired situation before and after the festival experiment. We help you to define a meaningful and actionable challenge to work with. What challenge do you want to tackle with your experiment?

- Your challenge: _____



Building Block 5. Your Guinea Pigs

We suggest different audiences that you can involve in your experiment, like festival visitors, local residents, artists, festival organisation or volunteers. Who is the subject of your experiment?

- Festival visitors
- Volunteers & crew
- Festival organisation
- Creative minds (artists and keynote speakers)
- Children
- Suppliers
- Service providers
- Local government
- Local residents
- Other: _____



Building Block 6. Your Method

From a co-creation session to an A/B test, from a presale to a functional analysis. We propose many, many ways to conduct your experiment. What method(s) will you use to find an answer to your challenge?

Lower Left: Early Stage & Technical-oriented

- Lo-fi prototyping
- Mock-up
- Minimal Viable Product (MVP)
- Co-creative prototyping
- Expert check
- Other: _____

Lower Right: Early Stage & Human-centred

- Co-creation session(s)
- Feedback conversation
- Card sorting
- Pitch
- Usability test
- Try-out
- Persona
- Storyboarding
- Brochure
- Presale
- Market test
- Monopoly money
- Other: _____

Middle: Methods in the Middle:

- Pilot
- Experiment
- A/B test
- Wizard of Oz
- Other: _____

Top Right: Later Stage & Human-centred:

- In-market test
- Systems test
- Community crowdfunding
- Partnerships
- Other: _____

Top Left: Later Stage & Technical oriented:

- Technical test
- Stress test
- Functional analysis
- Other: _____

Building Block 7. Your Data Collection

To help you collecting findings during your experiment we give an overview of both qualitative ways like drawings and photos, and quantitative ways like wool mapping and feedback cards. How will you collect your data?

Qualitative data collection:

- Observation
- Interview
- Focus group
- Photos
- Audio or video recording
- Drawings
- Self-assessment
- Mind map
- Metaphor
- Other: _____

Quantitative data collection:

- Survey
- Computer sensors
- Wool mapping
- Feedback cards
- Other: _____

Building Block 8. Your Story

We list a lot of creative possibilities to communicate at a festival and reach out to your guinea pigs and beyond, for example with an art installation, festival tour, experience, signage, showcase and so on... How will you deliver your story at the festival?

- (Online) festival channels
- Festival booklet
- Ambassadors
- Signing
- Art installation
- Experience
- Festival programme
- Design to create curiosity
- Festival tour
- Stand or showcase
- Other: _____

Building Block 9. Your Resources

From knowledge and expertise to contracts and legal authorization. In this building block we make sure you thought of all possible resources to make your experiment viable. What do you need to realise your experiment at the festival?

- I. Knowledge & expertise
- II. Budget
- III. Contracts & legal authorisation
- IV. Materials & equipment
- V. Festival facilities
- VI. Location & logistics
- VII. Time
- Other: _____

Building Block 10. Your Team

Last but not least, we describe potential team roles that can be valuable to help you prepare and do your festival experiment. Do you have everyone on board? Who do you need to realise your experiment at the festival?

- The Problem owner(s)
- The Problem solver(s)
- The Expert(s)
- The Maker(s)
- The Coordinator(s)
- The Communicator(s)
- The Clown(s)
- The Newby
- The Volunteer(s)
- The Trustee(s)
- Other: _____



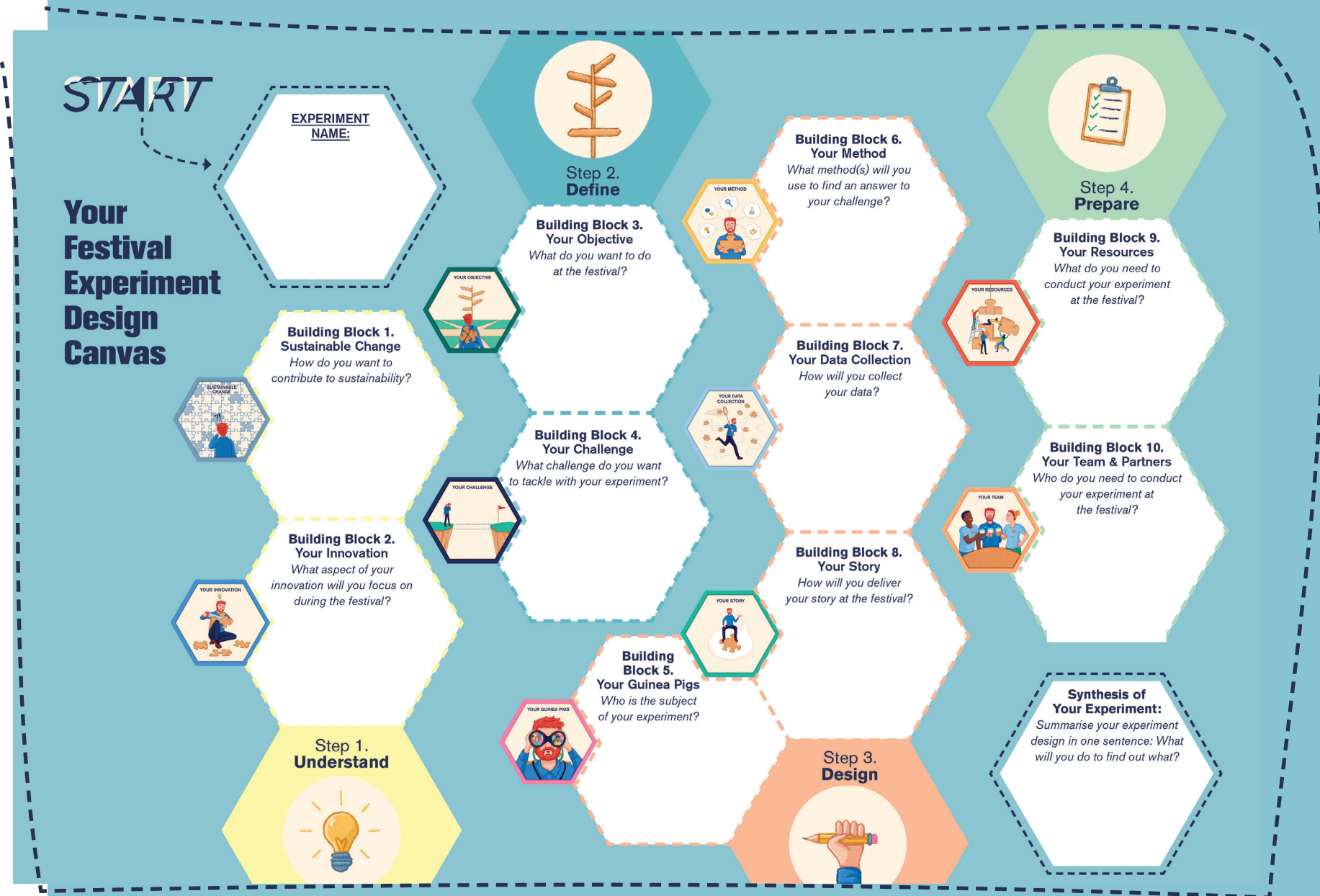
YOUR FESTIVAL EXPERIMENT CANVAS

As described before, changing specific things about your experiment design will influence other aspects of your festival experiment as well. To keep track of the interaction between the different building blocks and to help you design a complete and coherent festival experiment, we created a canvas based on the 10 building blocks described in this guide. You can use the canvas to write down your decisions, questions and findings for each building block. This way you can keep track of whether you have thought about all the relevant things for your festival experiment. While doing so, do not forget that designing is an iterative process. Feel free to keep changing and adjusting your entries.

