SITUATION TOOL

This tool will facilitate your journey and and the design of your coop strategy!
It will help you to take into account important issues about the problems, needs and aspirations you started to identify during step 1.

We suggest you to print the template, possibly in a big format like A1 or A2. Then, go on sticking it on the classroom wall and work on small groups. With your initial hypothesis in mind, try to brainstorm on the answers the tool asks! The goal is to reach a bigger picture of your project: you will have now more elements to add to your initial hypothesis and find out if your idea is coherent.

If you have some doubts about filling the template in, you can also take a look to how the guys from Music Coop did it: as you can see they analysed in depth the problem, how it affects people and which are the strenghts, weaknesses, threats and opportunity of their project proposal!

WHAT DO WE KNOW ABOUT THE PROBLEM?
WHERE, WHEN, WHO, WHY?

Where does it happen?
When does it occur? Frequency and timing
Who are the people affected by it?
Why is it an important problem?

WHAT SHALL WE EXPLORE MORE IN DEPTH?

Does anyone that we know solved this problem or a similar one? How?
Which are the current solutions?
What is good about these solutions or bad about them?
Where can we find more information?
Who can we interview to know more?

HOW DOES IT AFFECT PEOPLE?

What pains and inconveniences does the problem cause to people?
Which are its consequences?
How would people's life improve if they find a good solution to their problems and needs?

DESCRIBE THREE CHARACTERISTICS
THAT ALL PEOPLE EXPERIMENTING
THIS PROBLEM SHARE

1.

2.

3.

EVALUATE THE SITUATION FOR YOUR PROJECT (SWOT)

What are the internal **strengths** to meet your goal? What are your skills, assets & advantages?

What are the internal **weaknesses** to meet your goal? What are your limits? What do you miss?

Is the environment of your product or service favourable or not (political & legal, technology, economical & social context, culture & customs/habits) for the development of your project?

Opportunities given by your environment

Threats given by your environment

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TOOL FOR STUDENT 1

MUSIC COOP EXAMPLE

WHAT DO WE KNOW ABOUT THE PROBLEM? WHERE, WHEN, WHO, WHY?

The problem occurs in our small town: there are none available spaces for young people who want to play music.

It occurs every time we want to join together to play, especially during the week-ends and in the afternoons.

The persons affected are especially young people between 14 and 20 years old who study in our town.

It is an important problem because often many young people music bands dissolve because they do not have a chance to play together. When this happens, we face a loss of cultural and social opportunities.

WHAT SHALL WE EXPLORE MORE IN DEPTH?

Does anyone that we know solved this problem or a similar one? How?

Some music associations in other small towns manage public spaces to organise music courses and events.

Which are the possible solutions?

- To rent a private music studio, however, is too expensive for us.

- To formally ask for a space in the social centre, but we cannot leave any equipment or materials there and we would have to dismantle the room each time.

Where can we find more information? Who can we interview?

Other music associations' members, school director, local authorities.

HOW DOES IT AFFECT PEOPLE?

What pains and inconveniences does the problem cause to people?

Less opportunities to join and play music. Less chances to develop music band and groups. Less opportunities to meet other young people.

Which are its consequences?

Need to spend money to rent studios. Dissolution of bands and groups. More cultural isolation. Less promotion of music talent.

How would people's life improve if they find a good solution to their problems and needs?

Save money. Meet and play music more frequently. Cultivate music talent. Greater socialisation through music.

DESCRIBE THREE CHARACTERISTICS THAT ALL PEOPLE EXPERIMENTING THIS PROBLEM SHARE

1. They all play (or would like to play) some music instrument.

2. They are between 14 and 20

3. They live in our small town.

EVALUATE THE SITUATION FOR YOUR PROJECT (SWOT)

What are the internal strengths to meet your goal? What are your skills, assets & advantages?

- - Enthusiasm and passion about music
- Time available to dedicate to the project
- We know very well our town and its people
- We have the support of local Music association
- Some of us have connections with Music Schools in the nearby city (they study there)

What are the internal weaknesses to meet your goal? What are your limits? What do you miss?

- We do not have money to invest.
- We do not have experience in carrying out a collective project
- Most of us are good musicians but need to learn to be managers.
- We are not very well organised as a team, we are pretty individualist.

Is the environment of your product or service favourable or not (political & legal, technology, economical & social context, culture & customs/habits) for the development of your project?

Opportunities given by your environment

- Local authorities are sensitive and aware of the need to promote music culture.
- Local School has a music studio quite well equipped, currently only used for school music classes.
- We know at least 8 young people music groups in our town who could be interested in our project and join it.
- We can seek Music School and Music Association support and sponsorship.

Threats given by your environment

- Bureaucracy in School and Local Government
- High costs of music equipment in local shops.
- Distrust about our capabilities to carry out the project (they treat us as children)
- Lack of openness and support from parents. They seem to see this as a loss of time.