



Brainstorm in a Box

Welcome to the “Brainstorm in a Box” for our local food challenge!

We’re tackling the issues of better connecting food production and consumption 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, food ideas, rural ideas, urban ideas... all are welcome.

You can submit them online at: http://bit.ly/localfood_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 might we better connect food production and consumption?

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 can we celebrate where food comes from and those that produce it?

Many food producers are innovating both their businesses and the way they communicate with consumers – but others are yet to harness the potential in these new types of dialogue.

Warmup: List 10 things you would like to know about where your food comes from.

How can we encourage the use of seasonal and local products?

Creating change often starts with raising awareness. Schools, families, communities and marketing campaigns have a huge role to play in promoting good practices around food – both on and offline.

Warmup: List 20 ways for building awareness in the community.

How might we better inform consumers about the journey their food takes?

Understanding how our food travels to our plates can make a real connection between producers and consumers. Transport strategies, packaging and mapping tools are some of the ways in which we can bring that relationship closer and incentivise real improvements in the system.

Warmup: Name 10 ways you can document a journey.



Brainstorming topics

How might we connect various groups of food producers, consumers, friends, youth, neighbours and citizens?

Inspiring actions are happening in small local communities all round the world to improve our food habits. Wouldn't it be great if we could celebrate and amplify these achievements?

Warmup: List 10 ways that groups can connect to each other.

Can we encourage local governments, property developers, urban planners or community groups to incorporate food production into their programmes?

Urban food production will require radical new approaches – at household, community and commercial scales.

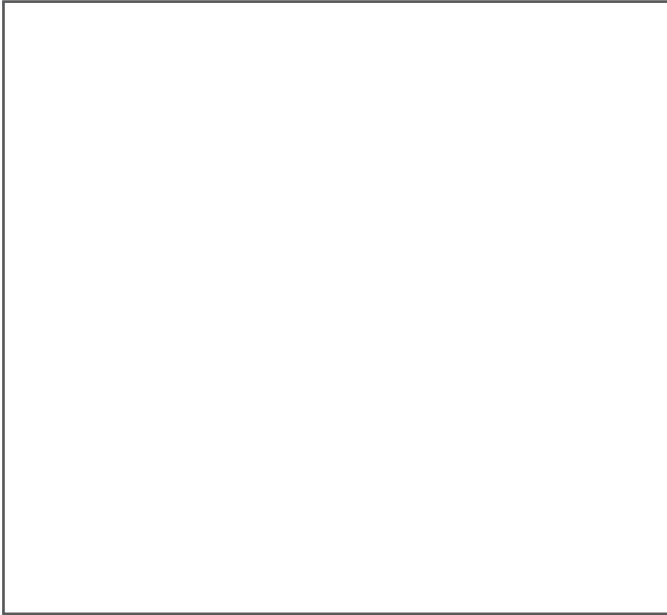
Warmup: List 10 ways that food production could be incorporated into your neighbourhood.



Concept Capture Sheet

Name _____

Sketch your concept!