Instructions:

Use the canvas by answering the questions and filling in the answers in the designated building blocks. Need more help filling out the different building blocks? Use the different worksheets at the end of each building block to dive into more detail.

You can download a print friendly version of the canvas at www.feguide.eu.



KEEP TRACK OF YOUR FESTIVAL EXPERIMENT DESIGN USING YOUR FESTIVAL EXPERIMENTATION CANVAS!

START

Your Festival Experiment Design Canvas

EXPERIMENT NAME:



Step 2. Define

Building Block 3. Your Objective
What do you want to do at the festival?

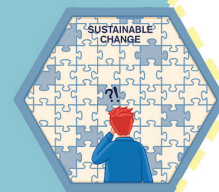


Building Block 6. Your Method
What method(s) will you use to find an answer to your challenge?



Step 4. Prepare

Building Block 9. Your Resources
What do you need to conduct your experiment at the festival?



Building Block 1. Sustainable Change
How do you want to contribute to sustainability?

Building Block 7. Your Data Collection
How will you collect your data?



Building Block 4. Your Challenge
What challenge do you want to tackle with your experiment?



Building Block 10. Your Team & Partners
Who do you need to conduct your experiment at the festival?



Building Block 2. Your Innovation
What aspect of your innovation will you focus on during the festival?

Building Block 8. Your Story
How will you deliver your story at the festival?



Building Block 5. Your Guinea Pigs
Who is the subject of your experiment?



Step 1. Understand



Step 3. Design



Synthesis of Your Experiment:
Summarise your experiment design in one sentence: What will you do to find out what?

Your Journey



Although each festival experiment will have its own interpretation of the different building blocks, the journey towards designing and implementing a festival experiment is generally very similar. For every festival experiment you will first need to understand and define your scope and objective before you can properly select your experimentation method and guinea pigs. And before you can start implementing your plans, you will need to align with the festival organisation whether your plans are actually viable and feasible. And of course, at the end you will need to evaluate your experiment and reflect upon its results to identify your follow-up actions. To help you design, implement and evaluate your festival experiment we laid out a 7-step journey (inspired by the design thinking approach) that you can follow, and which forms the basis for this part of the guide. The seven steps are:

Step 1. Understand.

This step is about understanding what sustainable change you want to address and how your innovation relates to it. Building blocks that are associated to this step are:

- Building Block 1. Sustainable Change.*
- Building Block 2. Your Innovation.*

Step 2. Define.

What exactly do you want to find out at the festival? This step challenges you to become specific on what challenge and objective you have. The building blocks are:

- Building Block 3. Your Objective.*
- Building Block 4. Your Challenge.*

Step 3. Design.

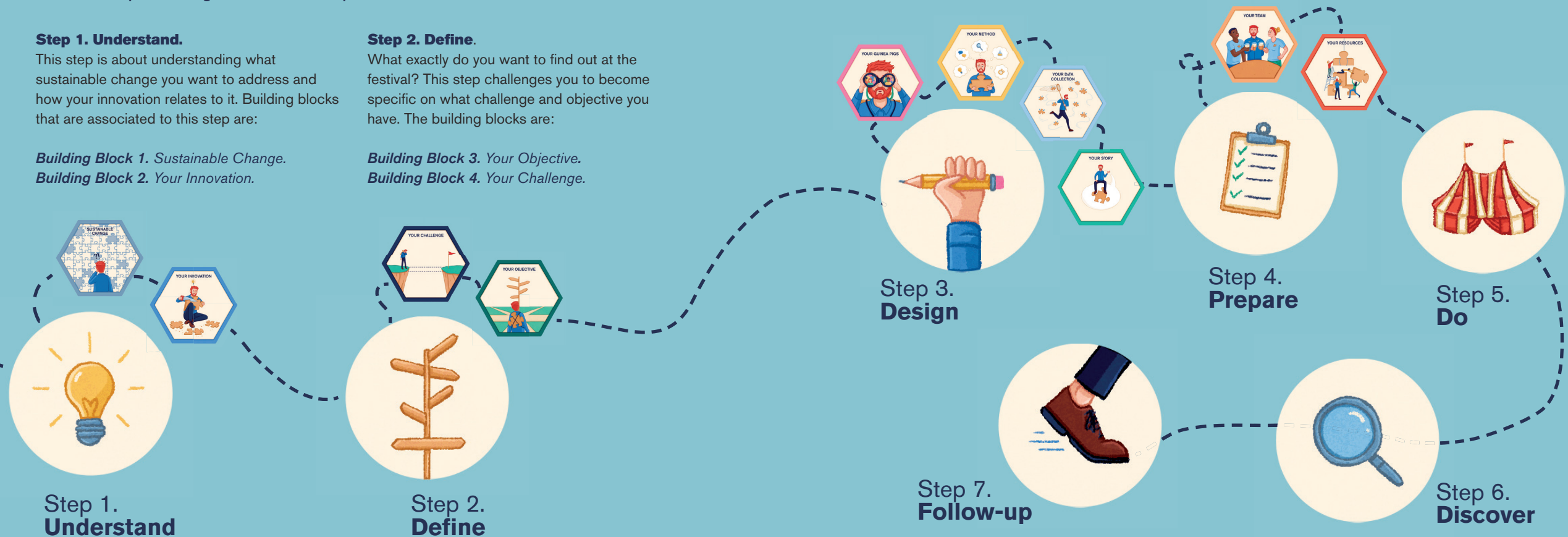
What will your experiment look like, so it addresses your challenge? In this step we introduce four building blocks as the ingredients of a well-prepared experiment. These building blocks are:

- Building Block 5. Your Guinea Pigs.*
- Building Block 6. Your Method.*
- Building Block 7. Your Data Collection.*
- Building Block 8. Your Story.*

Step 4. Prepare.

Is your experiment design ready? Then, it's time to prepare. In this step we provide some practical tips to prepare and plan your festival experiment. The building blocks are:

- Building Block 9. Your Resources.*
- Building Block 10. Your Team.*



Step 5. Do.

For all innovators who have never been to a festival before, we briefly highlight some practical festival facts that you need to know, like festival registration, transport, interaction with the festival, etc.

Step 6. Discover.

In this close-to-final step we will provide you with the steps to reflect on your festival experiment and to find out what it has brought you. These steps are: relax, remember your challenge, back to your expectations, start structuring, interpret, draw conclusions and relate.

Step 7. Follow-up.

