



REAL-WORLD EXAMPLE

ACTIVATING 1200 PLAYGROUNDS IN JORDAN



Need a Taste Before You Cook?

Welcome to the **Falafel Examples Deck**

Here you'll find filled-out canvases from a different challenge—designed to inspire you, not to copy.

These examples show how each tool can be used to think clearly, creatively, and with impact.

Use them to spark your thinking as you craft your own unique solution.



Reminder: Your challenge is different - check out the case study [here](#)—so your ideas should be too!

Now... ready to cook up something real?



The Problem

In many Jordanian public schools, children **lack access to safe, engaging, and inclusive playgrounds**. This isn't just about play—it's a pressing issue affecting **their physical health, mental well-being, social development, and safety**.

Traditional approaches to building playgrounds are often **costly, slow, and disconnected from local realities**. As a result, children end up playing in unsafe spaces like streets or empty lots, missing out on vital opportunities for growth, connection, and creativity.

This example explores how the Falafel Theory was applied to **transform this challenge into a scalable, community-powered solution**.



1. Define Pain



SOLUTION DESIGN Canvas

Problem and Existing Solution(s) 1						Problem
Key Indicators List the indicators and their values that demonstrate success of the solution 4		Distinctive Benefit Highlight what makes the solution uniquely impactful and adoptable 3		Vision and Core Value Clarify the unique value and broader vision of the solution 2		Strategy
Scaling Factor What enables the solution to scale- up? 12	Activities List top 1-3 activities for your mission 11	Channels Outline how you will reach the beneficiaries 10	Assets/ Resources What helps you to generate profits? 9	Beneficiary Relationship How do you interact with the beneficiaries of the solution? 8	Beneficiary Segments Identify key beneficiary groups and spotlight early adopters 5	Solution Prototype
Cost List fixed and variable costs associated with the solution 7			Funding List the sources of funding for the solution 6			Economic

The Falafel Solution Design Canvas is a comprehensive tool designed to help innovators and solution designers articulate, refine, and prototype their social initiatives. This canvas is organized into four distinct zones, each focused on a critical aspect of solution development, ensuring a holistic approach to developing solutions that are not only innovative and impactful but also sustainable and well-supported by their ecosystem. This canvas is a crucial step in turning a concept into a fully actionable plan and prototype.

5 Why it matters?

Playgrounds are essential to a child's development. Their absence particularly affects children in disadvantaged areas, reinforcing cycles of inequality. Addressing this issue is not only a matter of child welfare but also a pathway to stronger, more connected communities and better educational outcomes.

4 Consequences

- Children face increased exposure to unsafe environments such as roads or construction areas.
- Physical inactivity contributes to health issues, including obesity.
- Lack of social spaces diminishes teamwork, empathy, and communication among students.
- Reduced academic focus due to the absence of physical outlets for energy.
- Weak ties between communities and their local schools.

3 Root Causes

- Limited government investment in recreational infrastructure.
- Insufficient recognition of the role of play in child development.
- Lack of scalable and cost-effective playground models.
- Minimal community involvement in planning and execution.
- Physical space limitations due to school overcrowding.

2 Context

This issue is widespread in both urban and rural settings. Public schools in underserved areas often have no designated play areas, or existing ones are poorly maintained and underutilized. Budget limitations, lack of prioritization, and space constraints further exacerbate the problem.

1 Problem

A large number of public schools across Jordan lack safe and accessible playgrounds. As a result, children are unable to engage in structured physical activity, face increased risks from unsafe play environments, and miss critical opportunities for holistic development.

7 Solution(s)

- Install modular soccer playgrounds using standardized, low-cost materials.
- Certify local workshops to manufacture and supply goalposts and materials.
- Engage students and communities in marking and maintaining play areas.
- Organize a national school competition to foster excitement and usage.
- Host community-driven launch events to build ownership and visibility.

6 Desired results

Every public school in Jordan provides a safe, inclusive, and affordable playground where children can play, socialize, and grow. These playgrounds support physical activity, social bonding, and emotional resilience, becoming a central part of school life.

