



# Brainstorm in a Box

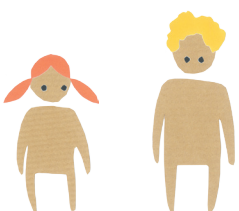
Welcome to the Brainstorm in a Box for our Atrocity Prevention Challenge! We're stoked that you're joining the journey.

In the Ideas phase we're seeking your fresh ideas that address the challenge question. These could be big ideas, little ideas, wild ideas ... all are welcome.

Running a live brainstorm with your friends and colleagues is a fun way to get some ideas down quickly and easily.

This Brainstorm in a Box is a handy tool for hosting your own OpenIDEO brainstorm – we call them OpenSTORMS.

Once you've run your brainstorm, be sure to upload your ideas online at: <http://bit.ly/endatrocity-ideas>



How might we gather information from hard-to-access areas to prevent mass violence against civilians?

open **IDEO**



## Here's how...



### 1. Gather your participants and materials

Send out an email, organise brunch, meet after class – anything to get your brainstorm group together. 3-7 is a good group size. Alternatively, you could also use this toolkit to generate ideas on your own while commuting to work, waiting for a friend or instead of watching TV.

Materials to have ready include blank paper, printouts of the Concept Capture Sheets we've provided below, post-its, pens and sharpies. Sweets or snacks are also good for a pick-me-up during brainstorm sessions to keep folks motivated!

### 2. Pick a brainstorm topic

We prefer to pick a topic in the form of a “How might we...” question. Like, “How might we use effective storytelling to raise awareness?”

### 3. Warm up

To get your group energy flowing, try a quick warm-up exercise that's related to the topic you're exploring (check out the next page for tips)

### 4. Ready, set, brainstorm!

Brainstorm for 15-30 minutes on each topic. Go for quantity, defer judgement... read the Rules of Brainstorm before you start: <http://bit.ly/oi-brainstorm>

### 5. Upload your favourite concepts

Potentially the most challenging and important part of your mission – uploading the ideas to OpenIDEO afterward! From the Concept Capture Sheets below, you can photograph or scan your ideas and upload them to our Ideas phase: <http://bit.ly/endatrocidity-ideas> Add some text to flesh out your idea and spark conversation from others.

**Check out more tips on how to OpenSTORM: <http://bit.ly/openstorm>**



# Brainstorming topics

## How might we encourage and motivate people to share information they overhear about mass violence?

From traveling salesmen to nomadic tribes, people naturally share information with each other across locations. How might leveraging hubs, connectors and networks transform the way that information spreads?

Warm-up: List 20 ways in which folks can be incentivised

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## How might we leverage available technologies to report, learn about and prevent mass violence?

Technology can enable and enhance how humans exchange information.

Warm-up: List 30 ways in which technology is used to communicate. Go wild!

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## How might we decrease conflict by emphasising commonalities and shared humanity?

What new campaigns, storytelling techniques or other initiatives can we create to increase awareness? How might we turn potential perpetrators into allies?

Warm-up: List 20 ways in which people in communities – big and small, online and offline – assert their connectedness

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## How might low-cost warning signs be used to inform and alert others of mass violence?

People have traditionally used a variety of simple means to spread messages. How might we leverage these? Are there ways to connect low-tech with hi-tech?

Warm-up: List 20 low tech ways to spread messages

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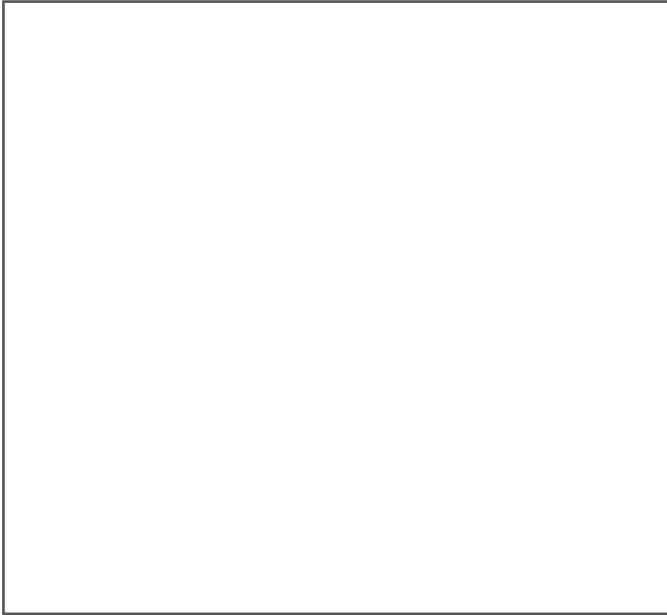
How might we gather information from hard-to-access areas to prevent mass violence against civilians?



Concept Capture Sheet

Name \_\_\_\_\_

Sketch your concept!



Quick summary

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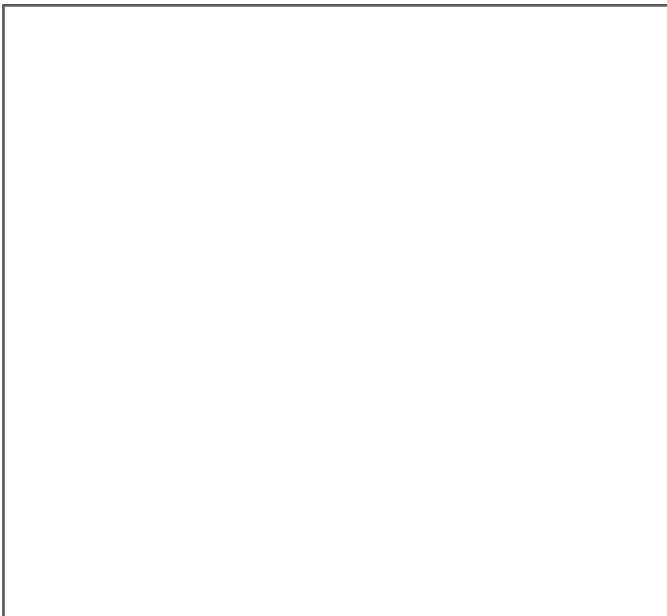
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Quick summary