A festival experiment is seldom an alone-standing act. In this step we identify some follow-up actions based on your festival experiment. Will you repeat, go back, move forward, pause or abort your innovation process?

Although the journey is presented linear, designing your festival experiment is an iterative process. There will be a lot of factors that you will come across during your journey that will redefine or change your previous steps. Simultaneously you might also already have a clear idea on what you want to know and can therefore skip some steps. Or you might be looking for inspiration on specific topics. Or maybe you have already conducted your festival experiment and are wondering how you should follow-up or what you could have done better. This is why there is no fixed sequence for making your journey. Based on your personal preference, your scope, the stakeholders involved, etc. you can start this guide's journey at any point.

**TIP!**

Use the canvas on page 108 to keep track of your design process during steps 1 to 4 of your journey.

WORKSHEETS

STEP 1: Understand

WORKSHEET:
Building Block 1:
Identify Your
Sustainable Value(s)

WORKSHEET:
Building Block 2:
Identify your
Innovation's Aspects

CHECKPOINT STEP 1.
Sustainability Check



WORKSHEET:

Building Block 1: Identify Your Sustainable Value(s)

When we talk about value, people often think about economic value, about financial profit. When creating sustainable products or services your focus can also be to create other types of value. What type(s) of value do you create? List your types of value by answering the questions in each box. You will probably not be able to write something in every box, but give it a try!

What value do you create with your innovation?

TIP!
Download a printable version of this worksheet at www.feguide.eu.



FINANCIAL VALUE

What funds the production of goods or the provision of services you create or obtain? (e.g. debts, equity, grants)

MANUFACTURED VALUE

What physical objects or assets that you can sell or use to provide a service do you create? (e.g. buildings, equipment, infrastructure).

INTELLECTUAL VALUE

What knowledge or intellectual property do you create? (e.g. patents, software, procedures, protocols)

NATURAL VALUE

How do you contribute to saving or maintaining the world's natural resources and/or ecosystems? (e.g. biodegradable materials, recycling technologies, maintaining biodiversity)

HUMAN VALUE

What things like competences, capabilities and motivation amongst people do you create? (e.g. knowledge, skills, experience)

SOCIAL VALUE

What relationships between organisations and/or people to enhance individual and collective well-being do you create? (e.g. shared norms, common values and behavior, partnerships)

WORKSHEET: Building Block 2: Identify your Innovation's Aspects

Your innovation needs different things to be implemented. You will need a physical product, and you will also need some kind of service to provide people with your product. But your innovation will also need to function within the existing technical, economic, social and/or legislative infrastructures our world is made up of.

There will also need to be some form of social acceptance towards your innovation. Mapping all these aspects of your innovation will help you to pinpoint on what part of your innovation you want to focus on at the festival. Answer the questions in the boxes to map your innovation aspects.

TIP!
Download a printable version of this worksheet at www.feguide.eu.



PRODUCT

What is the product you offer?
(e.g. *shampoo, machine component, renewable material, social connection*)

SERVICE

How do you provide people with your product?(e.g. *store, web shop, platform, delivery, app*)

What aspect(s) of your innovation do you want to focus on with your experiment?

SOCIAL ACCEPTANCE

What norms, values and/or behaviour is important for your innovation to be adopted?
(e.g. *awareness of food waste, recycling of materials, a specific office culture*)

SYSTEM OR INFRASTRUCTURE

What does your product need to function either technically, economically or legislatively? (e.g. *internet, permits, technical system*)

Checkpoint Step 1. Sustainability Check



Before you go to step 2, can you explain how and why your innovation contributes to creating a more sustainable world?

Before you go to step 2; Can you fill in the blanks?

My innovation is _____ and contributes

to a more sustainable world because _____.

The effect I want to create with my innovation is

_____. It therefore, contributes

to the following SDG's: _____,

_____.

Realising my innovation is viable and in my direct

reach because _____.



**Let's go change
the world!**

WORK SHEETS



STEP 2: Define

WORKSHEET:
Building Block 3:
Identify your Objective(s)

WORKSHEET:
Building Block 4a:
Identify Your Challenge

WORKSHEET:
Building Block 4b:
Map your Assumptions

CHECKPOINT STEP 2.
Festival Fit Find-out



WORKSHEET: Building Block 3: Identify your Objective(s)

You can have as little as one large objective, or as many as a hundred little objectives by experimenting at a festival. From collecting data to finding investors. What are your objectives? Write them down in the boxes. Try to formulate them as clear objectives and add more boxes if needed!



TIP!
Download a printable version of this worksheet at www.feguide.eu.

What do you want to achieve at the festival?

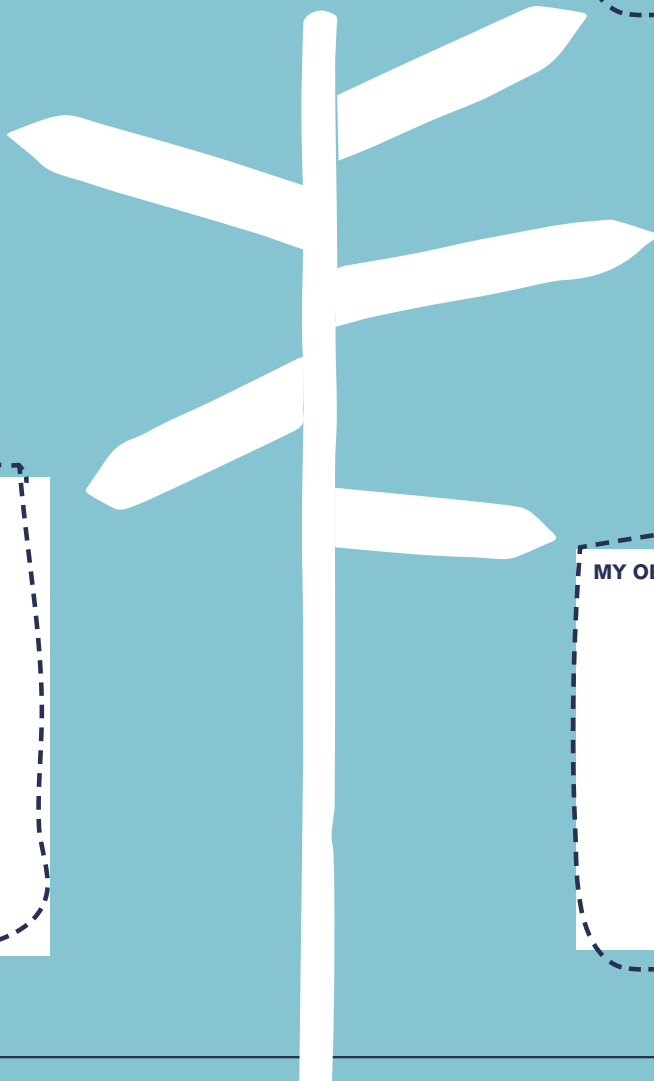
MY OBJECTIVE IS ...

MY OBJECTIVE IS ...

MY OBJECTIVE IS ...

MY OBJECTIVE IS ...

MY OBJECTIVE IS ...



