



Brainstorm in a Box

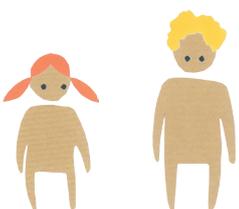
Welcome to the Brainstorm in a Box for our E-waste Challenge!

We're tackling the issues of recycling and reuse for discarded electronics and we're glad you can join us.

In the Concepting phase of the challenge we're seeking your fresh ideas. These could be big ideas, little ideas, health ideas, environment ideas, recycling ideas, business ideas...

Running a live brainstorm with your friends and colleagues is a great way to get some ideas down quickly and easily. This Brainstorm-in-a-Box is a handy tool for hosting your own brainstorm.

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



How can we manage e-waste and discarded electronics to safeguard human health and protect our environment?

open **IDEO**



Here's how...



1. Gather your participants and materials

Send out an email, organise brunch, get your brainstorm group together. 3-5 is a good group size. Alternatively, you could also use this guide to brainstorm on your own while riding the train to work.

Materials to have ready include blank paper (or printouts of the Concept Capture Sheets we're providing you in this package), post-its, sharpies. M&Ms and sweets are good for a pick-me-up during long brainstorms.

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 storytelling to raise awareness on the topic of e-waste?"

3. (Optional) Start with a warmup exercise

To get warmed up, you might want to try a quick 5 minute warmup exercise that's related to the topic (also on the next page...)

4. Rapidly 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 the concepts

Potentially the most challenging and important part of your mission – uploading the ideas to OpenIDEO afterward! With the Concept Capture Sheets, you can easily scan them all in at work, or take photos of each and upload as images in the concepting form. <http://bit.ly/ewaste-ideas>



Brainstorming topics

How can we use social media or other digital tools to raise awareness about e-waste and help people take action?

Social media is a great vehicle for raising awareness, spreading the word and inspiring people to get active around a cause. How can social media channels like Twitter, Facebook, YouTube and Instagram, etc. help people around the world understand what e-waste is and get motivated to recycle, reuse or reduce their own e-waste?

Warm-up: List 10 examples of a time when you learned something on a social media site that motivated you to act.

How might we encourage people to think about reusing or repairing what they have before buying new?

Repairing or buying used electronics we already own means that we can keep many of these items out of landfills and that they can continue to have productive uses beyond their first owner. How can we get everyone to buy used or repair what they already have, rather than buying new?

Warm-up: List 10 examples of a time when you have chosen to repair/reuse an item you already own.

How might we use data or mapping to better connect consumers with the story of their electronics?

When we buy a phone, laptop, or other electronic item, we don't always consider what went into making it, or what happens when we toss it in the trash. Tracking and certification – through data collection, mapping and more – can help us better understand and trust the entire supply chain involved in manufacturing and disassembling our electronic devices.

Warm-up: List 20 ways you use technology, data or maps to better understand or interact with the world around you.

How can we design electronics that are built to last? and partnership?

One major step toward managing our e-waste is taking a longer-term view on the items we design and buy. Think about new approaches to product design, packaging, recycling or reuse programs that help manufacturers build electronics that are designed to last and consumers make more sustainable purchase decisions.

Warm-up: List 10 items you have in your home that have lasted a long time and why.

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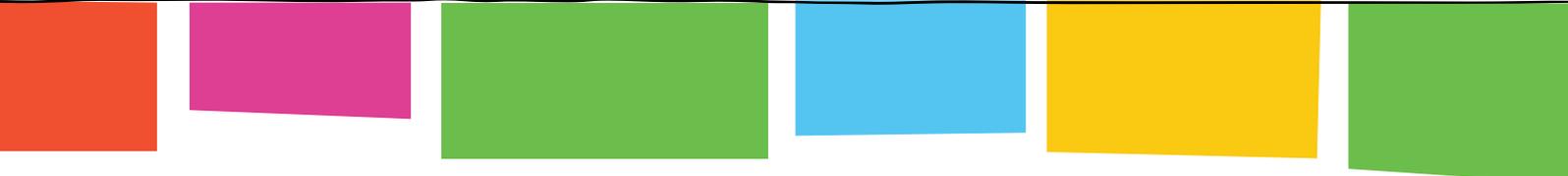


Concept Capture Sheet

Name _____

Sketch your concept!

