

# ECO canvas: Explore, Create, Offer

V4.0. 230424 (see back)

EXPLORE

FRAMEWORK WE ARE FOCUSING ON 

Subject(s)

PURPOSE: CONCERN (WHY) / EXPECTATION (FOR WHAT)

NEED BEING ADDRESSED (WHAT)

INSPIRING CHALLENGE

HOW MIGHT WE...

...considering that...?

PEOPLE BENEFICIARY GROUP (FOR WHOM)

CREATE

SOME IDEAS

INNOVATIVE PROPOSAL (HOW)

DESCRIPTION

KEY FEATURES

PROTOTYPE

(LINK)

☐

SCHEME CONCEPTUAL MAP

OFFER

PROJECT (TITLE)

VALUE ADDED

DELIBERABLES (LINKS)

VIDEO-SUMMARY

☐

PÓSTER/INFOGRAPHIC

☐

BRIEFCASE

☐

Padlet/wakelet...

☐

TEAM (NAME)

MEMBERS

CONTACT (LINK)

☐

INSTITUTION/S

QUALIFICATION/S

COURSE:



## INTRO

Learning with ECO is learning in a different way.

One always learns, first and foremost, for oneself; that's obvious. But professional development will be the field where the quality and validity of that learning are demonstrated and tested.

Professional development always takes place in a social context, among people. With more or less personal interaction, professional practice will have recipients, individuals eager for our products or services to improve their well-being.

It doesn't matter if you are training in the fields of sciences, arts and humanities, engineering and architecture, social and legal sciences, or health sciences. The true validation of your worth will be in the references you are able to generate among your clients or users. Those people are the beneficiaries of your knowledge, skills, abilities, and presence. Ultimately, the competencies you acquire will be your foundation, the building blocks of how competent you aim to be.

ECO offers you the opportunity to learn, starting now, in a real-time context, dedicating your enthusiasm, effort, and talent to those who need your learning to improve their personal and social situation. You are the chosen person so that other human beings like you are fortunate enough to have the leadership of your personal commitment and professional worth.

That echo is written in capital letters, ECO, and represents the sustainability of your footprint, that of a human being inspired by others and who, reciprocally, inspires.

When you get to know ECO, when you live it, when you experience it firsthand, you will have discovered a new path for yourself. A path that you have already begun to tread, and on which your footprints will remain indelible. Then, you will have discovered a new way to walk through the world, improving it with each of your steps.

With ECO, you will have reached circular learning, a resonant learning based on being.

## ORIENTATIONS

To Explore, Create, and Offer, to make ECO, you have at your disposal this tool: the ECO canvas. Here are some guidelines to fill it out:

First, keep in mind that an ECO project is a team effort.

The canvas is NOT filled out afterwards, once you have finished the project. On the contrary, the canvas is designed to guide you throughout the process, which is why it is provided to you before you begin the journey.

You can think of it as a set of markers, never limiting your creativity and initiative.

Consult with the responsible person for the subject if you have any doubts and share any suggestions you deem relevant. They are there to facilitate the learning process, especially at the beginning when you may feel some discomfort due to the uncertainty of this new way of learning. A way of learning to autonomously and continuously resonate, consciously, and appropriately learning to learn.

**FRAMEWORK:** The topic we want to learn about in a nearby environment.

**PURPOSE:** Why does the team want to delve into this framework (justification) and for what purpose (besides learning). It's about aligning interests (common interests) and agreeing on expectations (level of achievement).

**NEED:** It is a deficiency or lack that a group exhibits, which negatively affects their conservation and development if not resolved. It is directly identified by the team, not through indirect methods (experts, scientific literature ...), and requires personal evidence of its existence (interviews, testimonials, questionnaires, empathy maps ...). The need is not a desire and does not arise from the team's assumptions or beliefs about the topic or group.

**CHALLENGE:** It is the challenge that the team sets to satisfy or address the identified need. If there are several needs, they are prioritized based on what "pinches," inspires, shakes, or moves our conscience. It is the fundamental stimulus that encourages ECO to immerse us in the exciting process of learning with and for others. Its formulation begins with "How need. Note: No solutions should be included in the challenge statement! could we ..." and ends with "... taking into account that ...". This latter part is the inspiring

**PEOPLE:** They encompass the group on which we focus our exploration, with whom we empathize to understand their situation and discover the issues they cannot resolve on their own. The team, as a group of professionals in training, will dedicate the outcome of their education through higher education to them. They are the recipients of the innovative solution proposed by the team.

**IDEAS:** Solving the challenge requires letting your imagination fly without filters. From all the ideas that come up, highlight the three most "crazy" ones.

**PROPOSAL:** It must be innovative, daring. It's not the first idea that comes to mind, nor one we had even before starting. Describe it briefly with a complete sentence (subject and predicate) and note three of its main characteristics.

**PROTOTYPE:** It's a visual construction (preferably in 3D) that helps explain the proposal to the intended recipients so they can understand and provide feedback. Through this, the team will gain understanding about the reality of the identified need, the adequacy of the proposed solution, and even the appropriateness of the formulated challenge. In this iterative phase of presenting the prototype, the team progresses through different versions until the final one. The canvas includes an image of the prototype and a link to a video where the team presents their proposal using the prototype.

**DIAGRAM:** Visually synthesize the ECO process with a conceptual map. Place the target group in the center, connecting conceptual lines from the proposal to them.

**VALUE:** Identify the three key aspects through which the proposal will create impact. This represents the guarantee of its resonance. These keys justify the relevance of the challenge and the significance of the proposal. Its impact is the resonance that demonstrates authentic learning.

**POSTER:** This is the visual synthesis of the process in poster format (A1 size, vertical). It should be self-explanatory as its purpose is to disseminate the ECO project in exhibitions and publications. If the canvas is used as a script for the poster, its traceability (order of content reading) will be ensured. As a symbolic illustration, include a thumbnail of the poster and a link to the original file (PDF).

**TEAM:** List the name of the team and its members (aliases are also acceptable).

**CONTACT:** Provide contact information for the team or project. The link can direct to the project's website and/or social media profiles.

**INSTITUTION(S):** Specify the faculty(ies) and university(ies), city (country).

**COURSE:** Academic course during which the ECO process was developed.