2. Ideate



FAST IDEA GENERATOR / 1

	Method	Method Description	What IS	What IF...
1	Role Reversal	Flip traditional roles	Patients schedule their own visits.	Patients led the consultation?
2	Merging	Combine distinct services	People use separate apps for services.	One app offered all local services?
3	Expansion	Broaden the scope of service	Libraries are open daytime.	Libraries also hosted evening workshops?
4	Customization	Tailor services for specific groups	One educational curriculum for all students.	Learning was customized for each student's pace?
5	Addition	Introduce new elements	Coffee shops offer only beverages.	Coffeeshops also provided coworking spaces?
6	Reduction	Remove non-essential components	All court cases require in-person appearances.	Minor cases were handled online only?
7	Cross-Sector Application	Apply methods from one sector to another	Airline check-ins are automated.	Hospital admissions were automated like airports?
8	Practice Borrowing	Adopt practices from other fields	Business and personal coaching are distinct.	Personal development methods were integrated into business training?
9	Intensive Maximization	Intensify aspects to an extreme	Schools operate on a fixed schedule.	Schools were open 24/7 for community learning?

The Falafel Fast Idea Generation is an innovative tool featuring 17 creative methods for rethinking established norms, allowing for a broad exploration of potential innovations and diverse approaches to problem-solving within the Falafel Theory.

FAST IDEA GENERATOR / 2

	Method	Method Description	What IS	What IF...
10	Segmentation	Tailor offerings to distinct market segments or demographic groups.	Products and services are marketed with a broad appeal.	Products and services were tailored for specific, niche groups, enhancing personal relevance and engagement?
11	Rationale Reassessment	Re-evaluate the foundational reasons behind current strategies or decisions.	Decisions are based on traditional business models and past precedents.	Reevaluate urban development plans to prioritize green spaces and community areas over high-density commercial projects.
12	Work Configuration	Redesign job roles and team setups for improved efficiency and adaptability.	Standard job roles with defined skill requirements.	Redesign city office spaces to function as multi-use areas that can serve as emergency shelters or community centers when not in use.
13	Task Redistribution	Allocate responsibilities based on current needs and skills, bypassing traditional roles.	Tasks are assigned based on traditional departmental or role boundaries.	Local government redistributes tasks among departments to optimize response times for public inquiries and service requests.
14	Workflow Re-sequencing	Adjust the sequence of operations to enhance process flow and efficiency.	Processes follow a fixed, sequential order.	Adjust the sequence of permit approvals for new businesses to be more streamlined and efficient, encouraging more startups.
15	Workspace Relocation	Move workspaces to optimize project alignment and strategic goals.	Workspaces are static and location- specific.	Relocate municipal offices into the communities they serve, improving accessibility and reducing the disconnect between city officials and residents.
16	Resource Optimization	Improve asset utilization through smarter allocation based on demand.	Resources are allocated based on historical usage.	Resources were allocated dynamically, using predictive analytics to maximize efficiency and reduce waste?
17	Work Process Revamp	Improve work procedures to integrate new technologies and feedback.	Established procedures dictate how tasks are performed.	Processes were continually revised based on feedback loops, incorporating innovations and improvements?

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Method	Method Description	What is	What if
Role Reversal	Flip traditional roles	Projects are led and managed by implementing partners or school administrations.	Students and community members take the lead in marking, decorating, and launching the playgrounds.
Merging	Combine distinct services	Playground installation is a standalone infrastructure project.	Integrate playground installation with local events, educational activities, and sports programs.
Expansion	Broaden the scope of service	The project focuses on building playgrounds within school boundaries.	Link playgrounds to regional tournaments, sports training, and external partnerships.
Customization	Tailor services for specific groups	Playgrounds follow a generic layout regardless of school context.	Tailor each playground layout to fit the school's space and children's needs.
Addition	Add new components to increase value	Basic playground setup with no additional programming.	Incorporate coaching sessions, contests, and student-led initiatives.

Method	Method Description	What is	What if
Reduction	Simplify the process to improve efficiency.	Complex structures and materials increase time and cost.	Use simple elements like metal goalposts and painted fields.
Cross-Sector Application	Apply methods from different sectors.	Project design is specific to education and sports infrastructure.	Borrow scalable strategies from disaster response and public health.
Practice Borrowing	Incorporate best practices from similar fields.	Design decisions are made by project implementers.	Use participatory design from community planning.
Intensive Maximization	Maximize output with available resources.	Standard implementation rates limit number of playgrounds built per month.	Operate at high capacity to complete up to 100 playgrounds monthly.
Segmentation	Break down the target group and prioritize.	Playgrounds are distributed uniformly without priority.	Prioritize high-need communities in early rollout phases.

