



**A practical toolkit for
educators, youth workers
and youth leaders who
want to help young people
turn real challenges into
real change.**

The Impact Entrepreneurship
Training by **PAPAYA**



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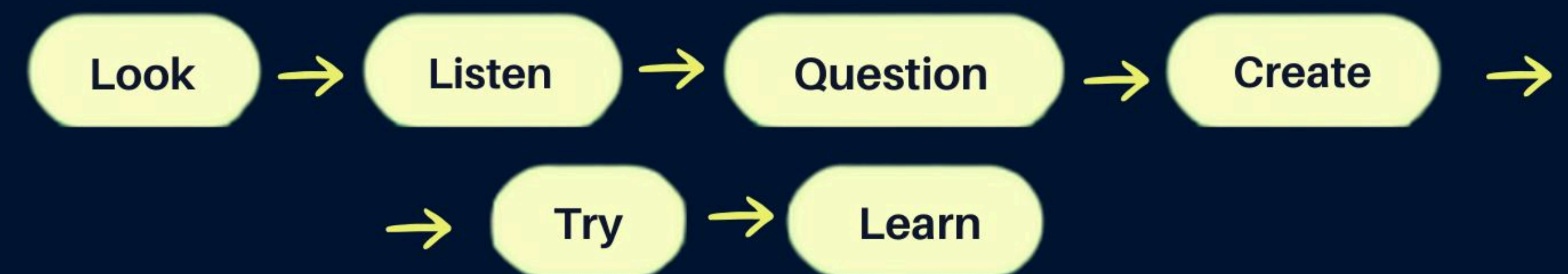
01 - Why Break. Take. Make?

Don't Just Learn. Change It.

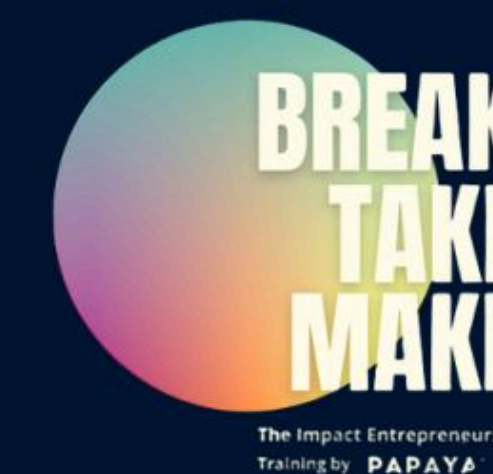
Young people are surrounded by challenges—from global climate change to local isolation. Instead of providing ready-made answers, Break. Take. Make. provides a active process to turn awareness into impact.

The Action Mindset

Powerful learning happens when we stop asking "What is the right answer?" and start asking "What could we do about it?"



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02 - Social Entrepreneurship



Spot & See

Spotting a problem and seeing a possibility. Entrepreneurship is about believing you can improve what's around you.



Ask Core Questions

What's really going on? Who is affected? What do they need? What can we try, and what did we learn?

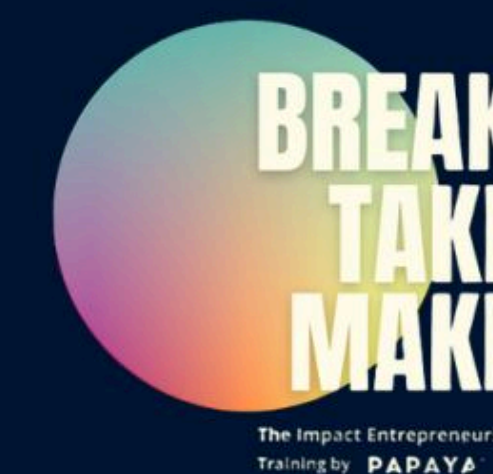


Start Meaningfully

Don't wait for the perfect moment. Connect initiative, empathy, and resilience to start with a real problem.



