Instructions: Now that you’ve expanded on your big idea, take some time to refine it into a concept. Summarize the idea in a sentence. State the objective of the concept - what are the goals you hope to achieve? Then, develop the concept further. Synthesize what you generated when you were expanding on your initial idea. Finally, brainstorm indicators that will demonstrate if the idea is working.

**Refine Your Idea**

1. **CONCEPT TITLE**

2. **CONCEPT HEADLINE**

3. **CONCEPT DESCRIPTION**
   Is your concept a series of small interventions, a larger programmatic idea or a broader cultural shift?

4. **OBJECTIVES**
   What behavior changes do you hope your concept will create?

5. **IMPLEMENTATION**
   Events
   Roles
   Rituals
   Time
   Space
   Policy
   Communication
   Objects/Artifacts

6. **INDICATORS**
   How will you know if your concept is working?