

Overview



60 - 120 MINUTES



4-25+ PEOPLE

Use design research to lead with empathy. Let's build better solutions to get products to people without creating plastic waste.

What's in this Toolkit

Event Toolkit: We've created two design research event formats that you can do with your community to better understand the opportunities and develop solutions rooted in empathy for the Circular Design Challenge.

Resources: We'll provide two resources for you. The first is to help you and your community track plastic waste, if you're choosing the first event format. The other is a guide to help you conduct better interviews, if you're choosing the second event format.



Pick an Event Format

Before you start planning your event, pick one of the event formats below. We've included more information to help guide you see your event through, and make sure it's set up for success.

Format #1

Track and talk about the plastic you encounter in a single week.

Meet up with your community to agree on how to track plastic packaging in your life. Then, come together a week later to share findings and discuss questions like “How much of the packaging is not recycled?” or “Where did we see the most packaging in our day-to-day?” As a group, uncover insights and identify five key themes based on your collective design research.

[CLICK HERE TO VIEW THE PLASTIC WASTE DIARY](#)

Format #2

Lead a site visit to learn more about the people behind plastics.

Identify someone who works with plastics in some way. It can be a waste picker, a local recycler or an innovator in the space. Through interviews and observations, uncover insights about what their work looks like. Keep a record of “a-ha moments” from your observations and key quotations from your interviews. This is an opportunity to develop an understanding of different stakeholders in the system and approach the topic with a more human-centered perspective.

[CLICK HERE TO VIEW THE INTERVIEW TOOLKIT](#)

Plan the Event



FIND A SPACE

Some suggestions include: your home, office or a community space. Make sure you have space for all your attendees.



PICK A DATE & TIME

Host your event during May 18 — 28. Be mindful about the time you pick so that most participants can attend!



DETERMINE YOUR SCOPE

Come up with a list of questions you need to answer pre-event, for example:

- Maximum number of participants?
- Time involved to prepare for event?
- People you'd like to invite?



ADVERTISE THE EVENT

You will be able to use our OpenIDEO Chapters Platform to post your event. Simply go to the [OpenIDEO Outposts page](#) and “Share” the event details (make sure you are “Following” the page). Once an Organizer sees your post, they will add your event to the list.

Before the Event



SEND REMINDERS

We recommend sending reminders to the people who RSVP'd to your event.



SET YOUR EVENT UP FOR SUCCESS

Your event will be much more vibrant and effective if people come prepared. You can ask people to do research on plastic use prior to the event.



ASSIGN ROLES

The following roles are recommended:

Facilitator/Organizer - Plan the event and get people there. Welcome everyone and facilitate the conversation or creative activity.

Storytellers - By the end of the event, each person should upload a post to the [Research phase of the Challenge](#). Use the last part of the event to encourage people to post as this allows the rest of the global community to learn from their insights.

During the Event



INTRODUCTION

Start by inviting everyone to introduce themselves. Then describe what OpenIDEO is and give a brief summary of the Circular Design Challenge.



START WITH CREATIVE CONFIDENCE

We recommend starting with a fun and creative icebreaker. Some ideas include a “Draw your Neighbor” exercise. The goal here is to have fun and encourage people to participate with a creative mindset.



THE CONVERSATION

Invite everyone to share their research. What did they see, hear or learn? What insights emerged? You can go deeper by having people partner up and explore these questions together:

- What has your experience with education after high school and throughout life looked like?
- What was missing from your higher education experience? What did you like about it?
- Have you seen or experienced a great example of an alternative form of higher education that seems to work?

We’ve included a few different creative approaches that you can use to build on your conversation. [Learn more here.](#)

Event Tips

- Have fun!
- Ask for help if you need it.
- Get everyone to sign up for the OpenIDEO platform before the event so that they’re familiarized with the Challenge and can post their story at the end of the event.
- We recommend that you carve out time during the event for everyone to [submit their contributions to the OpenIDEO platform](#). Remind them they can always edit their post in the future by returning to their contribution and clicking “Edit” while logged in. We find that you’ll get more people to post to the Challenge if you incorporate time into the event itself.

Submitting to OpenIDEO

Your participants can log into openideo.com and submit a contribution to The Circular Design Challenge's *Research* phase. For this event, you'll specifically want to choose the [Share Your Story mission](#) (if they're writing about their own experience) or the [Interview Someone mission](#) (if they're writing about their partner's experience).

These submissions bring a global perspective to the Challenge topic and are crucial to ideate solutions that are designed around people's needs and desires. Remind them about the impact that their contribution will have on the Challenge.

