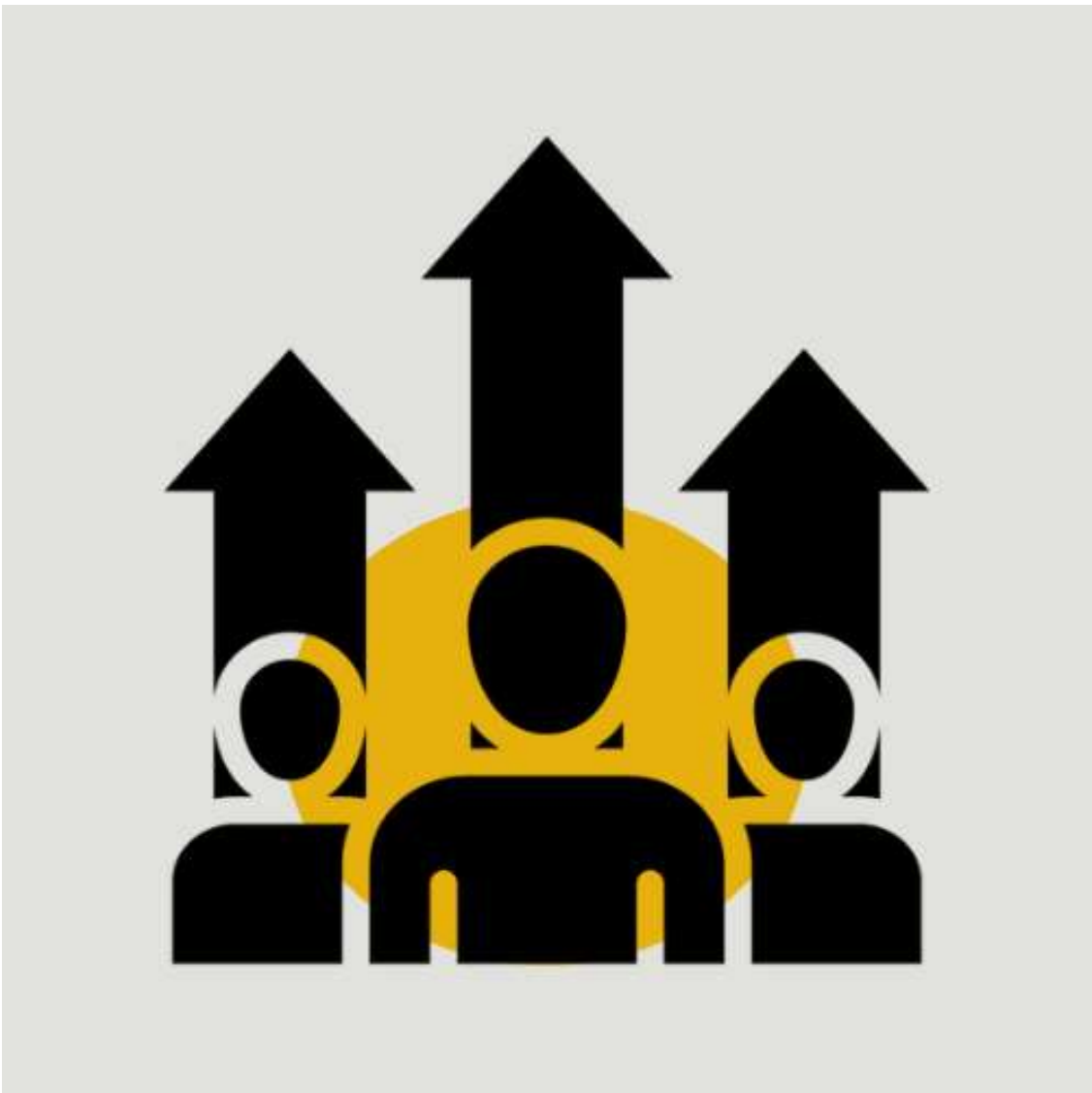


Scale Up Canvas Case Study



Introduction

In many parts of Jordan, public schools face a chronic issue: the lack of safe and accessible playgrounds for children. This absence restricts physical activity and negatively impacts students' social development, road safety, and mental well-being. Recognizing this gap, a high-impact initiative is launched under the Falafel Theory framework, aiming to activate 1,200 playgrounds across the country within 12 months.

This case study explores the structured application of the Falafel Scale Up Canvas to implement and scale this transformative project. It presents the problem, the applied solution, and how each of the nine components of the Scale Up Canvas supports the successful delivery and sustainability of the intervention.

Problem

Children in Jordan's public schools lack access to designated, safe, and engaging play areas. As a result:

- Many children play on streets or unsafe grounds, risking accidents and injuries.
- Physical and mental development is stunted due to lack of structured play.
- Social interaction among children is limited, impacting self-esteem and confidence.
- Schools lack vibrant communal spaces that foster community-building.

The absence of playgrounds is not a superficial issue—it affects the holistic development of young learners and the safety of the school environment.

Solution

The initiative focuses on building small-scale playgrounds inside school premises using cost-effective materials and rapid deployment methods. A key innovation includes launching a national school competition, offering top-performing schools a visit to a major sports academy. This incentive amplifies engagement and motivation among students and schools alike.

The solution aligns with the six Falafel Solution Features: Mass Impact, Simplicity, Scalability, Repeatability, Affordability, and Quick Implementation. To operationalize the rollout and ensure strategic alignment and sustainability, the Scale Up Canvas is applied extensively.

Using the Scale Up Canvas to Build and Scale Playground Access

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.

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.

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.

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.

5. 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.

6. 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.

7. Delivery

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

8. Quality & 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.

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.

Conclusion

The Playground Activation Project in Jordan demonstrates how the Falafel Theory transforms a basic need—play—into a national movement of empowerment and safety. The Scale Up Canvas provides the roadmap to navigate the complexity of national deployment while staying grounded in community, simplicity, and affordability.

By aligning each phase of the project with a specific component of the Scale Up Canvas, the initiative achieves rapid deployment, wide adoption, and sustained community ownership—proving that playgrounds, when strategically implemented, can create long-lasting, positive impact.