WORKSHEET: Building Block 4a: Identify your Challenge



TIP!
Download a printable version of this worksheet at www.feguide.eu.

What is your Festival Challenge?

Before you start designing your festival experiment, it is important to make your festival challenge concrete. What is it exactly that you want to find out at the festival? Answer the questions in the boxes starting with 1) your desired situation, then 2) your current situation and last 3) your challenge. Write down your answers in the boxes. Note that your challenge might change while you continue to design your festival experiment. Do not hesitate to come back to your challenge in a later stage and re(de)fine it. Designing is an iterative process!

YOUR CURRENT SITUATION

Think about the things in your current situation that are holding you back from achieving your desired situation.
(e.g. ...)



THE QUESTION OF YOUR CHALLENGE

There will probably be hurdles to take to get from your current situation to your desired situation. What is the challenge you want to focus on during the festival?

YOUR DESIRED SITUATION

Think about your desired situation:
Where do you want to get to? What do you want to know?
(e.g. ...)



WORKSHEET: Building Block 4b: Map your Assumptions

What assumptions underly your Festival Challenge?



TIP!
Download a printable version of this
worksheet at www.feguide.eu.

To improve your festival challenge, you can use an assumption matrix to identify whether there are any assumptions or biases hidden or underlying your challenge. An assumption is something that you accept as true without question or proof. The assumption matrix helps you to prioritise which assumptions you need to research, test or evaluate before you continue working on your challenge.

Critical

Assumptions that are very important to your innovation.

Uncertain

Assumptions based on things you do not know yet.

Certain

Assumptions based on things you know to be true.

HOW TO USE THE ASSUMPTION MATRIX:

1. Write down all possible assumptions you might have about your challenge on post-its. Tip: You can start your sentences with: 'I hope that...', 'My customers believe that...', 'We are almost sure that...', etc.
2. Place each post-it along the horizontal axis by scoring how sure you are that the assumption on the post-it is true. Left are the assumptions you are very uncertain about and on the right are the ones you are quite certain about.
3. Next, score each post-it along the vertical axis. Above the horizontal line are assumptions that are very important to your innovation and assumptions below the horizontal line are less or not so critical to your innovation.
4. Based on this plot, the assumptions you should focus on exploring will be placed on the top-left. These are the assumptions you should look into, before you start to design your experiment. Or! One of these assumptions could be the thing that your whole experiment will be about.

Not critical

Assumptions that are less important to your innovation.

Checkpoint Step 2. Festival Fit Find-out



Before you move on to step 3 and start thinking about what you want to do at festival, it is always good to (re-)consider whether a festival context is the appropriate place for you to tackle your challenge? Fill in the blanks to evaluate whether your objective, your challenge and the festival context are a (good enough) match. Need some inspiration? Check out the opportunities and challenges of experimenting in a festival context on page 32.

Before you go to step 3; Can you fill in the blanks?

My Challenge is _____.

In order to address My Challenge at the festival I will

_____.

A festival is a relevant place to do this because

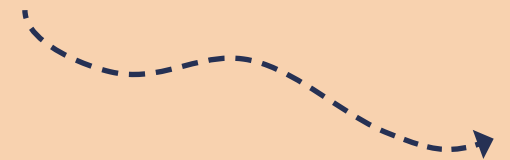
_____.

There for a festival is a ...



... context for my tackling My Challenge!

Festival fit found? Let's start designing your Festival Experiment!



CIRCLE YOUR ANSWER

WORKSHEETS



STEP 3: Design

WORKSHEET:
Building Block 5:
Identify your Guinea Pig(s)

WORKSHEET:
Building Block 6:
Visualise Your Method

WORKSHEET:
Building Block 7:
Planning your Data Collection

BONUS
Consent form for Dummies

WORKSHEET:
Building Block 8a:
Build Your Story

WORKSHEET:
Building Block 8b:
Plan Your Story

CHECKPOINT STEP 3.
Experiment Design Check

WORKSHEET: Building Block 5: Identify your Guinea Pig(s)



TIP!
Download a printable version of this worksheet at www.feguide.eu.

Who is your guinea pig?

If you are not sure about who your guinea pigs should be, only have an assumption or want to further specify them, it can help to create one or more 'personas'. Personas are fictional characters that you create to understand your guinea pigs' behaviour, needs and experience. There are a lot of characteristics that you can use to describe them. Create a persona of your Guinea Pig(s) by filling out each box.

(Sub)Culture

Is your guinea pig part of a (sub) culture? A subculture is a set of shared values and traditions surrounding a certain lifestyle, cultural scene, sport, fashion or other shared interests of a group.

Demographics

What is your guinea pig's age, gender, religion, income, family status, education, etc.?

Innovation Readiness

How open do you expect your guinea pig to be to your innovation? Do you target people who dare to take risk and want to try out the newest gadgets, flavours, applications? Or would you rather target on laggards that refuse to better themselves? (also see the deep dive Roger's Innovation Adoption Curve on page 182).

Festival Need

What is your guinea pig looking for at the festival? What does your guinea pig need in terms of time, price, experience, looks, status, efficiency, reliability, usability, quality, ethics, sustainability, and so on...?

Festival activity

What is your guinea pig doing at the festival? Is (s)he a visitor, festival crew, volunteer, technician, artist, ...?

OTHER

WORKSHEET:

Building Block 6: Visualise Your Method



TIP!
Download a printable version of this worksheet at www.feguide.eu.

Choosing the method for your experiment can sometimes feel somewhat abstract. Visualising your experiment will help you make your method concrete and place it into context. Use the boxes to draw two scenarios of your experiment: a sunny and rainy scenario. Think about things like the set-up of your experiment, what you and your guinea pig(s) will do, where will your experiment take place, what things you will need, etc. Use the lower boxes to write down the resources you will need for your experiment. When you are finished drawing, evaluate if you can reach your objective with the experiment that you have drawn. Does your experiment need any alterations, adjustments or additions? Add them to your drawing or make a new one.

Sunny scenario

Draw your experiment if the sun is shining.

TIP!
Rather than drawing a sunny and rainy scenario, you can also draw a low- and high budget scenario, a day- or night scenario, a scenario with adults and kids, etc.

Resources needed when it is sunny

List all the resources you will need to conduct your experiment if it is sunny.

Resources needed in both scenarios

List all the resources you will need to conduct your experiment no matter the scenario.

Resources needed when it is rainy

List all the resources you will need to conduct your experiment if it is raining.

What will you do at the festival?

WORKSHEET:

Building Block 7: Planning your Data Collection

What type of data do you need to collect and how will you (make sure you can) store it? How will you ensure that the way you are planning to collect your data corresponds with what you have in mind? Try to answer the questions in the boxes to create an outline of your data collection plan.

TIP!
Download a printable version of this worksheet at www.feguide.eu.



How will you collect your data?

1. Challenge

What do you want to know or find out?

(e.g. I want to find out how festival visitors like the taste of my seaweed burger and how much they are willing to pay for it.)

2. Operationalisation

How will you measure the variables in your challenge(s) or question(s)?

