

# Good Practice Canvas

Creating good practices to build remarkable flagship projects

## Section A: The Good Practice and The Good Practice Canvas

**A good practice** is a proven practice that yields evidence-based impact and successful results, and can be scaled-up and replicated.

Good practices are needed to help:

1. Develop flagship projects.
2. Assess the strengths and weaknesses of a practice comparatively.
3. Undertake evidence-based policy or program development.

With good practices, you can effortlessly add value to your ecosystems' initiatives. However, a good practice should not be replicated "as is" since every ecosystem and project is different.

For this reason, the ITU has developed **The Good Practice Canvas** - a framework for understanding the blueprint of any practice. These good practices can then be replicated in other ecosystem projects, where they can add value to them, and increase their chances of succeeding.

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|-----------------|--|--|--|
| <b>PRACTICE</b> | • Name / Organization • Country • Tagline, 1-3 sentence description        |  | <b>TYPE</b><br>Guiding Innovation Dynamics<br>Building Innovation Capacity<br>Integration of ICT into Key Sectors<br>Indicate main focus area / type |
|                 | <b>GOVERNANCE</b>  | <b>KEY ACTIVITIES</b>                          |  |
|                 | • Organiz. structure • Management & Institutional framework • Competencies |  | • Objective • Target stakeholders • Desired outcome for ecosystem  |
|                 | <b>RESOURCES</b>   |  | <b>ACHIEVEMENTS</b>  |
|                 | • Financial • Non-financial • Sources • Partners                           | • Mechanisms • Processes • Activities • Events | • Results • Evidence of impact • Scalability • Replicability   |

## The Good Practice Canvas

This tool, composed of 7 core pillars, will help you extract the evidence-based blueprint of working practices (including key function breakdowns of these practices, along with their corresponding KPIs and success stories). As a result, you will eventually have a promising blueprint that will enable stakeholders to choose the specific building blocks of a good practice that they would like to adopt, replicate and share.

The description of the 7 pillars are provided below:

### Practice:

A short description of a practice, the country or city where it is used, a tagline for a practice (if any) and a 1-3 sentence description (elevator pitch).

### Goals:

Refers to the practice's specific objectives, target stakeholders, and desired outcome for the ecosystem.

### Key Activities:

Refers to events, related initiatives, processes, and other activities to offer insights into the operating processes of your practices.

### Type:

Indicates the focus areas of the practice. These three key types are of immense importance in exploring and addressing opportunities for digital transformation.

- **Guiding Innovation Dynamics** - Is innovation 'on the map'? How supportive of innovation is the general environment? A dynamic innovation environment demands regulatory organizational settings which are coherent and which guide, facilitate and promote an innovation culture, mindset, projects and programmes.
- **Building Innovation Capacity** - Is there an innovation infrastructure? Is that infrastructure sufficiently well-developed? Is it the right infrastructure to enable the ecosystem to grow sustainably? Does the infrastructure support, encourage and inspire innovation?
- **Integration of ICT into Key Sectors** - Is innovation integrated across key sectors? Innovative entrepreneurial ICT startups can realize their full potential only if they scale up well beyond their niche, enabling transformation across other industries.

## Governance:

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Provides relevant information about organizational structure (such as flat or hierarchical), management (leadership structure and long-term driver or vision) and institutional frameworks (such as NGO, government agency, etc.), and the competencies (skills and functional roles) required to carry out the practice.

