

New European Bauhaus Academy

Design Thinking and Green Skills for Common Futures

Module 5 – From Ideas to Action:
Prototyping & Communication

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**Circular
Bio-based
Europe**

Joint Undertaking

 Bio-based Industries Consortium



Co-funded by
the European Union



This course is part of the **New European Bauhaus Academy South Hub**, designed to empower professionals, students, and young with future-ready knowledge and skills. Through participatory and interdisciplinary methods, the course integrates the core values of the New European Bauhaus: sustainability, inclusivity, and aesthetics.

Organized by:

SocialTech Lab (Coordinator, Cyprus)

SURF Lab (University of Cyprus, Cyprus)

Karma Mixed Reality Lab (Koç University, Turkey)

Ankara Aks Creative Hub (Turkey)

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Why Prototype?

Prototyping is about **testing, not perfecting**. It helps you:

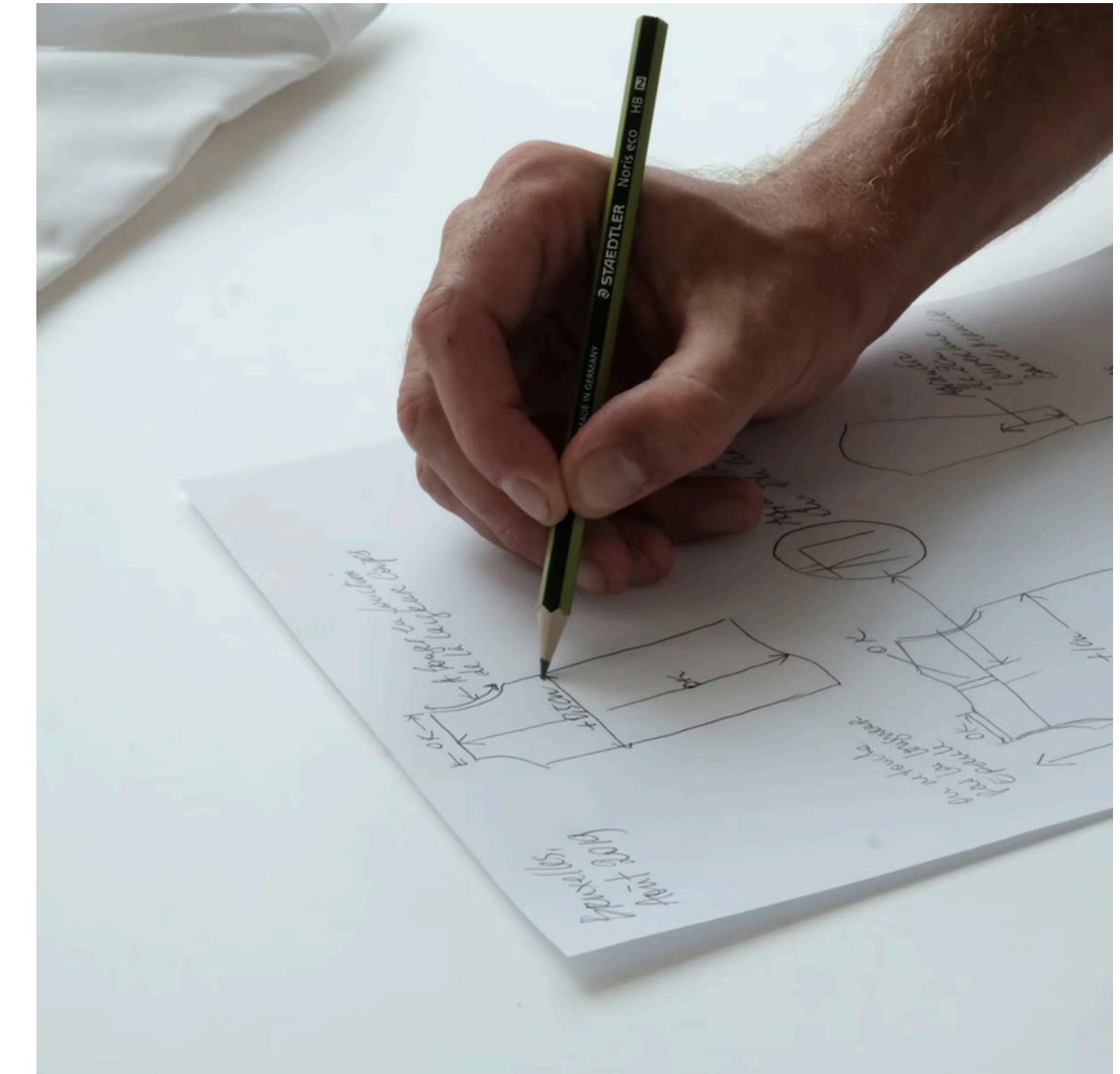
- Avoid large mistakes early.
- Experiment quickly and gain insights.
- Provide stakeholders with tangible models for feedback.
- Think of it like cooking: you taste the dish before serving it. Prototyping is that “taste test” for your idea.