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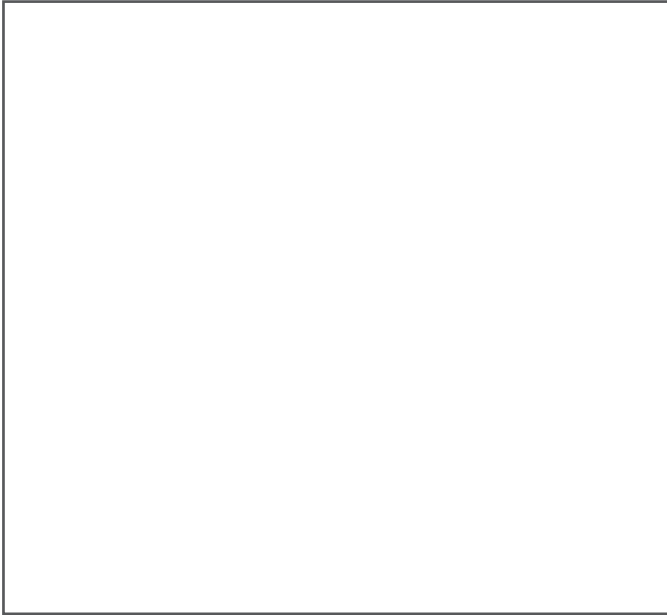
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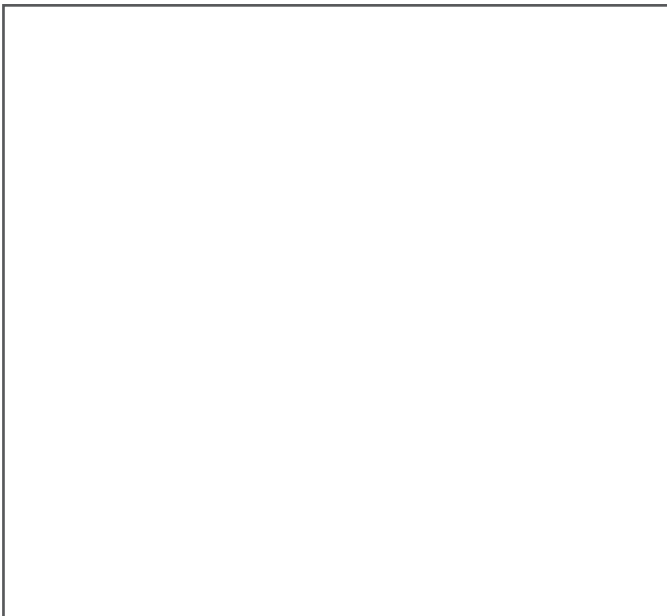
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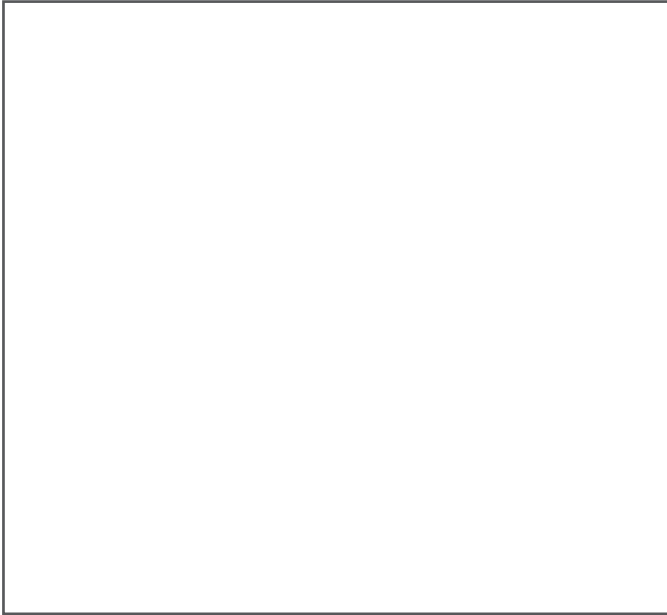
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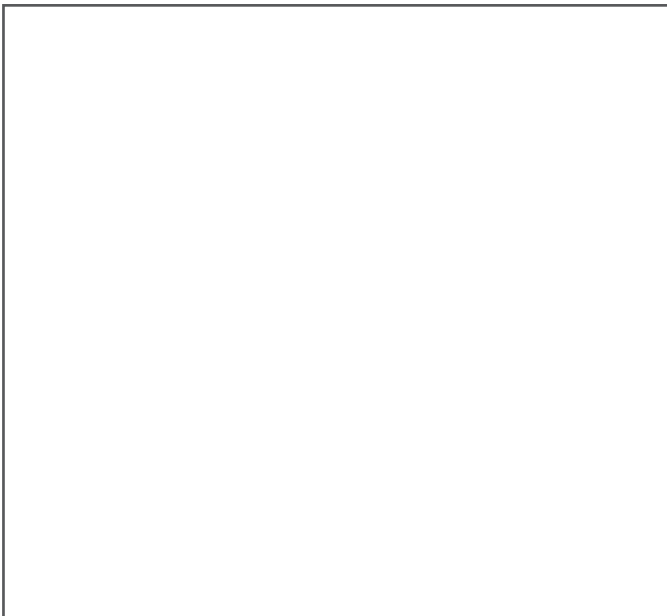
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