## Resources:

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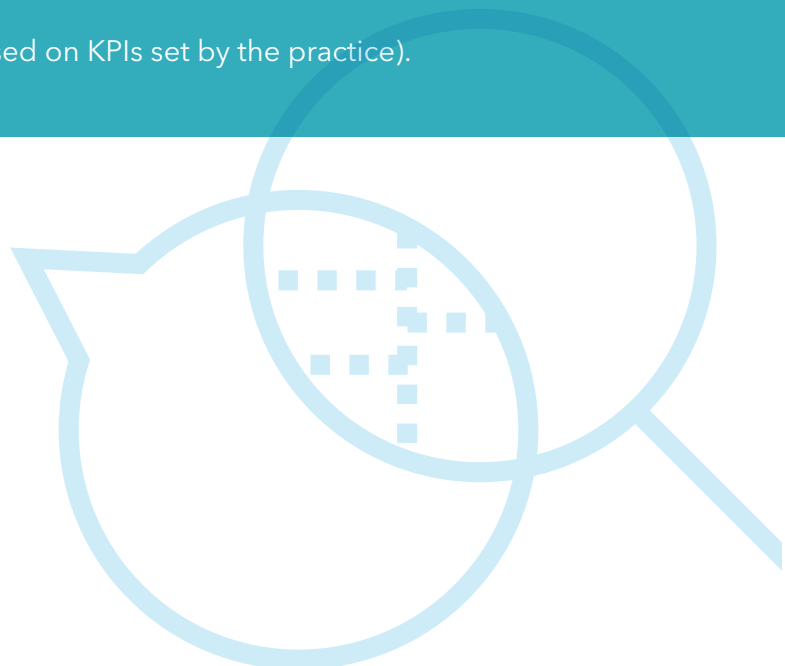
Refer to critical elements such as financial and non-financial resources such as human capital, equipment, processes, etc. Additionally, an understanding of key partnership for the practice is also helpful as many non-financial resources are derived from partnerships. Furthermore, knowing the sources of funding for a specific practice is also useful when replicating it, as they can help identify suitable stakeholder groups that can provide the required resource.

## Achievements:

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Provide the evaluation of your practice based on the following criteria:

1. **Replicability** (refers to how easily it can be copied to a different context),
2. **Scalability** (refers to the scope of the practice in achieving its goals),
3. **Evidence** of impact on the ecosystem (refers to the effectiveness of the practice in achieving its goals), and
4. **Results** (refers to outcomes based on KPIs set by the practice).



# Section B:

## How to use the Good Practice Canvas



### Time

Up to 2 hours



### What you will need

- Flip charts or paper to draw the canvas
- Sticky notes (yellow, blue, red and green)
- Markers (black, red)
- Access to a web browser



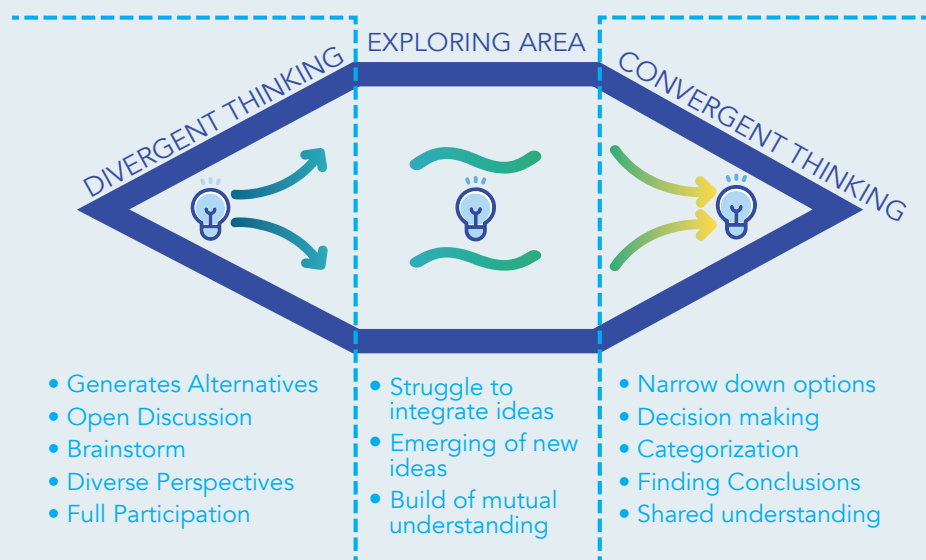
### Steps

- 1 Identify a practice that you would like to evaluate.