(e.g. I will measure taste on a 5-point scale from 1=blech to 5=yummy!
And I have someone observe reactions. And I will ask them to "pay what they want" with an anonymous minimum price rate of €4,50.)

3. Type of data

What type of data (qualitative/quantitative/both) do you need to answer your question?

(e.g. Quantitative data (5-point scale) and qualitative data (observations on reactions) on taste and quantitative data on price.)

4. Data collection

How will you collect your data?

(e.g. Trashcan feedback, observations, photos and notetaking.)

5. Analyse

How will you analyse your data?

(e.g. I will count the quantitative data and analyse these using excel calculating the means, median and standard deviation (practice my math). For the qualitative data like photos and notes I will use Download, Saturate & Group (See tip in Step 6. Discover on page 290).

6. Data storage and privacy

How will you store your data? And how will you ensure the privacy of the data you collect and store?

(e.g. I will use a QR-code at my food truck for people to give consent. I will not collect any personal data and my surveys are anonymous.)



Consent form for Dummies

Feel free to use this example of a consent form to ask the guinea pigs of your experiment for consent.

Consent Form

Working Title of the Experiment:

Name of Innovator(s):

The aim of this experiment is to collect insights and input to:

The output of this project will be:

This experiment will involve your participation in an interview/observation/conversation/... that will take about more or less ___minutes.

- 1. I / We consent to video/audio tapes/notes being made of these sessions and to being used to aid the work.**
- 2. I / We consent to _____.**
- 3. I / We can choose to step out of the experiment at any time and any moment.**

WORKSHEET: Building Block 8a: Build Your Story

You probably know the 20-minute talks from the TEDx conferences that are about 'ideas worth spreading'. They are often amazing, inspiring talks and get you on your feet applauding. Answer the questions in the boxes to create your own perfect story!



TIP!
Download a printable version of this worksheet at www.feguide.eu.

What will you tell your audience?

TIP!
Elements of good stories are:
Passion | authenticity | humour | appeal to the audience | real world | emotion | simplicity | personal experience | originality | specific context

TIP!
Have an exit strategy. Not every conversation with every person at a festival is useful. There's always a possibility to encounter weirdos, drunk people, self-proclaimed experts... Therefore, it is good to have an exit strategy to quit these kinds of conversations so there is time left for better talks!

1. The Context

Describe the context of your innovation. Start with an anecdote, personal experience, news item or actual situation that illustrates your wish(es). **TIP! Add emotions to make your wish(es) stronger.**

2. The Main 'Conflict'

What is the main conflict or challenge underlying your innovation? Mention the obstacles and the hurdles that prevent your wish(es) from coming true. **TIP! You can increase relevance and urgency by setting a time limit.**

3. Your Main Idea

What is your main idea, your innovative solution, to solve the conflict or challenge? **TIP! This should be a one-liner.**

4. Elaboration of your Idea

Mention more details on how your main idea works. How did it develop? How will you implement it? **TIP! Avoid jargon and focus on different types of value.**

5. Fulfilment of your Wish

How does your innovation fulfil the initial wish(es) of your conflict or challenge? What is your achievement? **TIP! Make it personal.**

6. Final Statement

End with a short and powerful final statement. **TIP! This can be a 'call-to-action' to your audience.**

WORKSHEET:

Building Block 8b: Plan Your Story

When telling a story, repetition is key. Use this worksheet to think about what you will tell to whom and in what way before, during and after the festival. Do so by answering the questions in the boxes. Feel free to draw your answer too!

TIP!
Download a printable version of this worksheet at www.feguide.eu.



What will you communicate how and when?

During

What will you communicate to who and how during the festival?

After

What will you communicate to who and how after the festival?

Before

What will you communicate to who and how before the festival?



Checkpoint Step 3. Experiment Design Check



Before you start production, see if you have designed a coherent experiment by thinking about the following ...

Before you go to step 4; can you check the boxes?

- I know who my guinea pigs are, and they are present at the festival.
- The method(s) I have chosen will provide me with the data I am looking for.
- The level of complexity of my method is in line with the type of data I am looking for.
- I know what type of data I want to collect at the festival and doing so is feasible.
- The way I will collect my data at the festival is in line with privacy regulations.

- I am aware of my potential biases (see page 166).
- I have a plan on how I will process my data after the festival.
- I can explain how my innovation contributes to sustainable change.
- I have a clear understandable story with a clear call to action.
- I have a plan on how to deliver my story before, during and after the festival.

**Ready?
Let's turn ideas
into reality!**

WORK SHEETS



STEP 4: Prepare

WORKSHEET:
Building Block 9a:
Budget your Resources

WORKSHEET:
Building Block 9b:
Plan your Experiment

WORKSHEET:
Building Block 10:
Identify your Team

CHECKPOINT STEP 4.
Final Production Check

BONUS
Festival Packing List



WORKSHEET:

Building Block 9a:

Budget your Resources

When telling a story, repetition is key. Use this worksheet to think about what you will tell to whom and in what way before, during and after the festival. Do so by answering the questions in the boxes. Feel free to draw your answer too!

TIP!
Download a printable version of this worksheet at www.feguide.eu.



What resources do you need and what do they cost?

How to fill in the format:

1. Start with summing up your incoming funds to know your available budget.
2. List all the resources that you need per category and include their price. Although units can be different (e.g. price/piece, price/kg, price/hour, etc.) try to translate everything into one currency.
3. Sum up the prices of all your resources. This results in your total costs. You can use the subtotal costs to sum up the price per category.
4. Subtract the total costs from your incoming funds and see if you can afford all the resources you have listed or - if it goes negative- how much additional budget you will need.

TIP!

Also quantify in-kind costs. State things like time that partners, suppliers or the festival organisation contribute to your project for free or materials that you get sponsored. This way you will get to know the real price of your experiment. Good to know if you would like to conduct your experiment again.

| Resource | Amount | Price/unit | Total price |
|---|--------|------------|-------------|
| + Incoming Funds (e.g. from crowdfunding, funds, etc.) | | | |
| | | | |
| | | | |
| | | | |
| Subtotal Incoming Funds: | | | ----- |
| - Material & Equipment Costs (e.g. wood, tablets, water tanks, light fittings, etc.) | | | |
| | | | |
| | | | |
| | | | |
| Subtotal M&E Costs: | | | ----- |
| - Location Costs (e.g. permits, electricity cables, lighting, etc.) | | | |
| | | | |
| | | | |
| | | | |
| Subtotal Location Costs: | | | ----- |
| - Transport Costs (e.g. car rental, truck rental, travel reimbursements personnel, etc.) | | | |
| | | | |
| | | | |
| | | | |
| Subtotal Transport Costs: | | | ----- |
| - Communication Costs (e.g. signing boards, photographer, stock photos, t-shirts, etc.) | | | |
| | | | |
| | | | |
| | | | |
| Subtotal Communication Costs: | | | ----- |
| - Personnel Costs (e.g. hired expertise, volunteers, etc.) | | | |
| | | | |
| | | | |
| | | | |
| Subtotal Personnel Costs: | | | ----- |
| - Other Costs (e.g. unforeseen buffer, team drinks, thank you gifts, etc.) | | | |
| | | | |
| | | | |
| | | | |
| Subtotal Other Costs: | | | ----- |
| TOTAL COSTS: | | | ----- |
| ADDITIONAL BUDGET NEEDED: | | | ----- |

WORKSHEET:

Building Block 9b:

Plan your Experiment



TIP!
Download a printable version of this worksheet at www.feguide.eu.