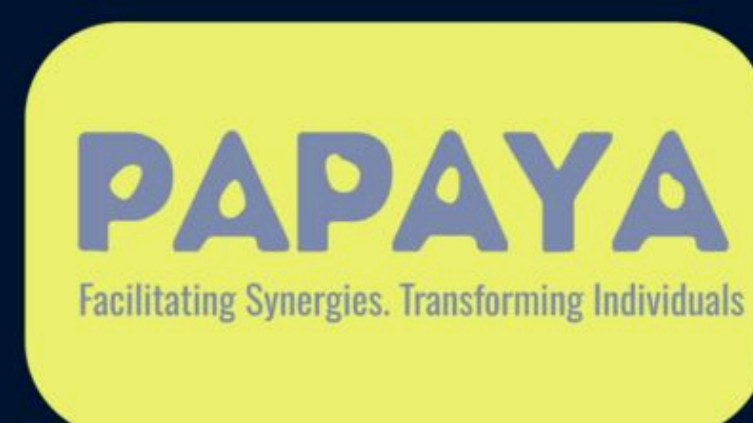
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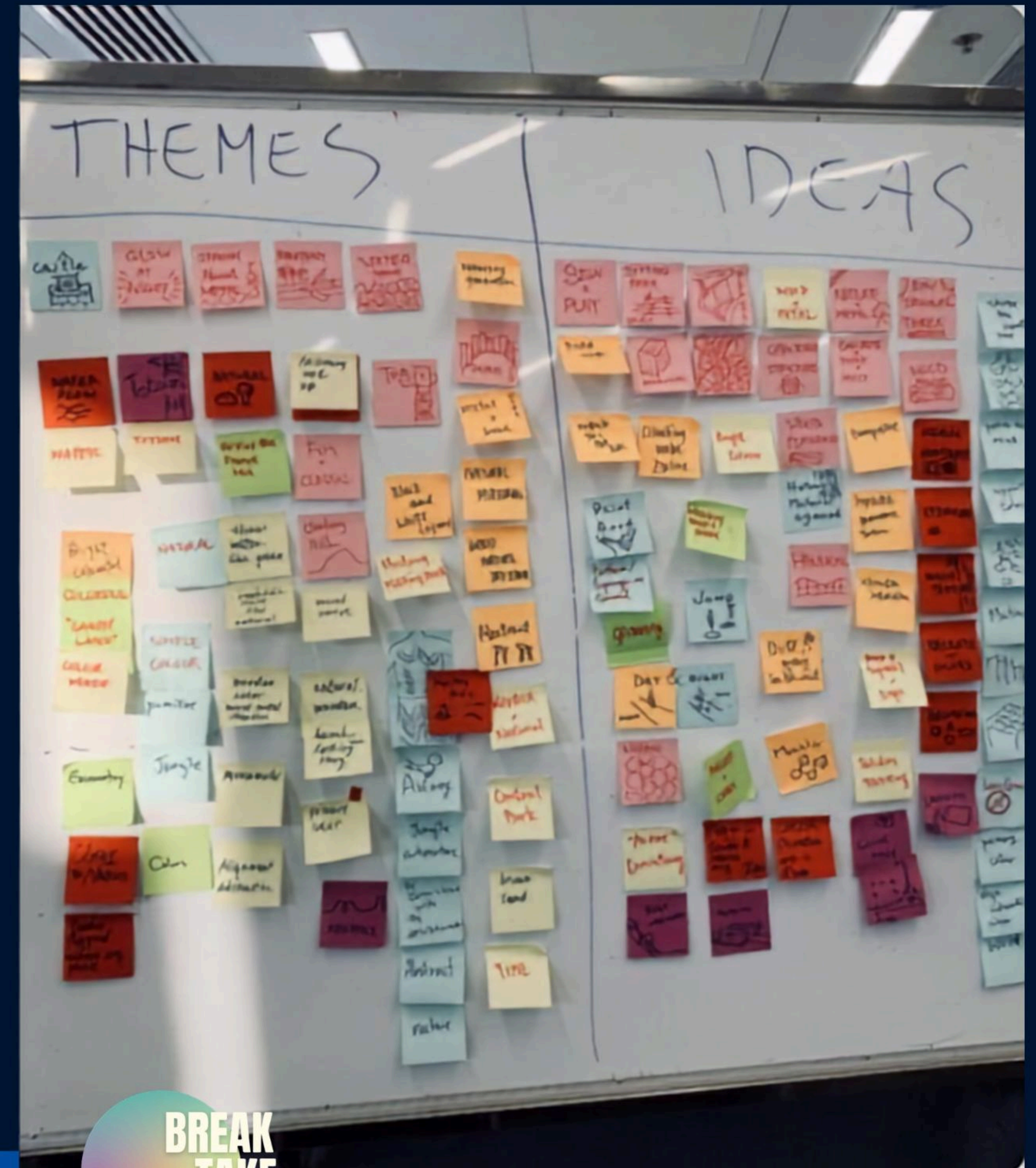
03 - Educator's Superpower

Don't Be the Answer. Be the Spark.