Method	Method Description	What is	What if
Rationale Reassessment	Re-evaluate underlying assumptions and priorities.	Focus is often on decorative or aesthetic features.	Prioritize safety, accessibility, and durability.
Work Configuration	Reorganize team roles and structures.	Teams are centrally managed and specialized.	Design agile, regional, multi-skilled teams.
Task Redistribution	Reassign tasks to optimize workflow.	Transport and outreach are managed centrally.	Delegate logistics and outreach to local teams.
Workflow Re-Sequencing	Change the order of tasks for efficiency.	Processes like procurement and training occur in sequence.	Run procurement, training, and approvals in parallel.
Workspace Relocation	Move where work happens to reduce friction.	Manufacturing is centralized, far from deployment sites.	Set up five regional workshops near schools.
Resource Optimization	Use resources more efficiently.	Materials are purchased new and transported long distances.	Use recycled pipes and local labor.
Work Process Revamp	Redesign how work flows entirely.	Processes are static and slow to adapt.	Build feedback loops to continuously refine deployment.

3. Design Solution



SOLUTION DESIGN Canvas

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1 Problem and Existing solution(s)

Current access to safe playgrounds in public schools is minimal, and past efforts have been costly and fragmented. This initiative introduces a **low-cost, modular playground model** using standardized soccer fields with simple goalposts and painted boundaries—enabling fast, replicable deployment in varied school settings.

4 Key Indicators

Progress is measured by tangible, trackable metrics:

- Number of playgrounds built
- Time required per installation
- Student participation rates
- School and community involvement
- Observed improvements in safety and play behavior

3 Distinctive Benefit

Compared to traditional playground models, this solution is **simpler, cheaper, and faster to implement**. It maximizes local resources and adds excitement and engagement through a **national school competition**.

2 Vision and care value

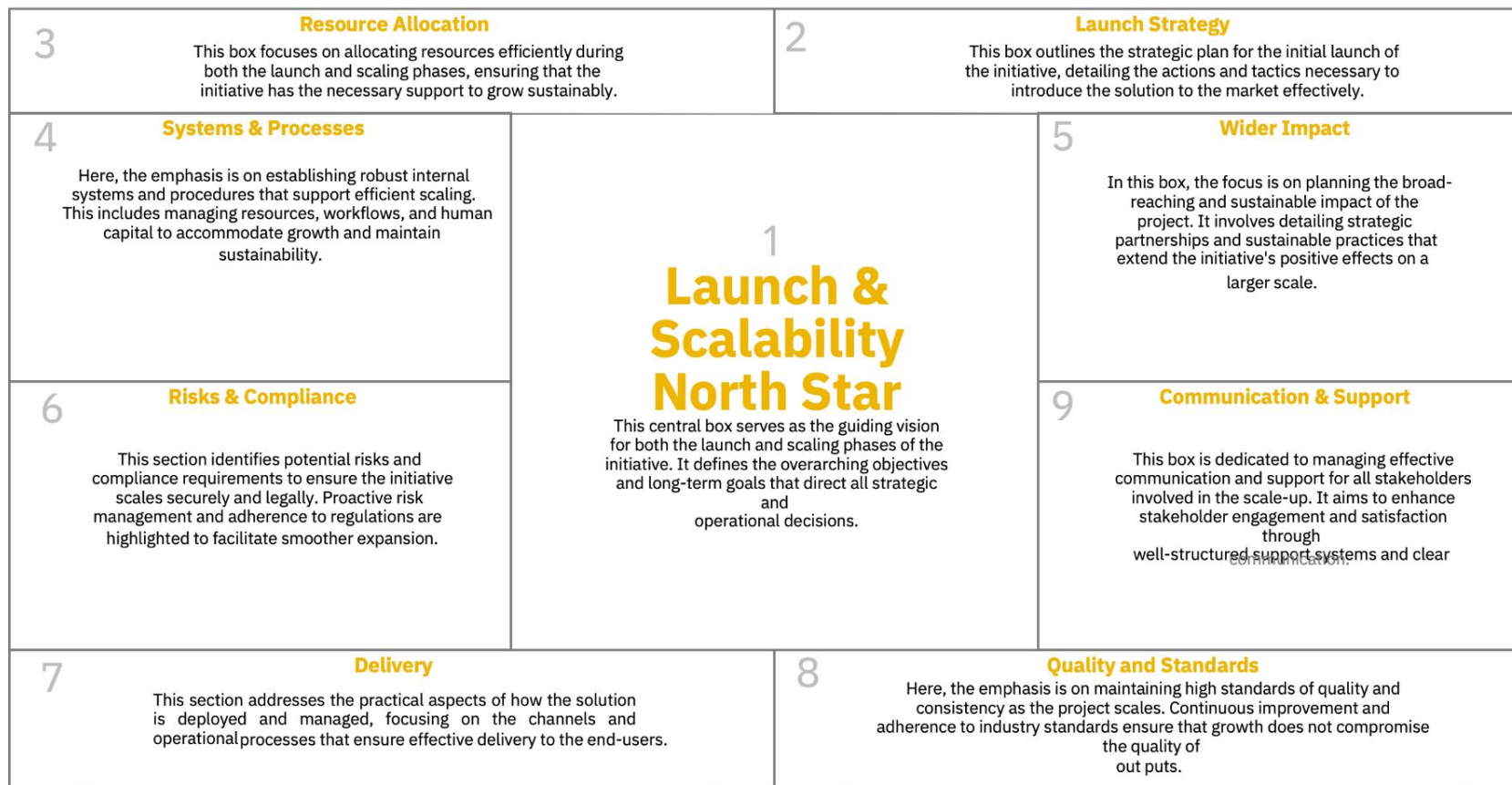
Every child in Jordan should enjoy a safe, inclusive, and stimulating play space. The solution reflects **values of equity, community ownership, and child well-being**, ensuring long-term scalability with minimal resources.