Quick summary



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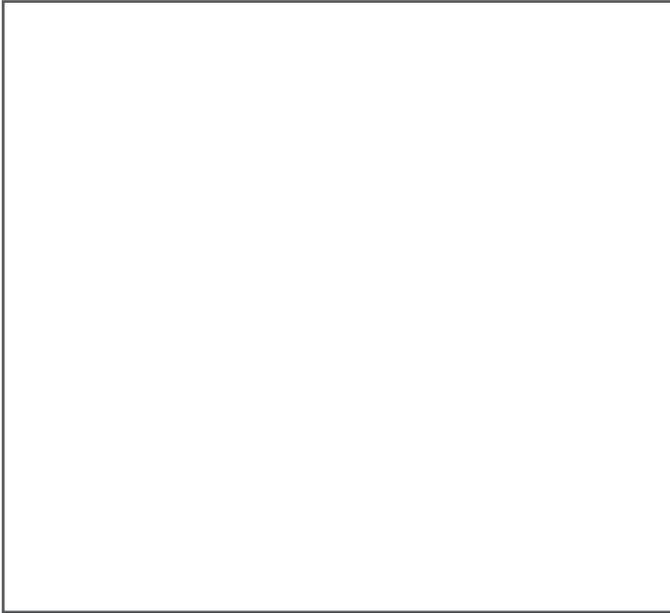
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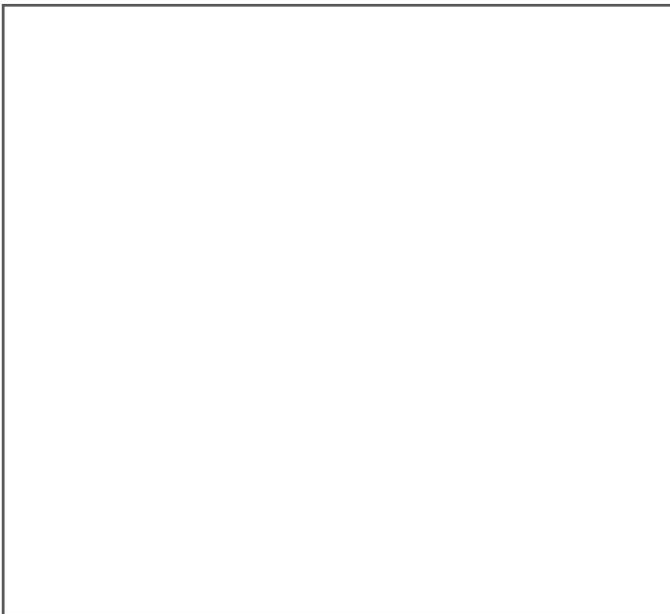
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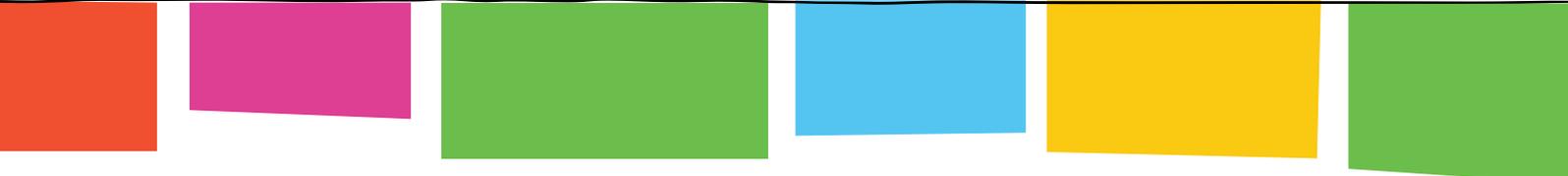


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