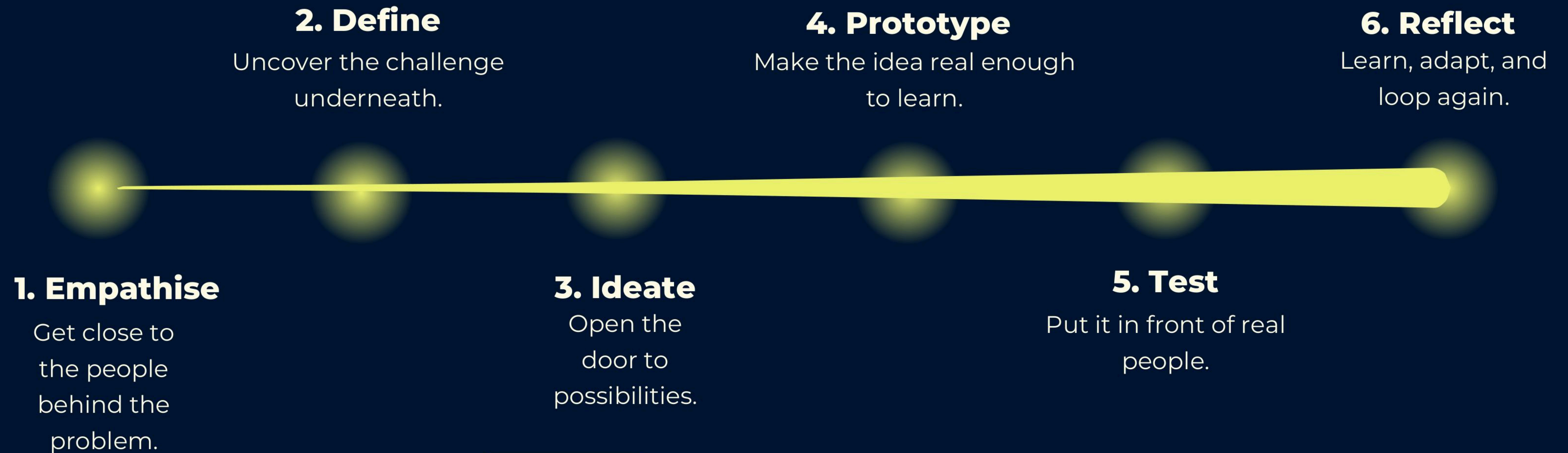
Design Thinking changes your role: you don't need to know everything or have the final solution. Your job is creating conditions for youth to question, experiment, and take ownership by listening first, challenging assumptions, and keeping momentum when things get messy.



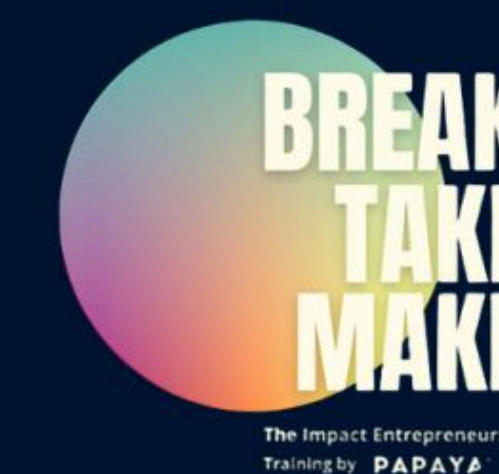
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04 - The BTM Journey



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05 - Empathise

Get into Their World

Empathy is about identifying the needs of a person. It is putting yourself in somebody's shoes to understand this person's perspective. It's the first step of design thinking. It's very important to focus at this step not to waste time or other resources for bringing up solutions that don't fit the problems and needs of your target group.



05 - Empathise

HOW



Empathy Maps: Map what they see, hear, think, feel, say, and do.



Personas: Bring real human realities to life.



Interviews & Observation: Discover what you didn't know by watching & listening.

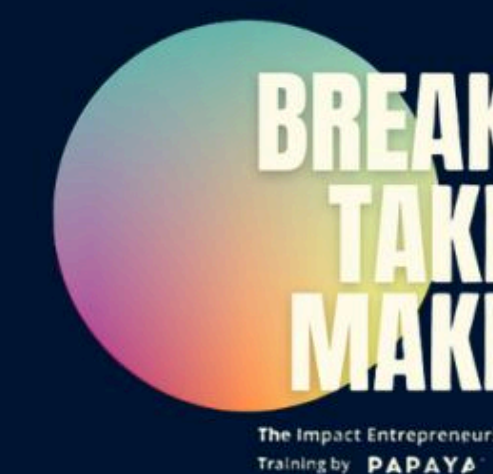
Working in a mixed, international groups.

Answering the questions about everyday life of a person from our target group (hobbies, interests, experience, beliefs).

Being curious and actively listening to others to see what connects us.



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05 - Empathise Digital Tools

Empathy map generator:

<https://online.visual-paradigm.com/pl/Sdiagrams/templates/empathy-map/empathy-mapping-template/>

Support in identifying feelings and needs, preparing for difficult conversations:

<https://www.empathyset.com/>

Simulation or role-play video cases that require to respond to others' emotions

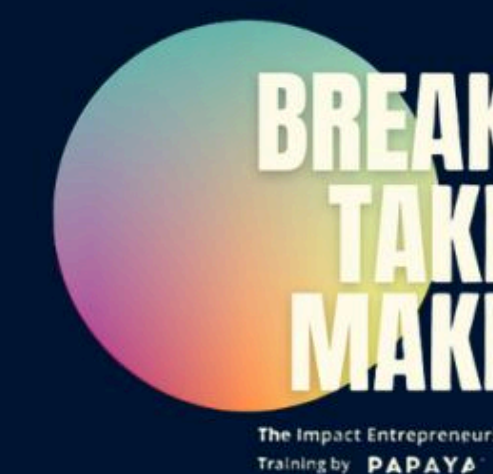
<https://kidscharacterbuilding.com/>

Chatbot and mood tracking app to help users manage stress, anxiety and mental health.

