

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



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)

The project leading to this application has received funding by the CBE JU and its members under Horizon Europe grant no. 101160532





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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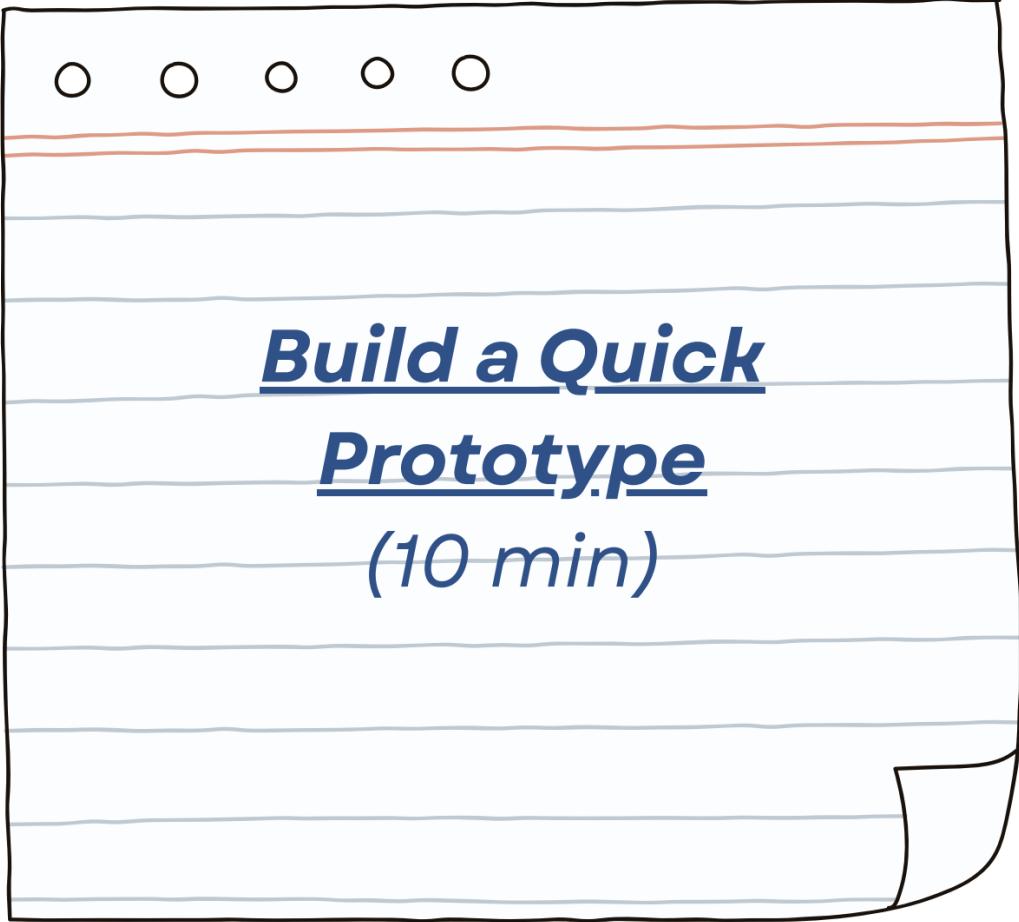
Prototypes exist at different levels of fidelity:

- **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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A graphic of a white notepad with a black border, five binder holes at the top, and horizontal blue lines. The text is centered on the notepad.

**Build a Quick
Prototype**
(10 min)

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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