What is your plan before, during and after the festival?

What are important milestones and/or deadlines? When will they happen? What are they dependant of? What are critical events that can keep your experiment from happening? To be fully prepared for your experiment it is wise to make a plan stating you and your partner's important deadlines. Use the three lines to create a timeline for each of the phases of your experiment: before, during and after the festival.

Set start and end dates of each phase and include important milestones, production and communication deadlines, holidays, communication events like (press) interviews, etc. You can use different scales for each timeline. For example, use weeks for the preparation period and hours for when you are conducting your experiment.

Before the festival

Create a plan for preparing your experiment before the festival by plotting all the important events, milestones and (festival and municipality) deadlines on the timeline.



During the festival

Create a plan for conducting your experiment during the festival by plotting your set-up activities, your experimentation activities, relax- and party moments on the timeline.



After the festival

Create a plan for evaluating your experiment after the festival by plotting your evaluation meetings, data analysis and follow-up (communication) activities on the timeline.



WORKSHEET: Building Block 10: Identify your Team

Use this worksheet to identify who you need to design, implement and follow up on your experiment. Start by listing the different roles and responsibilities in the boxes considering all phases. Think about activities like designing the experiment set-up, applying for permits, arranging transport, creating a flyer, consulting with the festival organisation, building the

prototype, etc. You can make your list as detailed as you wish. Then list your team members and partners and start connecting the boxes to them. Feel free to add mystery persons to your team: persons you know you will need but are not clear yet who they are. For example, the festival producer, a sponsor or volunteers.

TIP!
Download a printable version of this worksheet at www.feguide.eu.

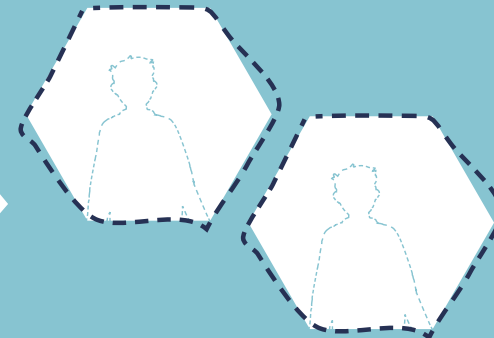


Who do you need to design, implement and evaluate your experiment?

Connect!

Describe the role, responsibility, task or activity:

Phase(s): Design Production Conduct Experiment Follow-up

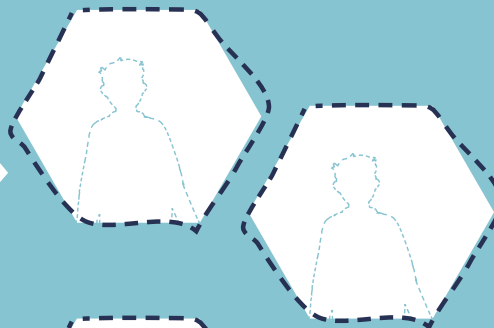


Describe the role, responsibility, task or activity:

Phase(s): Design Production Conduct Experiment Follow-up

Describe the role, responsibility, task or activity:

Phase(s): Design Production Conduct Experiment Follow-up



Describe the role, responsibility, task or activity:

Phase(s): Design Production Conduct Experiment Follow-up

Describe the role, responsibility, task or activity:

Phase(s): Design Production Conduct Experiment Follow-up

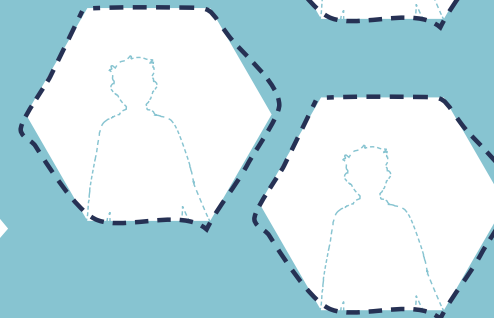


Describe the role, responsibility, task or activity:

Phase(s): Design Production Conduct Experiment Follow-up

Describe the role, responsibility, task or activity:

Phase(s): Design Production Conduct Experiment Follow-up



Describe the role, responsibility, task or activity:

Phase(s): Design Production Conduct Experiment Follow-up

Checkpoint Step 4. Final Production Check



A festival is a great place where a lot of things are possible, but it can also be a very challenging environment. Check if you have considered all the things below to be fully prepared to conduct your experiment at the festival. If things are still unclear; adjust, sharpen or redesign your Festival Experiment.

Before you go to step 5; can you check all the boxes?

Before I go to the festival, I make sure that:

- I know (the stretches of) my *budget*.
- I have all *permits* and/or *consent* forms that I need.
- I discussed *accountability, liability* and *intellectual property* with the festival organisation and all relevant partners and stakeholders.
- I have all necessary *resources* for my experiment.

- Everything I bring is *weather-* and *idiot proof*.
- I have my *planning* aligned to that of the festival organisation and all of my partners and/or suppliers.
- I have a *team* that that is aware of their tasks and responsibilities.
- I have *invited* all relevant partners, stakeholders and/or investors to the festival.
- Me and my team have received the *festival entrance tickets*.
- All my team members will tell the *same story*.
- I packed *duct tape*.

And most importantly!

- I have aligned all of my *final plan(s)* with the festival organisation which they welcome!

**Ticked all the boxes?
Let's get packing!**

BONUS

Festival Packing List

Before you leave the house; Have you packed everything?

The great thing about a festival is that it is often build from scratch.

The sudden appearance and disappearance are one of their magical aspects.

It also means that you generally really have to bring EVERYTHING you might need. From cables, coffee cups and sunscreen to spare parts, tools and tape.

Make sure you check with the festival organisation that all the things you might need will be present, arranged for you or bring them yourself.

Good preparation will make your festival life a lot more fun, so we made you a checklist of some festival essentials:

When you are doing a day trip to the festival:

Absolutely necessary

- Heat resistant cup and/or water bottle
- Sunglasses / hat
- Sunscreen
- Snacks
- Debit card (*you don't need cash on site*)
- Earplugs
- And my _____

Electronics

- Smart phone
- Phone charger
- Laptop and/or tablet
- Laptop and/or tablet charger
- Portable charger for your electronics
- And my _____

Office things

(E.g. note blocks, pens, camera, computer, prototypes, communication material or not, incentives for participation).