<https://reflectlyapp.com/>



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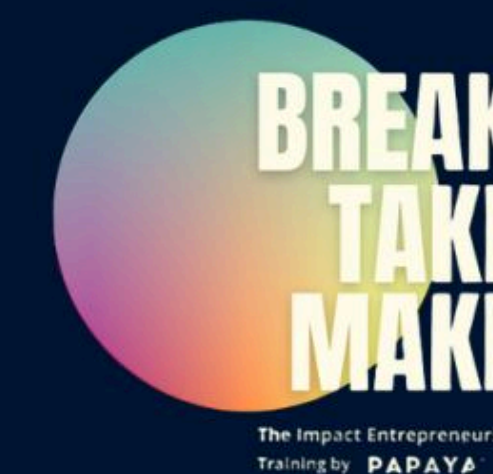
06 - Define the Challenge

Definition of Definition

The definition is a way that we express our internal thoughts and beliefs as an external description, from general information to specific aspects. It is important when you work in a group that you find a way to agree on common definitions and values.



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06 - Define the Challenge

HOW

Don't Solve the Wrong Problem

We often start thinking we know the problem, but exploration shifts our focus. Moving from generic issues to root challenges is where real breakthroughs happen.

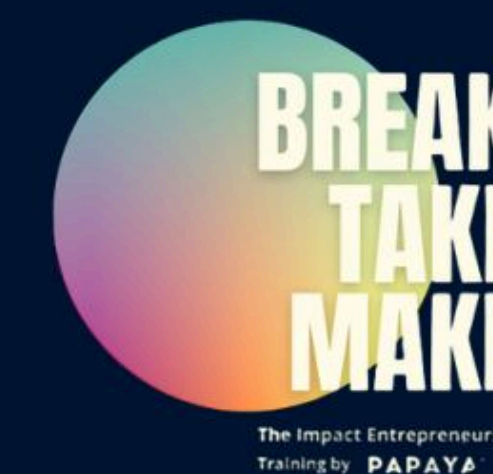
Frame with "How Might We...?"

Shift from: "Young people don't participate in our town."
To: "How might we help young people shape what happens in their community?"

A better question unlocks a better solution.



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06 - Define the Challenge

HOW

Examples

1. Each individual has a different perspective of a definition in a specific topic
2. Address the main topic and analyze it into the smaller aspects
3. Sometimes people have the same word but different meanings behind it. By communicating it you can address the problem and find a common ground.



06 - Define the Challenge

TIPS

4 key questions for the defining stage:

- Who has the problem?
- What is the problem?
- Where is the issue?
- Why?

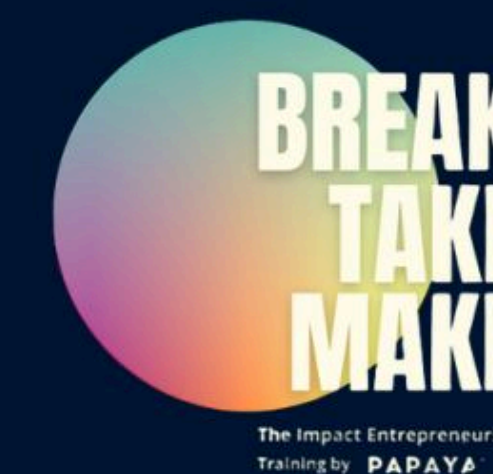
Mentimeter: <https://www.mentimeter.com/>

Mentimeter offers multiple response options for students, including multiple choice, word cloud, open-ended, scales, ranking, Q&A, and Truth or Lie. It also offers a quiz competition.

Mentimeter can be used in the definition process so every participant can share their perspective on a topic, which the group can then discuss to agree on a common definition.



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06 - Define the Challenge

POV



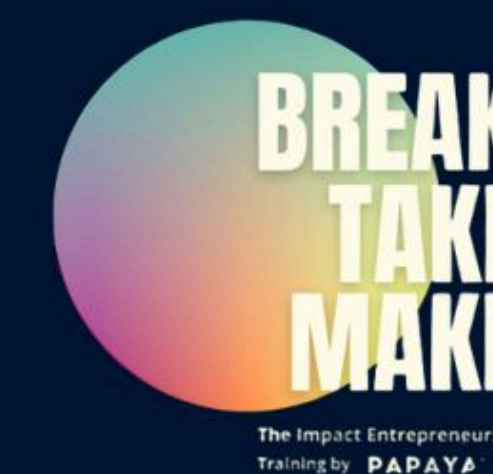
During the **"Break. Take. Make."** project, our NGO group focused on the problem of low youth activity and a lack of youth projects on the local level in Burgas. After sensitising the information from sympathetic "persona activity," we came up with the problem of a lack of information on the needs and wants of the youth in town.



