

BRAINSTORM IN A BOX



TIME
60 minutes
per topic



SIZE
3-7 people
per group



MATERIALS
paper, post its,
pens, camera

WE'RE SEEKING YOUR FRESH IDEAS ON RECYCLING! KICKSTART YOUR COLLECTIVE CREATIVITY WITH THIS KIT.

1. GET READY

Gather your materials & find a space. Bring lots of pens/post its for writing, print out enough worksheets for your attendees and bring a camera to capture photos of participation. It's also helpful to have a large wall or board where you can put up post its and notes as your group brainstorms.

2. PICK A TOPIC

Choose your favourite Brainstorm Question from the attached list. Which one inspires your group?

3. BRAINSTORM (15 MIN)

Go for quantity of content. Have people write out ideas and put them up; don't worry about organising or filtering at first. Set a timer so you don't go over. Check out the Brainstorming Tips.

4. PICK FAVOURITES & DIG DEEPER (15 MIN)

Use colourful dots or markers and have each person vote on their favourite idea. This helps to distill down to just a few top ideas. Break into teams around favourite ideas and fill out worksheets to delve deeper. Check out the Brainstorm Worksheet.

5. DISCUSS & REFLECT (15 MIN)

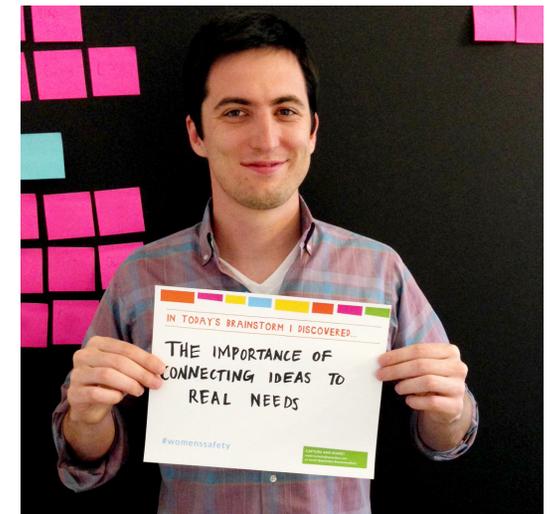
Come back together as a group and share thoughts/insights from the worksheets and brainstorm. What were your key learnings? What obstacles might people encounter and how can you work around them? Have people fill out the Discovery page, take a picture of them with their page and send to hello@openideo.com

6. UPLOAD & SHARE (15 MIN)

Encourage people to take ownership of ideas and by uploading ideas online. Go to OpenIDEO <http://ideo.pn/re-ideas>. You'll find that insights from the worksheet are a great launching point for your first Ideas post. Photos and notes from your session are also a great addition!

BRAINSTORMING TIPS

- Build on the ideas of others
- Encourage wild ideas
- Go for quantity
- Be visual
- One conversation at a time
- Defer judgement
- Stay focused on the topic



SHARE/UPLOAD YOUR IDEAS!
<http://ideo.pn/re-ideas>



BRAINSTORM QUESTIONS

CHOOSE A QUESTION FROM THIS LIST OR MAKE UP YOUR OWN. BRAINSTORM IDEAS AROUND THE PROMPT.

Young people have a unique take on recycling. They see innovative uses for waste, and through their influence on adults, can be a great way to create change in all of us.

HMW activate kids' curiosity when it comes to trash and recycling?

Instead of seeing recycling as a chore, how about making it a fun and interesting activity? Gaming elements and competition motivate us on an emotional level and may help kick-start the process of behaviour change.

HMW gamify recycling?

Our friends, families, coworkers and neighbours influence our behaviour. Social pressure, friendly nudges and inspiring friends can all have an impact on the decisions we make. Different kinds of incentives can also motivate new behaviours – and sometimes surprising and unrelated rewards help us establish new habits.

HMW harness social pressure to improve recycling in communities?

There's a lot of confusion and myths around the issue of recycling and it's not always clear what happens to what we recycle. If the whole process was more transparent, perhaps we'd feel more motivated to establish better recycling habits at home. How might we make the positive impact of recycling clearer and more compelling?

HMW quantify the impact of recycling?

We all have different recycling journeys and there are lots of opportunities for designing smart systems that fit our homes. What are some in-home hacks we can all enjoy? Are there creative ways for us to turn waste into something useful and what's the future of re-use, smart bins, new packaging and products?

HMW develop creative new hacks and systems in our homes?

Let's make recycling become second nature. To enable this, we need to find creative ways to help make habits stick. In the Research phase we learnt that attaching new habits to old ones is a good start – and that the combination of education + social support + convenience are key to successful lifestyle changes.

HMW use existing habits to form new ones?

SHARE/UPLOAD YOUR IDEAS!
<http://ideo.pn/re-ideas>

BRAINSTORM WORKSHEET



TIME
10 minutes



SIZE
Any



MATERIALS
worksheet, pens

USE THIS WORKSHEET AFTER YOU'VE BRAINSTORMED TO DIG DEEPER INTO ONE OF YOUR FAVOURITE IDEAS.

1. WHAT ABOUT THIS IDEA EXCITES YOU?

2. EXPLAIN YOUR IDEA IN ONE SENTENCE.

3. WHAT IS THE NEED YOU ARE TRYING TO SOLVE?

4. WHO WILL BENEFIT FROM THIS IDEA?

SHARE/UPLOAD YOUR IDEAS!
<http://ideo.pn/re-ideas>



AT TODAY'S BRAINSTORM I DISCOVERED...

[#recyclechallenge](#)

CAPTURE AND SHARE!
email to hello@openideo.com
or tweet [@openideo](#) [#recyclechallenge](#)