

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 REWEWABLE ENERGY! 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. Write out wild ideas on post-its or pieces of paper and put them up so the group can see. 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 tweet @openideo or upload to the Ideas phase: <http://ideo.pn/rr-ideas>

6. UPLOAD & SHARE (15 MIN)

Encourage people to take ownership of ideas by uploading ideas online. Go to OpenIDEO <http://ideo.pn/rr-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 YOUR IDEAS!
<http://ideo.pn/rr-ideas>



BRAINSTORM QUESTIONS

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

The following questions were identified as Opportunity Areas from our Research phase around the larger question, **“How might communities lead the rapid transition to renewable energy?”**

How might we better communicate energy information – such as home and office energy usage, and energy choices – in a way that leads to increased development and use of renewable energy resources?

How might we deploy existing, cost-competitive, technologies so that more communities can adopt renewable sources of energy?

How might we re-think the way communities pay for, produce, and consume energy? What new and creative financing mechanisms or business models will incentivize uptake in renewable energy?

How might we create and incentivize collaborations among different key players (such as businesses, utilities, or houses of worship) within a particular community, leading to innovative solutions?

How might we take existing successful approaches and concepts and replicate and adapt them in new communities in order to increase access to or use of renewable energy?

SHARE YOUR IDEAS!
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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. GIVE YOUR IDEA A TITLE:
2. EXPLAIN YOUR IDEA IN ONE SENTENCE.
3. WHAT IS THE NEED OR PROBLEM YOU ARE TRYING TO SOLVE?
4. WHO WILL BENEFIT FROM YOUR IDEA?
5. WHO WILL IMPLEMENT THE IDEA? WHERE SHOULD THIS HAPPEN?
6. HOW COULD YOU PROTOTYPE (TEST OUT) YOUR IDEA?

SHARE YOUR IDEAS!
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AT TODAY'S BRAINSTORM I DISCOVERED...

#RapidlyRenewable

CAPTURE AND SHARE!

Upload to <http://ideo.pn/rr-ideas>

Tweet @openideo #RapidlyRenewable