In my opinion, **collaboration** was the key to defining the topic because each person will be able to fill in the gaps/questions of the other. That part of the training helped me to understand and develop the sense of belonging.



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07 - Many Perspectives

1 Problem, Many Perspectives

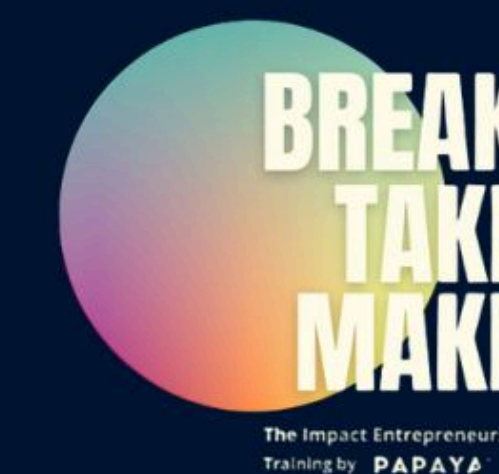
**Listen. Connect.
Reframe.**

People often use the same words while meaning different things. Collaboration fills each other's blind spots and builds true belonging.

Before deciding on a fix: **Listen** → **Compare** → **Question** → **Connect** → **Reframe**.
The best insight is often hiding in someone else's point of view.



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08 - Ideation

Ideation is a process for groups to work creatively and collaboratively to generate **creative ideas**. It's a general approach that can be adapted and customized to suit many different scenarios. It includes basic principles for idea generation and several steps for groups to work with. It also includes steps for idea selection and development.

First, it's important to introduce the **purpose** of the ideation activity, which **will depend on your particular context**. It could be simply a session to experiment with and practice ideation methods, or it could be a more outcome-oriented workshop, in which the desired outcome is tangible new ideas. In any case: begin with an introduction, setting the context.



08 - Ideation: Rules

IDEATION STEP 1

Introduce Ideation Principles: Begin with a short presentation of principles for effective ideation. These are simple guidelines to support creativity, divergent thinking and quantity of ideas in the initial stage of ideation.

Yes, and...: Build on the ideas of others by saying yes! and adding onto their ideas. Listen actively for opportunities to build and elaborate.

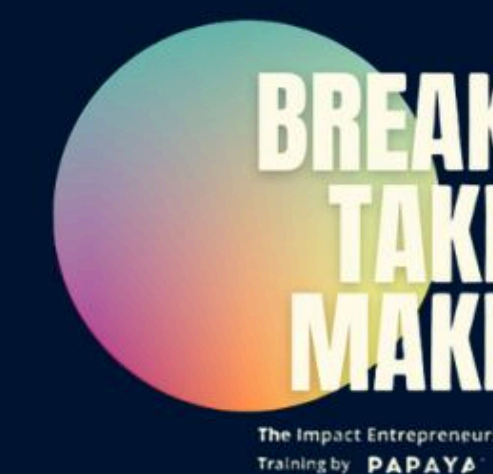
More is more: In the first stage, it's all about quantity. Focus on getting down as many ideas as possible rather than striving to come up with really "good" ideas. Get it all out.

Postpone judgment: Suspend your inner critic and resist the urge to evaluate the ideas as they flow out. Anything goes and the time for judgement is later.

Team is everything: Make full use of all brains by ensuring that every team member is included. Create space for everyone to contribute their ideas.



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08 - Ideation: Rules

IDEATION STEP 1 SUMMARY



YES, AND...

Build directly on top of ideas instead of shutting them down prematurely.



More is More

The more possibilities generated, the higher the chance of finding something unexpected.

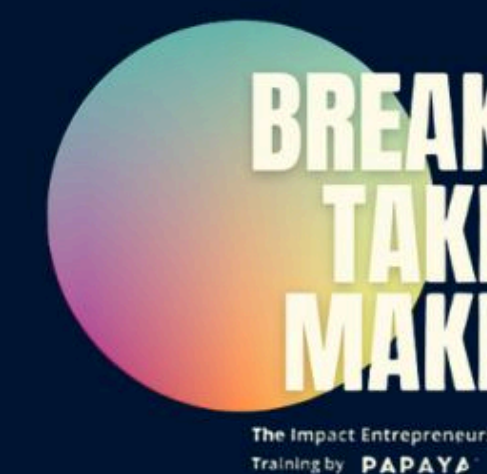


Everyone In

No judgment yet. The best idea might come from the quietest person in the room.



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08 - Ideation: The key question based on the empathy & defining phase

IDEATION STEP 2

Introduce the question that teams will ideate around. In some settings, teams may come up with their own questions. In other settings there may be a main question that all teams work on. **"The key question"** should be an open, clear and engaging one that seeks a solution to a compelling problem or need, defined in the definition phase. Start by looking at the insight /problem statements that you've created.

