

Inform your Brief

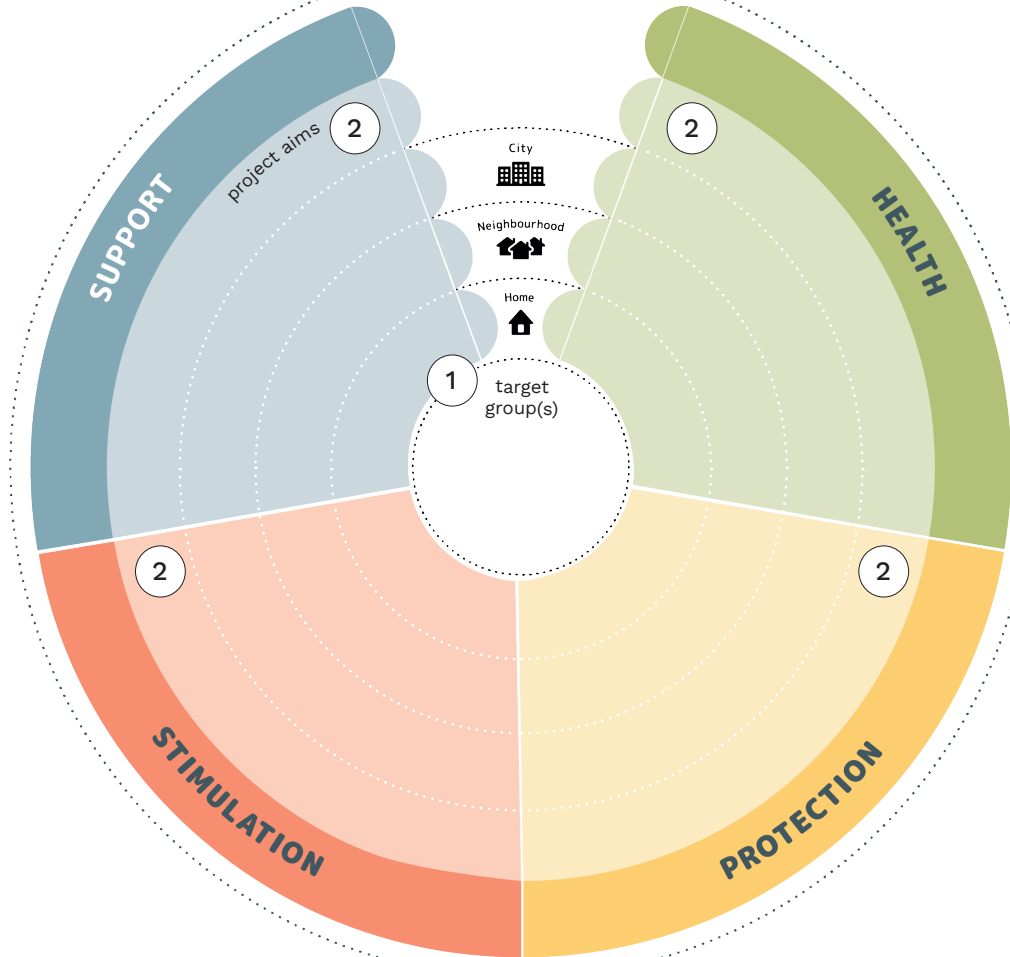
What is it? This template can support you in thinking about the main components of a project brief. Having a clear brief will help you align different components of your project and decisions made along the way towards the right aim and impact. This activity can be used by individuals or in a workshop.





How to use it? Start from the centre of the Proximity of Care Framework (1), and write down the community in focus that you want to work with (see the *Approach* section to understand the framework). Try to be as specific as possible, for example: deaf children 3-5 years old that are learning sign language.

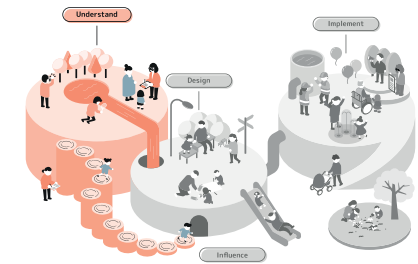
Next, think about the main project aims (2). Your aims can cover one or several of the **four dimensions** of the framework: Health, Protection, Stimulation and Support. Think about the change your project could bring **in the behaviours** of your target group(s). Try to align aims with the **levels of proximity** experienced by the people you are seeking to benefit, in the home, neighbourhood and wider city.

Continue with the questions on the right, expanding on each one if necessary. Once you have written everything, return to the centre of the framework (1) and reflect on how your responses and decisions in fields 2-6, impact on your target group(s). Refine with their needs in mind.

Keep in mind: Return to this exercise regularly to check if all aspects of your design brief are working towards the same aim.



-  **Format**
template, team workshop
-  **Group size**
small
-  **Time**
3 hours
-  **Facilitation experience**
beginner



3 Your role: why are you in charge of this project?

4 Timeframe: What is the timeframe for different stages of this project?

5 Budget: What is the budget, divided into stages or components of the project?

6 Partnerships: Who else needs to be involved and in which project roles?