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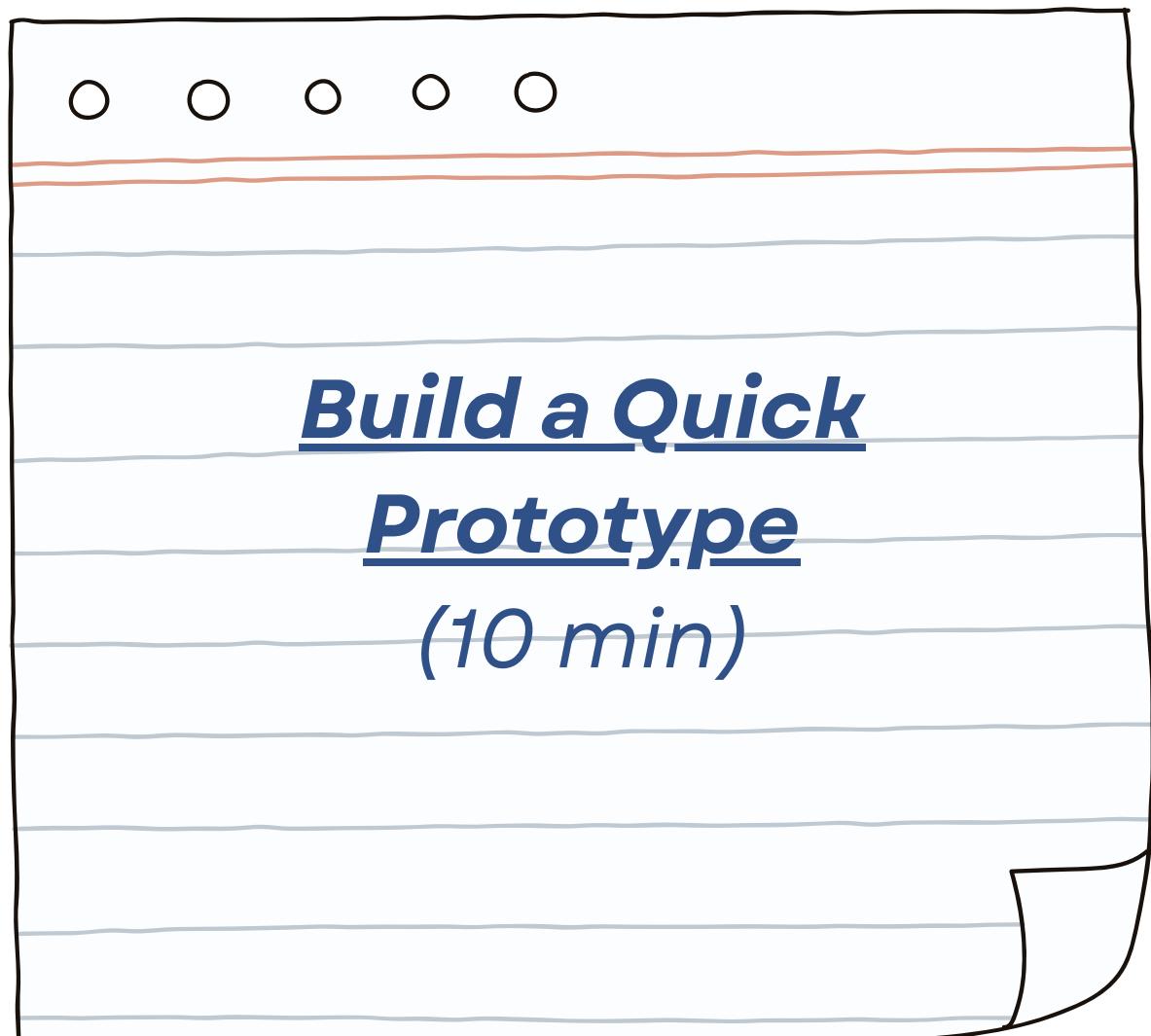
Prototypes exist at different levels of fidelity:

- **Sketches** – simple, fast, low-cost representations.
- **Mock-ups** – made from cardboard, recycled, or low-cost materials to test form and function.
- **Digital twins** – computer simulations for testing systems (e.g., energy flows, urban mobility).