Try rephrasing them as questions by adding **"How might we"** at the beginning. Examples: Translate your problem statement into a "How might we..." question (for instance: instead of "Our teams are too insular." write: "How might we better connect our teams with one another?").



09 - Ideation: Creative Techniques

IDEATION STEP 3 METHODOLOGY



Crazy 8: Eight ideas in eight minutes. Don't overthink—just move fast



Six Thinking Hats: Have each participant wear a different hat and generate ideas from this perspective. 1 thinks about the process, 1 thinks about the information and data, 1 thinks about feelings, 1 thinks from a creative hat where everything is possible, 1 thinks about benefits, 1 thinks about the cautions.



Flip the key question to its negative form and ideate around that. For example, how could Hyper Island create the world's worst Toolbox? After brainstorming the negative ideas, explore what happens when they are inverted.



How would Google do it? Explore the focus question as if you were an actor like Google, Nike, a Kickstarter project, the United Nations, a local government, Ikea, etc.



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09 - Ideation: Creative Techniques

IDEATION STEP 3 METHODOLOGY



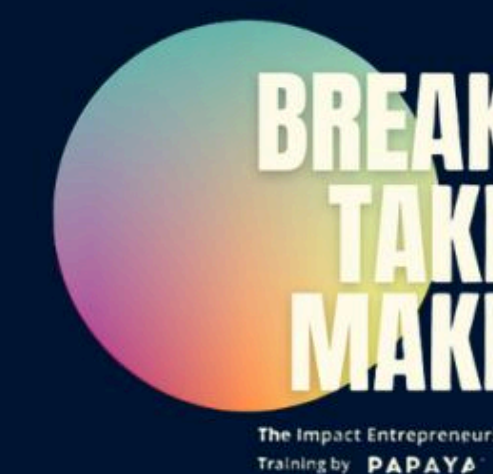
User Perspective: Explore the focus question from the perspective of specific users. What would it look like for a 15 year old boy? For your grandmother? Etc



Mash-up: Use the “Mash-up approach” by brainstorming a cluster of technologies and a cluster of things related to your focus question. Then, mix-and-match different elements and see what emerges.



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10 - Ideation: IDEATE

IDEATION STEP 4 Cluster and Narrow

Ideation process

Give **teams** a set amount of time to ideate using one or more of the tools introduced. There should be sufficient time to allow some flow to develop, but short enough that groups feel some pressure.



Cluster and Narrow

After the ideation phase, have teams **cluster and organize their ideas**. This involves **grouping common** themes and similar ideas. They should remove duplicates and give each cluster a title.

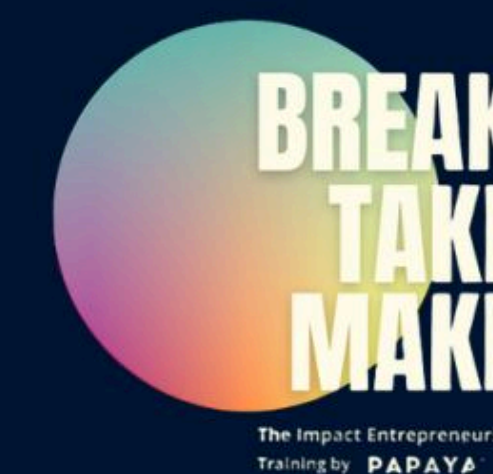


The Selection Funnel

Once teams have **clustered** and **organized** their ideas, have them select one or several ideas to move forward with. Provide a set of selection criteria or have teams generate their own criteria. **Ideas should be selected based on the three criteria of relevance, feasibility, and newsworthiness.** With criteria set, one rapid method for selection is to use **Dotmocracy**, in which each participant has a certain number of **dots to assign** to the ideas on the table. The ideas with the most dots then have the most collective endorsement from the group.



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10 - IDEATE

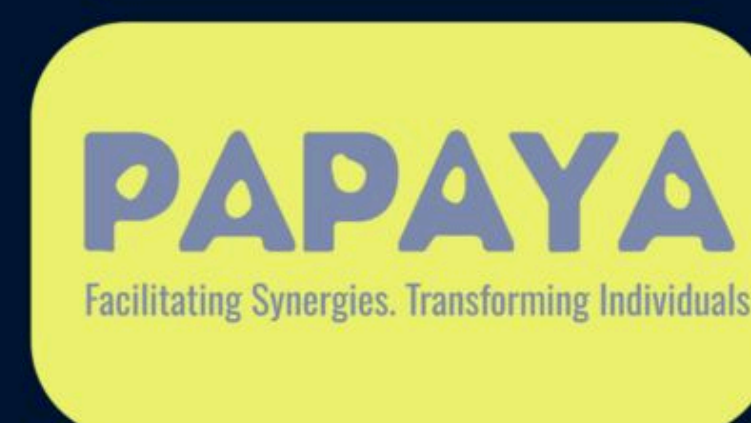
The Selection Funnel

Share → Cluster → Discuss → Vote → Develop

After going wide, narrow down systematically. Select an idea that is practical to test and learn from in the real world.