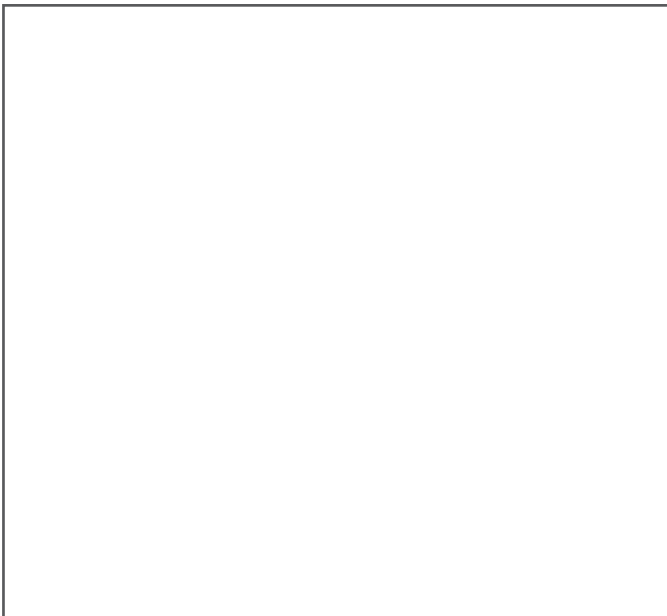
Quick summary



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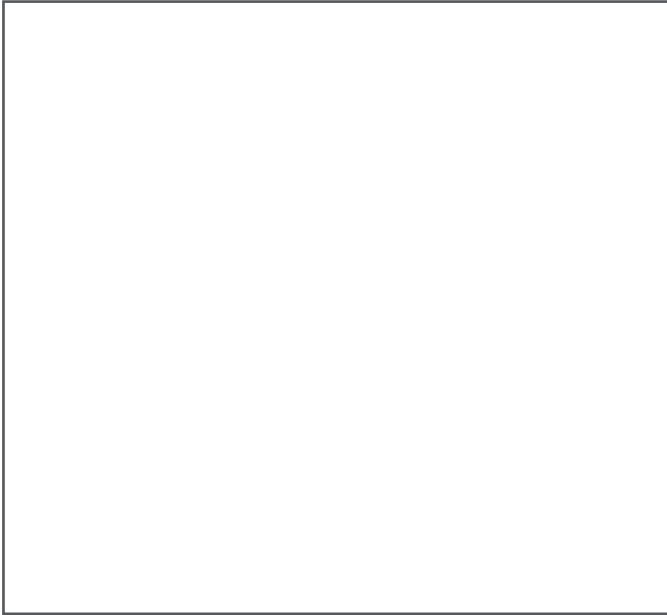
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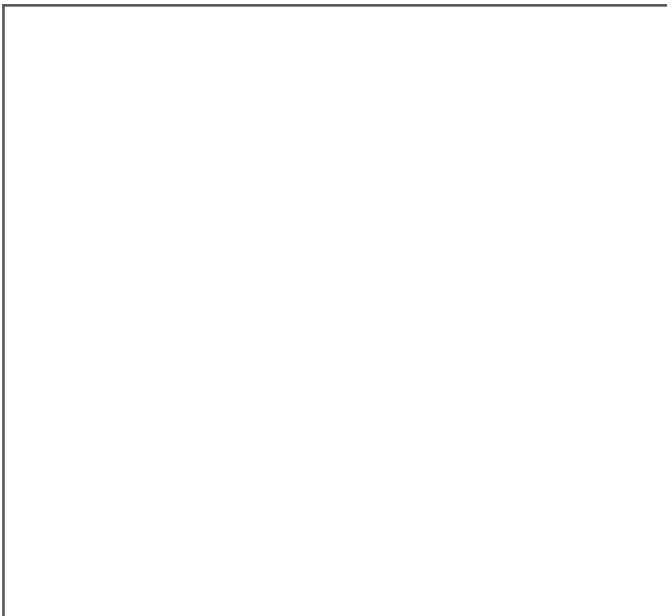
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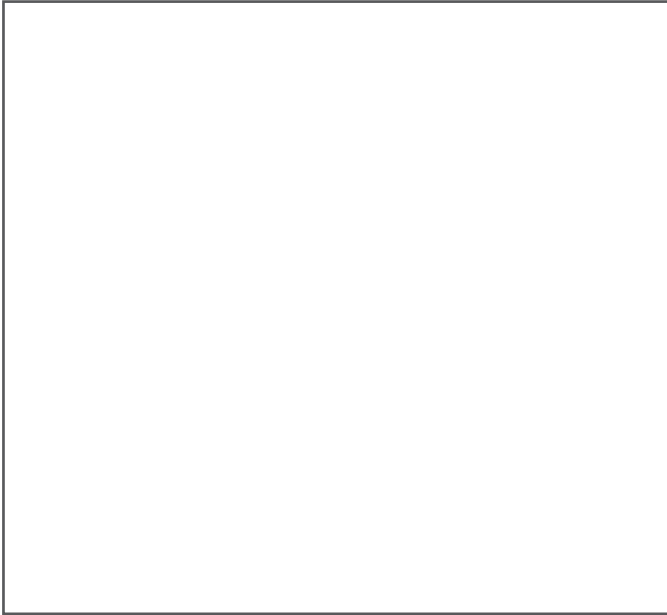
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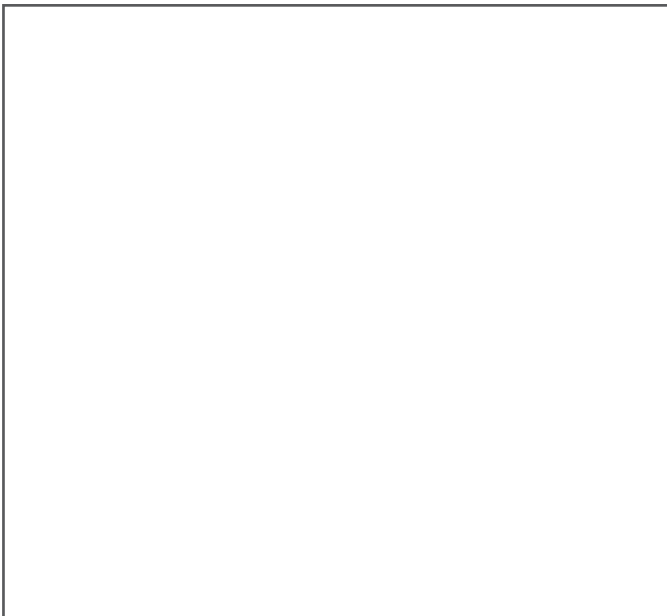
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