Always choose the **simplest tool** that answers your design question.



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Why Storytelling?

Once you have an idea, you must **convince others** to believe in it. That is where **storytelling becomes essential**. Facts and figures are important, but stories spark emotional connection and inspire collective action.

A well-told story makes your idea memorable and meaningful.

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Elements of a Good Story

Every strong story includes:

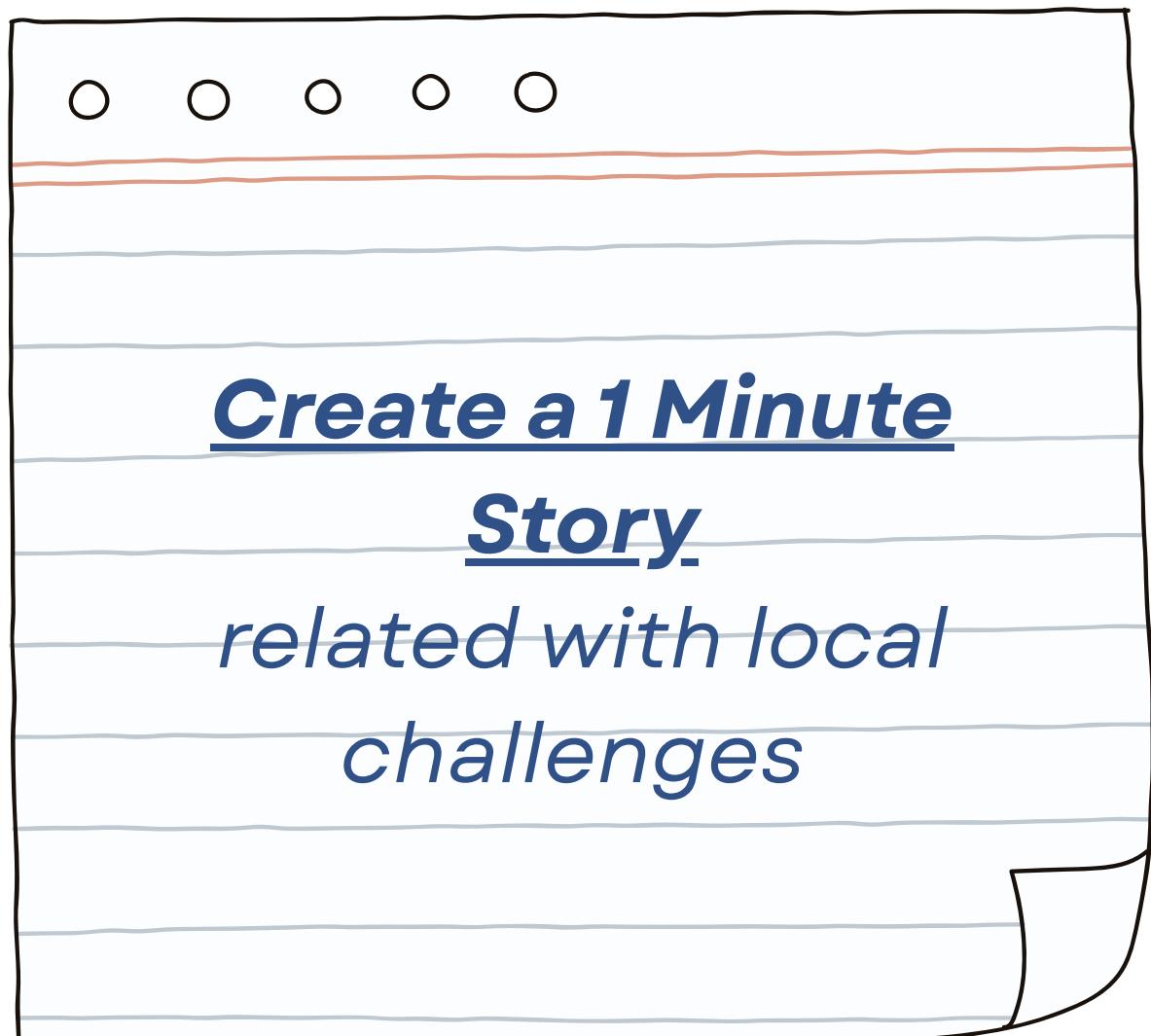
- **Characters** – relatable people or communities.
- **Conflict** – the problem or challenge that creates urgency.
- **Resolution** – the pathway toward hope or a better future.