- Note block(s)
- Pen(s)
- Camera
- Prototype
- Computer
- And my _____

Materials & Equipment

- Extension cord
- Spare parts
- Duct tape
- Rope
- Tie rips
- Any regular or power tools
- Some wood to level out flooring
- Cardboard or wood for signing
- And my _____
- And my _____
- And my _____
- And my _____
- And my _____

When you are spending the night add:

Clothing

- Jacket/sweater for when it gets cold or rainy (*it often cools down at night*)
- Adequate clothing (*check the weather forecast!*)
- Underwear, shirts, pants and socks (*bring some spare*)
- Shoes
- Flip-flops (*for in the shower*)
- Swimsuit
- And my _____

Toiletries (don't exaggerate!)

- Toiletries and Sanitary products (*Shampoo, shower gel, hair gel, make up, deodorant/perfume*)
- Any medicine you might need
- Contact fluid (*if you're wearing contacts*)
- And my _____

Sleeping

- Tent (*borrow one rather than buying a single use one*)
- Sleeping bag
- (Air)mattress
- Pillow (*you can always stuff it with clothes to save space*)
- Towels (*more than 1 if the weather will be wet*)
- Flashlight for in your tent/during the night
- And my _____

The following things are not necessary, and not handy:

- Super expensive stuff/bling
- Bowling balls
- Candles
- High heels
- And my _____

The following things are not necessary, but fun:

- Onesies
- Water guns for water fights!
- Inflatable crocodiles or flamingos for swimming
- Glitter or face paint (*a great way to make festival friends*)
- And my _____

All set?
Let's get
the party
started!



WORK SHEETS

STEP 5: DO

WORKSHEET:
Step 5:
Keeping notes

CHECKPOINT STEP 5.
Running your Experiment



WORKSHEET:

Step 5:

Keeping notes

All the talks, all the new faces, all the new ideas, all the possibilities, all the feedback. Festivals can be quite overwhelming. So how to you remember everything you experience at the festival? Which notes should you take? Well, you should at least take notes on things you need to remember and on things you will need to do. Using this note system might help you. Print it out large or copy it on a large piece of cardboard.

TIP!
Download a printable version of this worksheet at www.feguide.eu.



What do I need to remember?

THINGS TO DO

To dos to act upon at the festival:

To dos to act upon after the festival:

THINGS TO PLAN

Important dates or milestones you need to remember:

People to connect with (include to mention why):

THINGS TO REMEMBER

Personal insights, ideas or lessons you learned about your innovation:

New or Follow-up questions or ideas relating to your innovation:

Feedback points and ideas from other people on your innovation (whether you agree with them or not):

Evaluation points regarding the design and process of your experiment:

Checkpoint Step 5. Running your Experiment



There are some important things that you should **ALWAYS TAKE INTO ACCOUNT** when you are conducting your experiment. To make life easy we created a checklist that you can print and hang or keep close to your experiment!

- Make sure your experiment is always MANNED,**
- Check the WEATHER FORECAST and be prepared for sun, rain, storms, etc.**
- Do not forget to EAT, DRINK and use SUN BLOCK,**
- Have FUN!**

When you are at the festival; always remember to:

- ... KEEP NOTES so you will be able to remember your new insights, connect to newly met people and follow-up on promises you make,**
- Assure the PRIVACY of your guinea pigs,**
- MAKE PICTURES to capture your experiment set-up and the overall atmosphere,**
- Note your BIASES (see page 166),**
- Make sure everyone tells the same STORY,**

**Let's see what you've
found out...**



WORK SHEETS

STEP 6: Discover

WORKSHEET:
**Step 6a: Evaluate
your Experiment**

WORKSHEET:
**Step 6b: Formulate your
Lessons Learned**

CHECKPOINT STEP 6.
Evaluation Pitch



WORKSHEET: Step 6a: Evaluate your Experiment



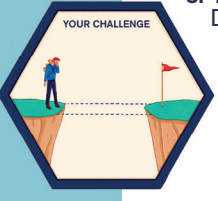
When you are evaluating your experiment there are many things that you can evaluate. Did the set-up of your experiment work? Did you manage to gather relevant and valuable data? How did you, your team and your partners collaborate? Did people understand what you were telling them? And so on. Answer the questions in the boxes relating to the different building blocks to evaluate your festival experiment.

TIP!
Download a printable version of this worksheet at www.feguide.eu.



How did your experiment go?

Give each topic a final score!
(1 out of 10)

| | | Score! |
|--|--|--------|
|  <p>1. Sustainable Change What things did you learn about the sustainability of your innovation?</p> | | |
|  <p>2. Your Innovation What have you learned about the different aspects of your innovation? About your product, service, infrastructures or systems and about its societal acceptance?</p> | | |
|  <p>3. Your Objective Did you reach (all of) your objective(s) at the festival? Why yes or no?</p> | | |
|  <p>4. Your Challenge Did you tackle your challenge? Was it concrete enough? Was it possible to tackle at the festival?</p> | | |
|  <p>5. Your Guinea Pigs What have you learned from your guinea pigs about your innovation? Were they the right guinea pigs for your experiment?</p> | | |
|  <p>6. Your Method Were your chosen method(s) effective in findings an answer to your challenge(s)? Why yes or no? What could have worked (even) better?</p> | | |
|  <p>7. Your Data Collection Did you manage to collect enough of the right data at the festival? Why yes or no?</p> | | |
|  <p>8. Your Story How did people response to your story? Was it clear enough and was it delivered in an effective way? What can you do better next time?</p> | | |
|  <p>9. Your Resources Did you have everything you needed for your festival experiment in time? Were there any things that you would do differently next time?</p> | | |
|  <p>10. Your Team & Partners Did you have everyone who you needed to conduct your experiment involved? Did you have the right team and/or partners or were there people missing?</p> | | |
| <p>What is the score of your overall festival experimentation experience? (1 out of 10)</p> | | |

WORKSHEET: Step 6b: Formulate your Lessons Learned



TIP!
Download a printable version of this
worksheet at www.feguide.eu.

What have you learned?

Evaluating how your experiment went well is very relevant of course, but whether it was a great success or a tremendous failure, you will have learned things. Reflecting on what you have learned and formulating lessons learned for a next time is very valuable too. Answer the questions in the boxes to identify the lessons you learned from your festival experimentation experience and take them away for next time!

+ POSITIVES

What went (really) well? List your positive experiences:

Can you abstract general lessons from your positive experiences? You can formulate them as things you would definitely do again! Or as things you think are worthwhile to share with others.



- NEGATIVES

What went (really) poorly? List your negative experiences:

Can you abstract general lessons from your negative experiences? You can formulate them as things you would do differently next time or you nor anyone should never ever do again!



LESSONS LEARNED:

LESSONS LEARNED:

Checkpoint Step 6. Evaluation Pitch



Many people will ask you about your festival experience and what you have learned. Use the format below to align your thoughts!

**Before you go to step 7;
can you fill in the blanks?**

In order to tackle My Challenge,

I _____ at the Festival.

My expectations were _____.

I found out that _____ and learned that

_____.

Therefore, I _____.