Key Evaluation Filters

Does it respond to a real need?
Can we **test it quickly**?
Would it create **genuine value**?
What do we still need to find out?



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11 -Prototype

Stop Talking. Make a Version.

The final step is to further develop the most promising **idea identified** in the above step. Here, participants develop the ideas further, exploring the details of the **concept, functionality, feasibility, business model, etc.**

A prototype is simply an idea brought to life. It doesn't need to be complete, expensive, or perfect, just real enough for someone to experience.

It can be a workshop, game, campaign, digital mockup, or simple service experiment. Build the smallest thing that helps you learn!



11 -Prototype Tips

The prototype is the first product/demo that is a response for the needs of our target groupe. It's an idea turned into life.

Prototype:

- Doesn't have to be perfect
- Doesn't have to be big
- Is based on the SMART objectives



11 -Prototype Online Tools

It depends on the prototype you want to make, but here are some examples that might help you:

Creality cloud - 3D - an app to design 3d models to be printed

<https://play.google.com/store/apps/details?id=com.cxsw.sdprinter>

Google form : https://docs.google.com/forms/d/18_YnJwe9dQbMlrz2QYJeawZuFk8ysJZvABF49cEFNFk/edit to plan some events and receive data about the people that want to participate

Minecraft : <https://www.minecraft.net/fr-fr> for the architects

Sims : <https://www.ea.com/fr/games/the-sims/the-sims-4> for learning how to babysit

Perplexity - ai open source similar to chat got, but gives good sources to prove facts you ask about. Useful to make workshop scenarios.
for <https://play.google.com/store/apps/details?id=ai.perplexity.app.android>



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12 - Test

Reality is the Best Teacher

Testing isn't proving your idea is brilliant; it's discovering what happens when reality gets involved.



Test through workshops, beta sessions, or simulations.



Ask: What was confusing? What was actually useful?



Feedback isn't a verdict. It is raw material for your next version.



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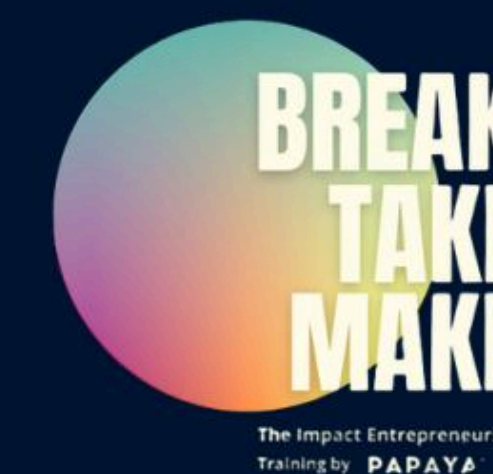
12 - Test what

● What

What: It's the stage of the Design Thinking method, you implement your prototypes and you ensure that your product or service is working. You are repeating this phase together with the prototyping in order to improve your product/service. Once you finish with all the previous stages you start the action, in other words when you make a M.V.P (minimum viable product) (the experiential part of the whole method) so as to receive feedback and collect data about your product/service. Then you reflect on these and you are able to go back to prototyping if it's needed and then to the testing phase again in order to improve your product/service.



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12 - Test

When, Who and Where

When

How many times does this journey begin with a small test to see what works? If the ideas need to change (Pivot), the process is refined and repeated until it truly meets the people's needs. It's important to set a specific time frame until when you can test it, so as not to end up in a repetitive and never-ending circle and not finalizing it.

Who

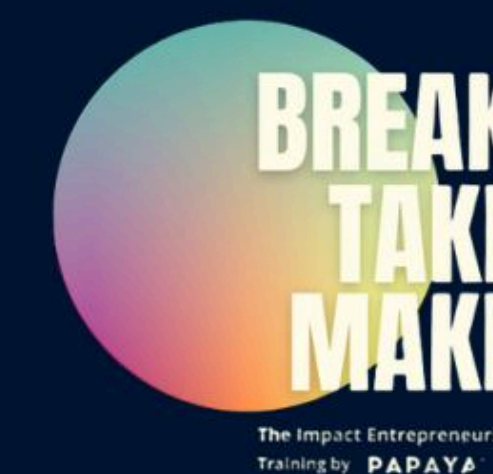
The goal is to listen and support rather than lead. It is about creating a safe space where people feel comfortable sharing their true experiences and building a bridge between different groups.

Where

The focus is on finding a neutral and comfortable place where everyone feels safe to speak freely and be themselves.



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13 - Start Small



Think Big, Test Small

Instead of creating a permanent youth centre, organize one single activity with 10 people first.



Test One Feature

Instead of building a complete digital platform, test one basic workflow to check adoption.