For sustainability, ask: *Who benefits? What problem is solved? What future is envisioned?*



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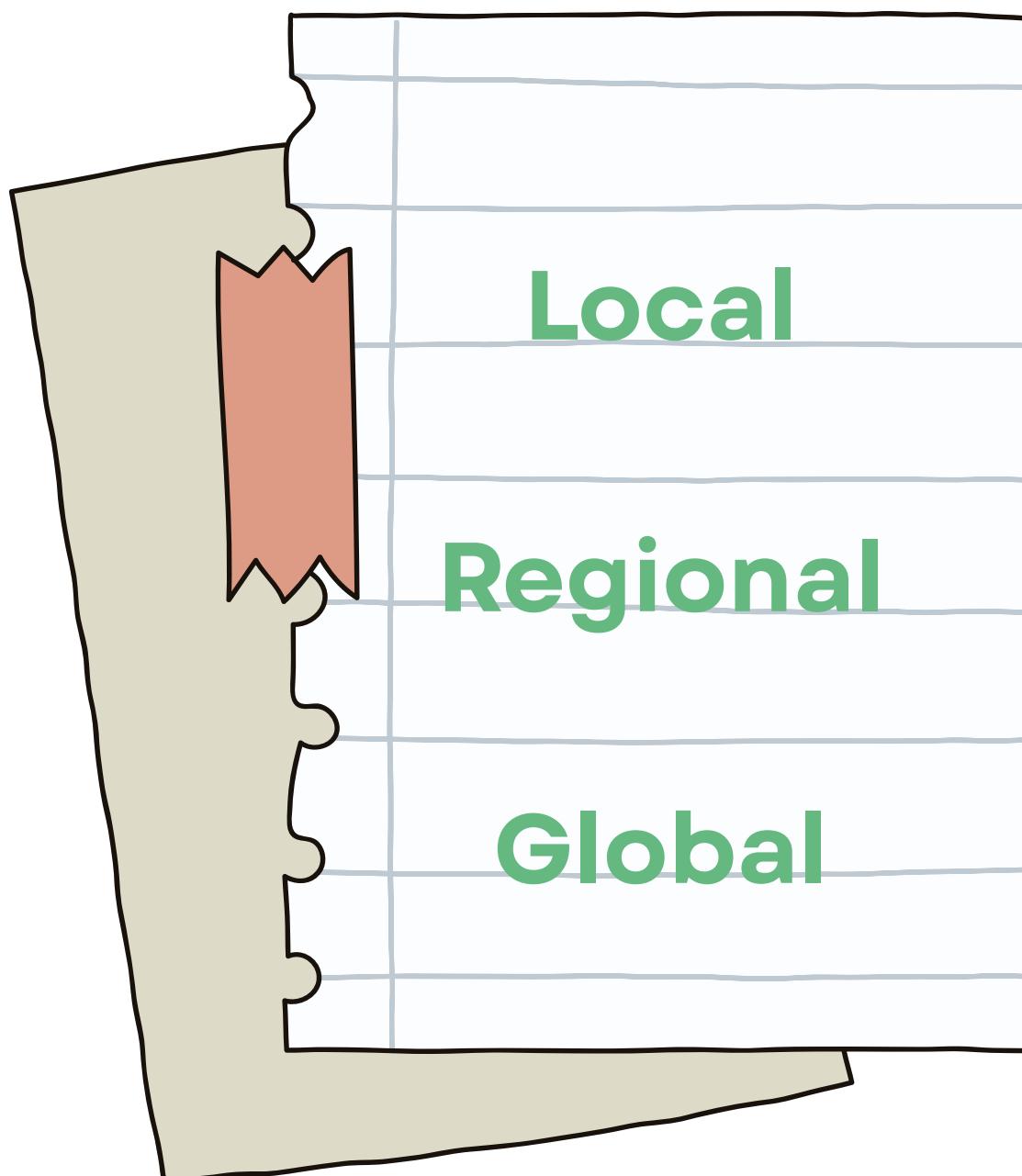
Pitching Your Ideas

A strong pitch is **clear, concise, and compelling**. It must communicate:

- The **problem** you are addressing.
- The **solution** your idea provides.
- The **impact** it will generate.

Keep it simple! Clarity beats complexity.

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Scaling Your Ideas

Once an idea succeeds locally, the next challenge is scaling. Many sustainable startups start within a single neighborhood or city. Through incubators and accelerators, they grow regionally and eventually globally.

The key question: *Can your idea adapt to new contexts, cultures, and markets?*

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Now, let's put everything together:

1. Share your prototype.
2. Tell a 1-minute story about your idea.
3. Draft a 3-slide pitch deck (problem, solution, impact).

This mirrors the real-world innovation journey, from concept to communication.

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THANK YOU!

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