12 Scaling factors ● Start small with pilot playgrounds ● Validate success and expand incrementally ● Empower local actors through training and standardized methods	11 Activities ● Certify production workshops ● Coordinate deliveries and installations ● Launch and manage competitions or school-wide campaigns ● Conduct training sessions for local implementers	10 Channels ● Ministry of Education announcements ● Regional coordination through local education directorates ● Local media and community event outreach	9 Assets / Resources Key assets include: ● A network of certified workshops ● Community labor and volunteerism ● Standardized templates for easy deployment and field markings	8 Beneficiary Relationship Engagement is built in: ● Children help mark the fields ● Schools celebrate new playgrounds through launch events ● Feedback loops from students and staff guide continuous improvement	5 Beneficiary Segments The initiative directly serves students in public schools, particularly in underserved areas. Indirect beneficiaries include teachers, school staff, and parents. Early rollout targets schools in urban areas with high road-related risk.
7 Cost A lean cost structure underpins the model: ● Fixed: Durable, low-cost goalposts ● Variable: Paint, transport, local labor Production is decentralized to certified workshops to maintain quality while lowering expenses.				6 Funding The project is financed through a blended model—public education budgets, CSR contributions, and in-kind donations of materials and labor from local businesses and community members.	

4. Launch & Multiply



SCALE UP CANVAS



The Falafel Launch & Scaling Canvas serves as a strategic tool within the Falafel Theory designed to guide organizations through the complexities of scaling solutions effectively. This canvas is structured to provide a comprehensive roadmap, ensuring that every aspect of scale-up—from conceptualization and implementation to risk management and sustainability—is meticulously planned and aligned with overarching goals.

3 Resource Allocation

- Materials: Inexpensive, durable low-grade pipes are used to construct goalposts.
- Workshops: Local workshops are certified and trained to produce standardized playground equipment.
- Labor: Local youth and school children participate in field marking and assembly. This optimizes cost and boosts community ownership.

2 Launch Strategy

The program begins with pilot playgrounds to test community interest and operational feasibility. Success leads to a scale-up plan:

- Phase 1: 2 pilots
- Phase 2: 20 schools
- Phase 3: 100 playgrounds per month Promotional campaigns, school assemblies, and direct outreach ensure schools are eager to participate.

4 Systems & Processes

- Standardized construction templates and manuals are developed.
- All workshops follow a single, replicable process.
- Regional teams manage procurement and delivery based on a shared workflow system.

1 Launch & Scalability North Star

Vision and Objectives: The mission is to make safe play accessible for every child in public schools while instilling community pride and promoting youth development. The long-term goal is a sustainable model that schools and communities can continue even after the initial phase.

5 Wider Impact

- Thousands of students gain access to safe play.
- School morale and community engagement increase.
- The initiative bridges infrastructure gaps in underserved areas, promoting equity.

6 Risks & Compliance

- Safety audits are conducted at each site.
- Government approvals are obtained through collaboration with the Ministry of Education.
- Risk of overextension is mitigated through phased scaling and resource buffers.

9 Communication & Support

- A central WhatsApp group and online dashboard keep stakeholders updated.
- Schools receive printed and digital materials explaining the setup and benefits.
- Events like opening days and community games ensure early visibility and local support.

7 Delivery

- Certified workshops handle equipment production.
- Schools receive deployment kits and guides.
- Regional delivery teams oversee installation and host launch events.

8 Quality and standards

- Uniform specifications are enforced for playground design and layout.
- Feedback is gathered post-installation to fine-tune future setups.
- School principals sign off on quality checklists.