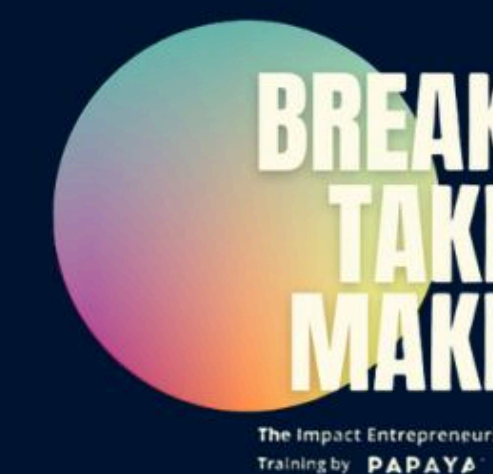


Fail Safely & Fast

Small experiments answer big questions. Start small enough to fail safely and learn quickly.



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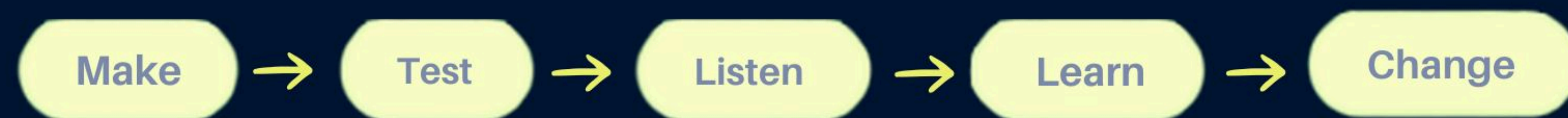


14 - Pivot and Learn

If It Doesn't Work, Use It

A prototype that fails is not wasted work. It tells us if we misunderstood the need, targeted the wrong person, or made things too complex.

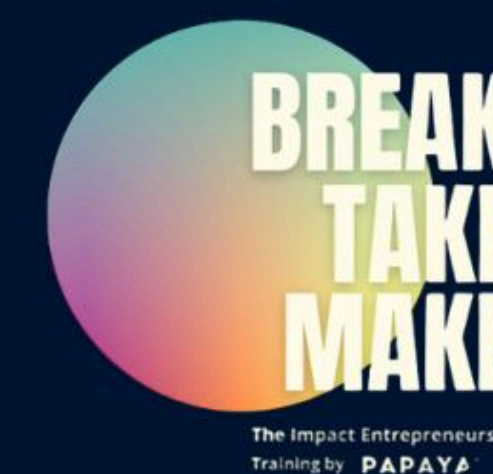
The Iterative Loop



Failure is only failure if we learn nothing from it.



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15 - Make It Matter



Courage to Start: Developing initiative and an entrepreneurial mindset.



Skill to Understand: Cultivating deep empathy and active listening.



Power to Create: Fostering collaborative problem-solving and creativity.



Resilience to Keep Going: Embracing reflection, adaptation, and learning from failure.



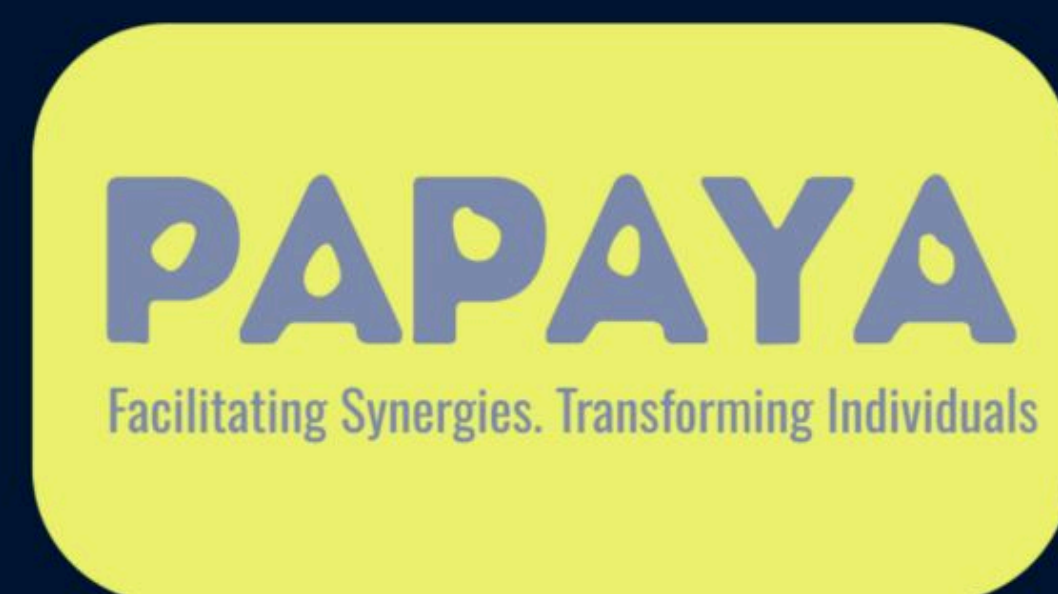
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BREAK assumptions. **TAKE** a challenge. **MAKE** something that matters.

Design Thinking for Social Change | Youth & Educator Toolkit



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