#### Tip 1 - Divergent and Convergent Thinking

It is recommended to use divergent and convergent thinking to gather the necessary information. The thinking mode is the way the participants are encouraged to reflect throughout the process. Divergent thinking is similar to 'brainstorming', exploring as many ideas as possible without shutting them down. Convergent thinking is when thinking is narrowed down to a few answers.

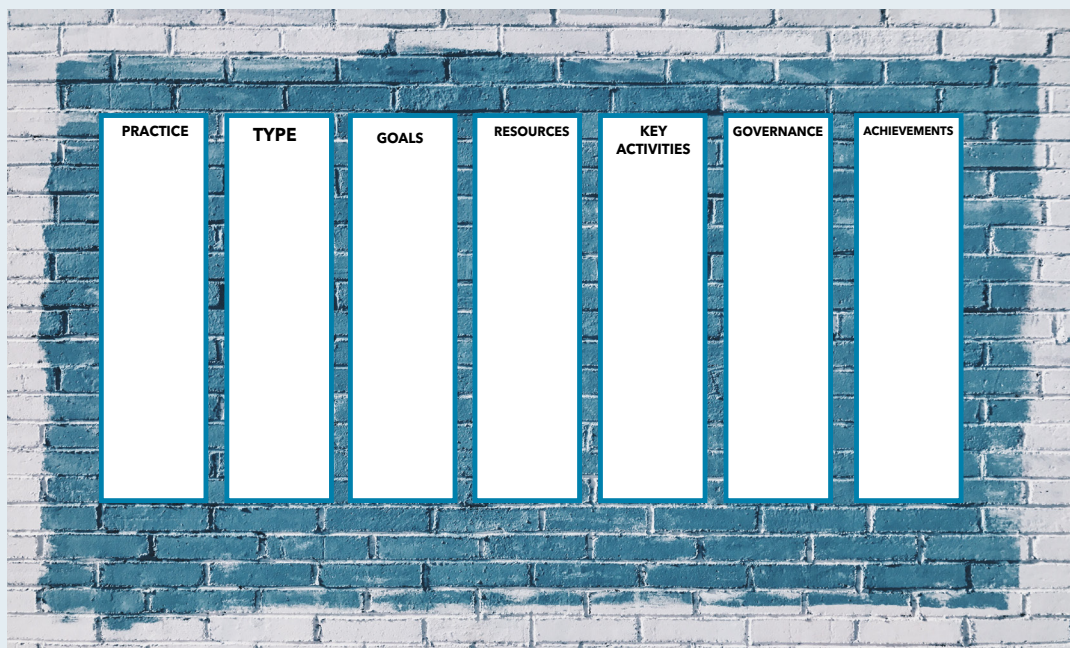


- 2 Fill in the canvas with the corresponding information based on the pillar descriptions with yellow sticky notes.



### Tip 2 - Large group structure and knowledge wall

Brainstorming is not effective if the group size is more than 7 people; participants will need to be divided into smaller groups. It is recommended to use a knowledge wall, composed of one flip chart for each pillar after an initial brainstorming by each group on the good practice canvas.



- 3 Validate the information with relevant stakeholders of your practice.
- 4 Take the quantitative interview for your practice using the link : <https://www.surveymonkey.com/r/ITUGGPS>, to help us evaluate your practice environment.



### Outcome

Upon completion, you will have a documented blue print of your practice and it can be shared with others.



## Key takeaways

- The Good Practice Canvas allows you to identify the blueprint of working practices in an ecosystem.
- Every ecosystem might have a practice that can be evaluated using the tool, then amplified or enhanced.
- Identifying good practices enhances knowledge sharing of the ecosystem, and scales-up with evidence based policies and programs.



## Call to action

- Please share a good practice from your ecosystem using the good practice canvas.
- Participate in our global challenges on ecosystem best practices at <https://cocreate.itu.int> or send us your feedback at [innovation@itu.int](mailto:innovation@itu.int).