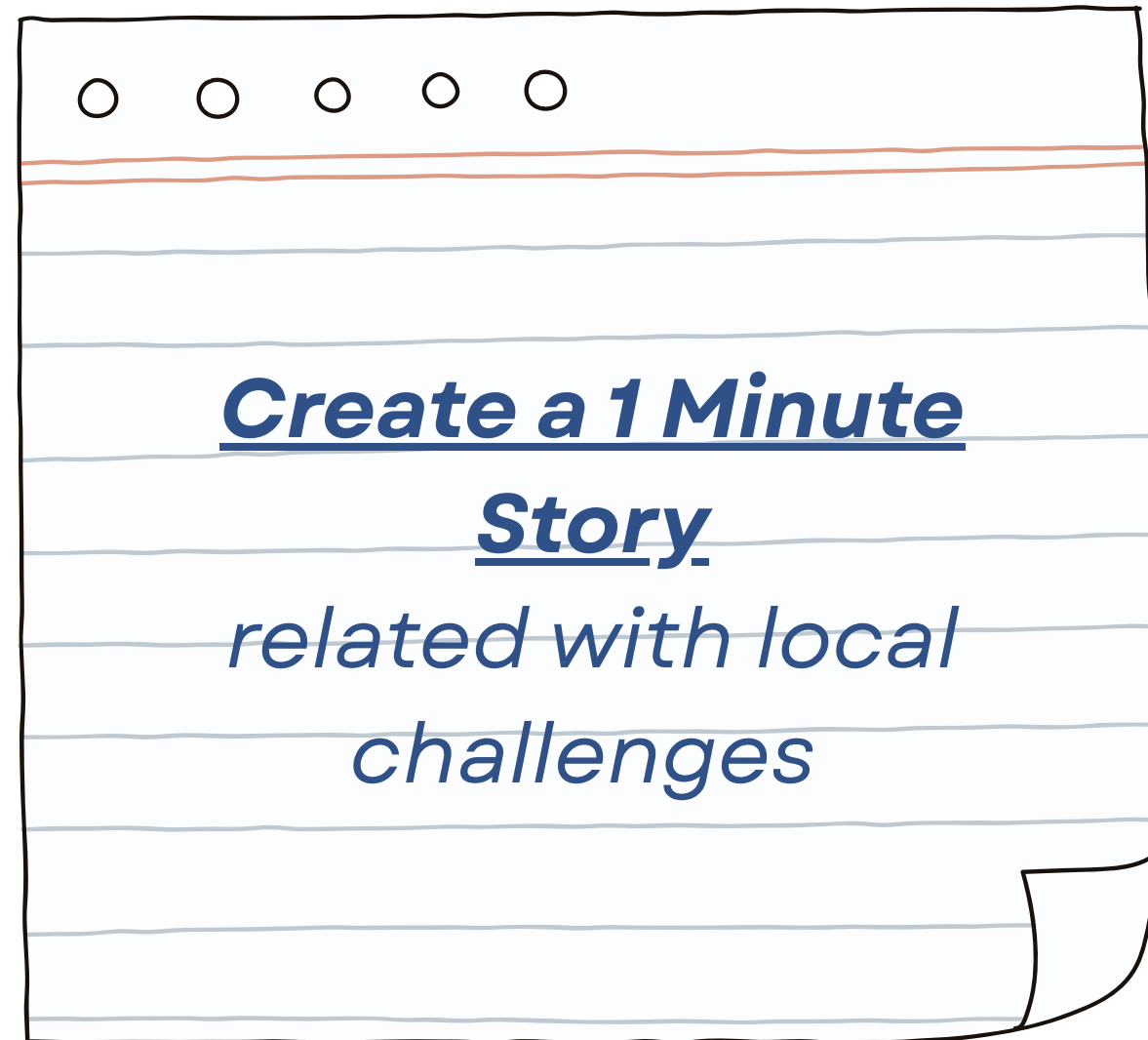
Every strong story includes:

- **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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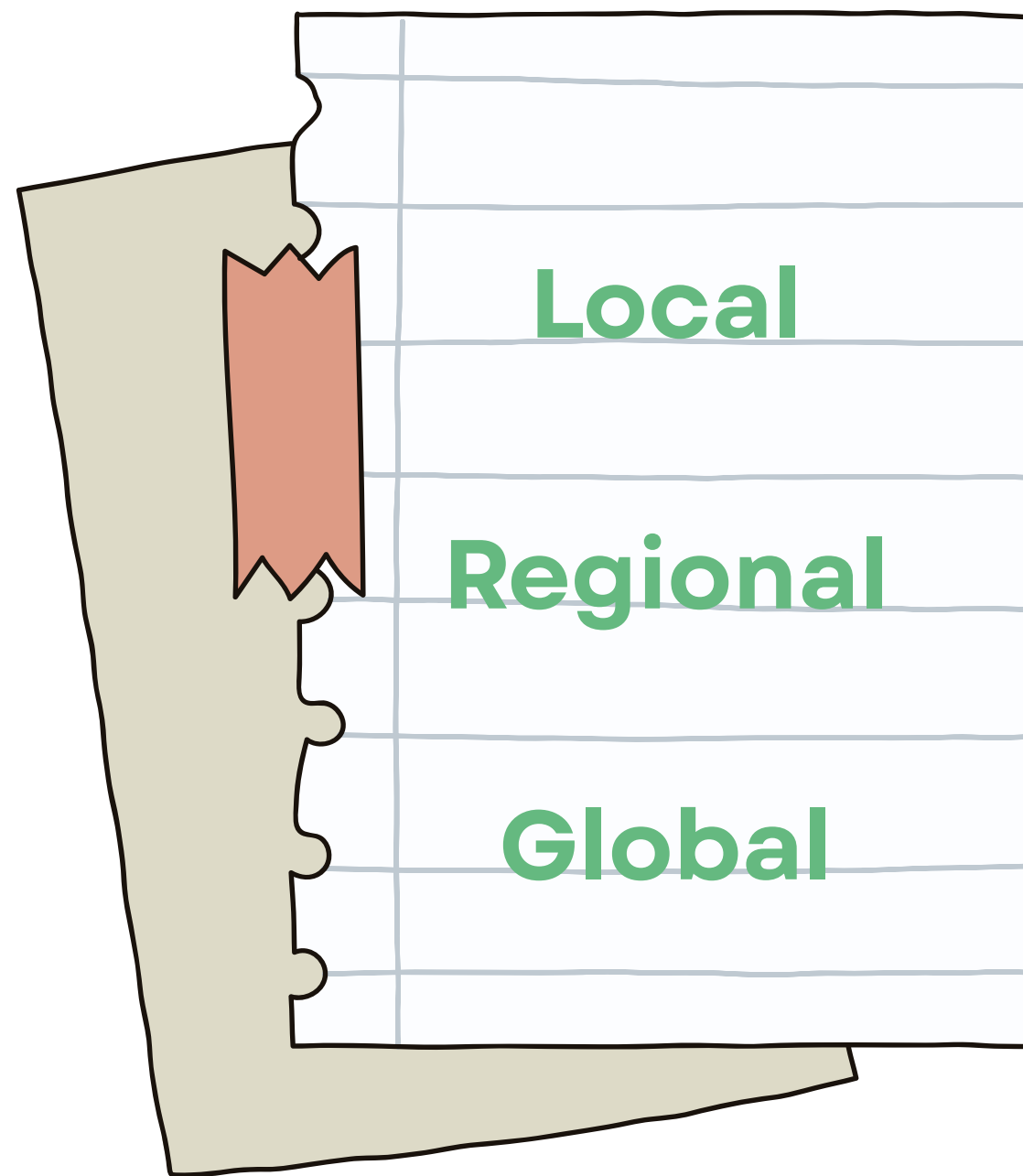
Pitching Your Ideas

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:

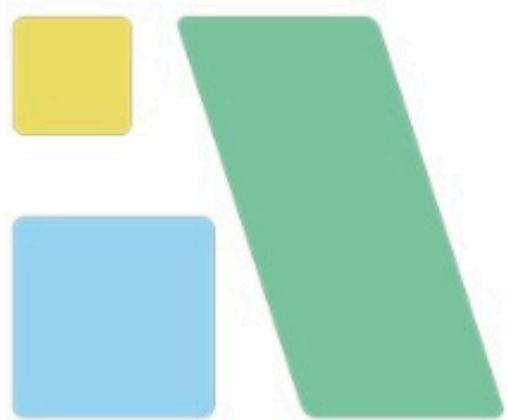
1. Share your prototype.
2. Tell a 1-minute story about your idea.
3. Draft a 3-slide pitch deck (problem, solution, impact).

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

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THANK YOU!

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**Circular
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Joint Undertaking



Bio-based Industries
Consortium



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