**Let's
wrap up!**

WORK SHEETS

STEP 7: Follow-up

**WORKSHEET:
Step 7: Prioritise
your Actions**

**CHECKPOINT STEP 7.
Concluding your Festival Experiment**



WORKSHEET: Step 7: Prioritise your Actions

So many questions, so many ideas! You will probably have a lot of (follow-up) actions identified. To actually make them actionable it can help to prioritise the different actions you have identified. What do you really need to do ASAP and what is a more long-term action? Use the Action Priority Matrix to identify your quick wins, major projects, fill-ins and thankless tasks.

TIP!
Download a printable version of this worksheet at www.feguide.eu.



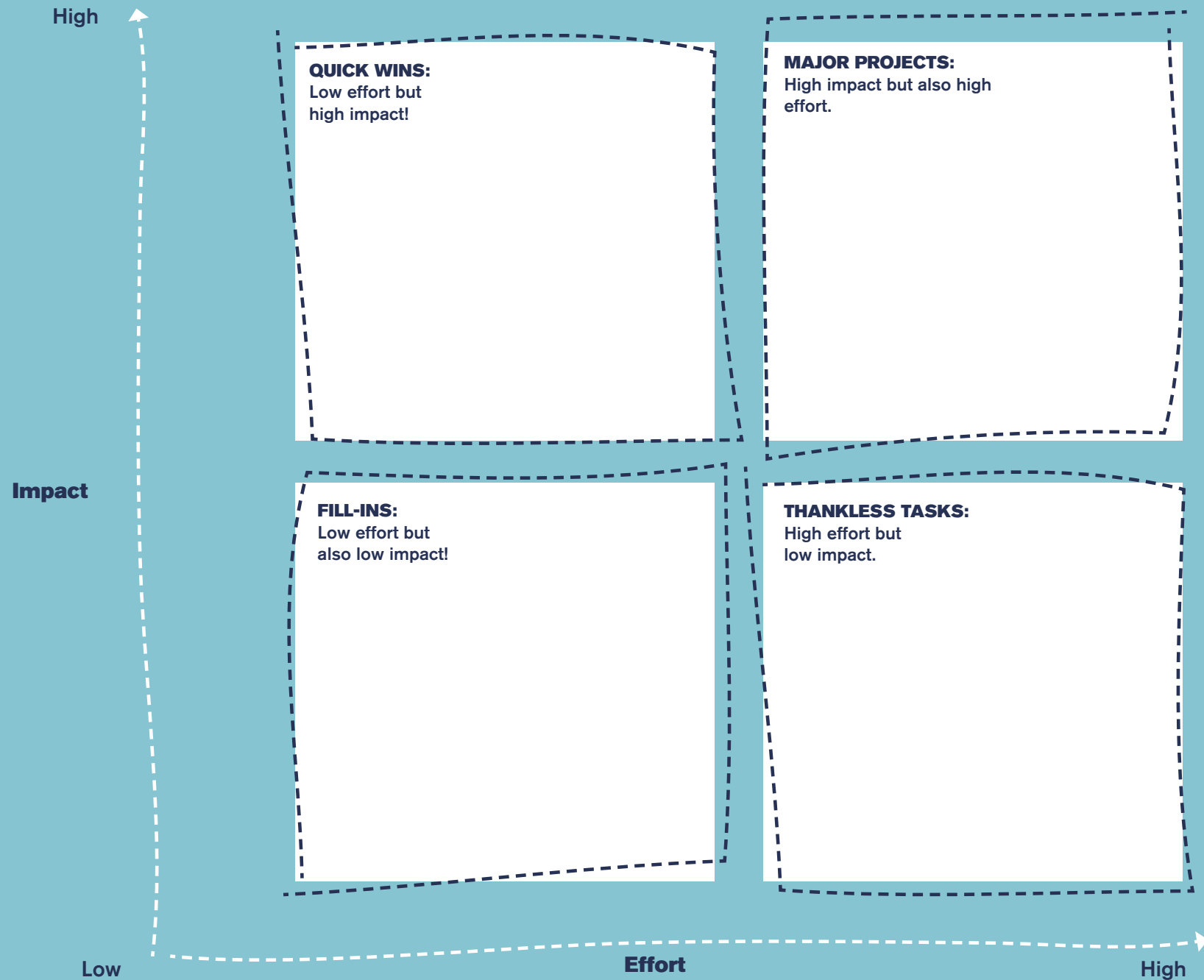
What to do next?

INSTRUCTIONS ON HOW TO USE THE PRIORITY MATRIX:

- Start with listing all your necessary actions.
- Score each action by plotting it in the right place in the matrix following the axes of high/low impact and effort.
- Prioritise the actions that you (and your team) want to take action upon.
- Divide tasks and responsibilities.
- Start doing!

TIP!

You can also use this matrix to prioritise other type of actions! For example, when designing your experiment or planning anything else.



Checkpoint Step 7. Concluding your Festival Experiment



Before you definitively conclude your festival experiment, put some thought and effort in communicating about your results and thanking your team and partners.

TIP!

Use visual storytelling. Testing at a festival takes an average of 2 days. Using imagery is a very powerful way to tell an audience about your experiment. You could, for example, use a video to tell about your experimentation process and your outcomes in only 2 minutes. By naming the previous videos in the second and third videos, you can create a story. Together these can show your improvements and lessons learned from the previous tests. This can make the added value of your festival adventures visible for the consumer.

And last; did you follow-up on the following?

☐ Manage Your Network

With so many people moving around the festival, you have probably met some very interesting figures to expand your network with. Do not wait too long to reach out to new people you have met but also thank the people you have worked with. Try to keep these contacts warm by connecting to them via social media platforms, make new appointments and maybe these new connections you have made will end up in new collaborations!

☐ Follow up on your Guinea Pigs

In case you have involved (lots of) guinea pigs, either the audience, festival organisers, volunteers, suppliers or any creative mind. We suggest following up with them, sharing your findings, communicating what their contribution brought you and how you will develop your innovation further. Maybe you will need them in a later stage of your development. It is always good to have a community around you (of potential customers) that support you and spread the word about you and your innovation!

☐ Communicate your Results!

It can be very beneficial to share what you have learnt and all the experiences you had during the festival to a bigger audience. Not only in terms of publicity but also to inspire others! Even if things went completely wrong, it can be useful and fun to share because experimentation is also about failures: other people can learn from it too! And positive stories are always great to share. It can be a video, an Instagram story, a report, a piece of art. Be creative!

See you
next time!





This workbook was developed within the Interreg North Sea Region project Inno-Quarter.

Interreg
North Sea Region
Inno-Quarter

European Regional Development Fund



EUROPEAN UNION

To move towards a more sustainable society, we need alternative products, practices and systems. As a temporary mini society, festivals are a perfect playground to experiment with these alternatives. They offer a real-life context with similarities to the real world where people can experiment with sustainable innovations in a rather safe, fun and laid-back atmosphere. The Festival Experimentation Guide provides sustainable innovators, start-ups, incubators, festival organisers, researchers, students, government representatives and anyone else that wants to contribute to sustainable innovation, insight in how a festival can be used as a place for sustainable innovation. This workbook is filled with worksheets helping you design, implement and evaluate your very own festival experiment and will provide you with all the right tools to start experimenting at a festival yourself!