Storytelling Mindsets



BE VISUAL

During the storytelling process, we encourage you to “be visual” and include photos, videos, sketches, drawings or other visuals.



BE PERSONAL

The best stories require empathy and vulnerability. Use personal experiences to frame the submissions you contribute onto the platform.



BE SPECIFIC

Specificity resonates with most audiences and will foster engaged conversations. Include necessary details that help us empathize with your story.



STAY ENGAGED

We encourage you to view and comment on other submissions, and respond to the comments that people contribute to your post.

After the Event



THANK EVERYONE

Personally thank all participants after the event—it takes a lot of energy, time and commitment to make it happen! Invite them to the [OpenIDEO Chapters Platform](#) to learn more about other events and OpenIDEO efforts.



SHARE YOUR EXPERIENCE AS HOST

Use the [Surprise Us mission](#) on the Research phase of the Challenge.

Share your photos or videos, and testimonials from those who participated. You can also talk about key moments from the event and any insights that were uncovered as a community. This is a great way to give the global community a more holistic view of the event you hosted!



STAY INVOLVED

The Research phase is just the first phase of The Circular Design Challenge. Join us for our Ideas phase where the global community will come up with solutions that reimagine higher education to better prepare all learners for the needs of tomorrow.

We have exciting efforts to support this Challenge, which we'll share soon!

Start a Chapter

Did you know that we consider your event for The Circular Design Challenge as an OpenIDEO Outpost?

[OpenIDEO Outposts](#) are our grassroots network of local volunteer groups who events—like this one. It's a required step to launch an OpenIDEO Chapter. There's [an Outpost page](#) on our new platform.

[OpenIDEO Chapters](#) are more formalized than Outposts. They get access to resources and support, and collaborate on launching large-scale events, projects and even grassroots challenges. OpenIDEO Chapters activate people in more than 20 cities around the world.

Resources



Plastic Waste Diary

Instructions: This is a method to track your plastic waste. You'll post all of the plastic that's been wasted into the Circular Design Challenge. Describe where the plastic came from, the quantity and how you disposed of it (trash, recycling, upcycling, etc.).

Description of plastic

Amount

Disposal method

Interview Toolkit

🕒
60 MINUTES

👤
2 PEOPLE

By leading with empathy, we can deeply connect with others and uncover insights that help us reimagine how to get products to people without creating plastic waste.

What's in this Toolkit

Interview Toolkit: We encourage empathetic and deep interviews that allows us to uncover insights that help us design solutions rooted in real needs and desires. We encourage you to interview at least one person to better understand how plastic waste shows up our lives.

Synthesis Worksheet: After you're done with the interview, create insights. You'll draw from observations and things said during the interview.



The Interview

FIND SOMEONE TO INTERVIEW

Identify another person to interview. They can be a plastic picker, innovator in the space, an employee in the plastic industry or any other relevant person. You can interview someone digitally!

Introduce yourself and be direct about why you'd like to talk to them: "I'm interviewing people to better understand how to solve the issue of plastic waste. I'll be posting insights from our interview on the OpenIDEO platform."

START THE CONVERSATION

Take at least 30 minutes to interview someone. Start with basic questions to learn more about your partner before moving into these kinds of questions:

- What does your day-to-day work look like? Could you physically walk me through the steps you take?
- What opportunities do you see to reimagine the way we get products to people without using plastics?

DIG DEEPER

Follow up with thoughtful questions: *How did that make you feel? Why do you think that happened? How did it impact your life?* We find that asking "Why" several times really helps with opening up and deepening the conversation.

Post-Interview

SYNTHESIZE LEARNINGS

Organize your notes and synthesize the interview on the next page.

STORYTELLING

Write a compelling story about your partner's story, behaviors, mindsets, quotations and anything else you uncovered during the interview.

Focus on your most insightful findings. Take it a step further and be visual by accompanying your story with sketches, photographs or videos.

SHARE ON OPENIDEO

Compile your story and visuals together and upload it to the Circular Design Challenge at openideo.com in the *Research* phase.

Synthesis Worksheet

Instructions: Use this toolkit (or a separate piece of paper) to capture insights, quotations and observations. Drawings and sketches are also great tools for helping the community understand your learnings. We encourage you to share your insights on openideo.com!

Important Insights

1.

2.

3.

Memorable Quotes

Background Information

Name:

Gender:

Age:

Occupation:

Location:

Draw Your Partner

Thank you for being a leader in your community by contributing to the Circular Design Challenge. Together, we can make a lasting impact on this important topic.

#TrackingPlastics