



Brainstorm in a Box

Welcome to the “Brainstorm in a Box” for our Amnesty challenge.

We’re tackling the issues of how technology can support those working to uphold human rights in the face of unlawful detention.

In the Concepting phase of this challenge we’re seeking your fresh ideas. These could be big ideas, little ideas, mobile ideas, network ideas, supporting ideas... all are welcome.

You can submit them online at: http://bit.ly/amnesty_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!



How can technology help people working to uphold human rights in the face of unlawful detention?

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

Having a focus during your brainstorm is very important. Otherwise, you're not all speaking the same language or addressing the same problem. We prefer to pick a topic in the form of a "How might we..." question. Like, "How might we celebrate where food comes from and those that produce it?" We've put together a set of "How might we..." questions on the next page for you...

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 (http://bit.ly/oi_brainstorm) before you start.

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.



Brainstorming topics

How could we build and activate new networks to uphold human rights in the face of unlawful detention?

Networks can be leveraged to spread the word and pool together skills. In the case of unlawful detention, these skills involve be legal, human rights, campaigning. How could we activate new networks to bring these skills and passions together?

Warmup: List 10 ways we create networks.

How might we support the supporters of the unlawfully detained?

We recognise the plight of those who support the unlawfully detained, including family members, human-rights defenders, lawyers, and campaigners. How can we provide these groups with the support they need?

Warmup: List 10 ways we can provide support to others.

How might we create ways for individuals and communities to take actions for change in issues of unlawful detention?

From petitions and poster campaigns to social media and viral messaging, how might we raise awareness and develop tools that we can use to take actions for change on behalf of human rights?

Warmup: Name 20 ways we can take action and make our voices heard.



Concept Capture Sheet

Name _____

Sketch your concept!

Quick summary

http://bit.ly/amnesty_ideas



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