

Instructions:

1. Print out a copy of the worksheet for every person (we recommend you complete this exercise in a group of 6 people – if the group is smaller or larger adapt the worksheet by removing or adding rows)
2. Start off by getting everyone to write down the innovation challenge in the top row of their worksheet
3. Each person thinks of three new ideas that could solve the challenge. It is entirely fine to jot down crazy ideas! Try not to take more than 5 minutes doing this
4. Once this is done, each person will hand their worksheet to whoever is sitting on their right. Participants now use the second row to either develop the ideas in the first row or to add another three ideas which are inspired by what has been written already. Try not to take more than 5 minutes doing this
5. Carry on this procedure until everyone ends up with their original worksheet
6. Finish off by reading out the results and discussing any interesting ideas or aspects you wish to develop further

Your innovation challenge:

e.g. The logistics of door-to-door waste collection are too complex and expensive

Idea 1: <i>e.g. use incentives to get customers to drop off their waste at the nearest collection point</i>	Idea 2: <i>e.g. kill two birds with one stone by partnering up with a door-to-door delivery company that can collect the waste once it has delivered its product/service</i>	Idea 3: <i>e.g. reduce the number of collection trips by providing larger bins that can be used by an entire block of flats</i>
