



Brainstorm in a Box

Welcome to the Brainstorm in a Box for our Vibrant Cities Challenge!

We're tackling the issues of revitalisation, economic decline, and restoring vibrancy to our communities, and we're glad you can join us.

In the Concepting phase we're seeking your fresh ideas that address the challenge question. These could be big ideas, little ideas, or something in between... all are welcome.

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!

Once you've run your brainstorm, be sure to upload your ideas online at: <http://bit.ly/vibrant-ideas>.



How might we restore vibrancy in cities and regions facing economic decline?

open IDEO



Here's how...



1. Gather your participants and materials

Send out an email, organise brunch, and 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 commuting to work, waiting for a friend, or instead of watching TV. Materials to have ready include blank paper (or printouts of the Concept Capture Sheets we've providing you in this package), post-its, and sharpies. M&Ms and sweets are also good for a pick-me-up during brainstorm sessions!

2. Pick a brainstorm topic

We prefer to pick a topic in the form of a "How might we..." question. Like, "How might we foster a sense of local identity to strengthen communities?"

3. (Optional) Start with a warmup exercise

To get your creative brainstorming energy flowing, you might want to try a quick 5 minute warmup exercise that's related to the topic. (check out the next page for tips...)

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.

<http://bit.ly/vibrant-ideas>



Brainstorming topics



How might we support entrepreneurs with great ideas to improve local economies?

Local businesses – both big and small – can have huge impacts on a city’s economy and employment rates, not to mention a community’s morale. What ideas can we design to encourage and incubate entrepreneurship?

Warm-up: List your favorite local businesses and how they help your city or community thrive.

How might we engage young people to become leaders in their community?

Youth provides tomorrow’s leaders. Can we think of ways which enhance their sense of community-connectedness and participation while they’re still young?

Warm-up: List 20 things that get children and young people collectively excited and active.

How might we offer creative opportunities for citizens to share feedback on their city’s needs and opportunities?

Sometimes being able to share what’s working and what’s not is the first step toward change. What tools, networks or forums might we create to provide feedback about our communities?

Warm-up: List 10-15 in-person or online tools that help you share feedback.

How might we repurpose or reuse spaces and locations to inspire vibrancy?

Many cities in need of revitalisation have an abundance of unused, empty or desolate space. How might we transform that space into new opportunities for community connection and vibrancy?

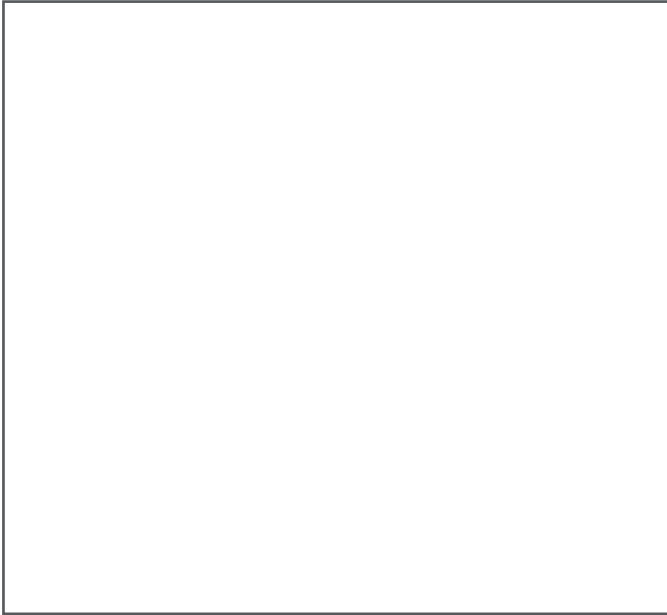
Warm-up: List your favorite examples of empty space that’s been repurposed in your neighborhood.



Concept Capture Sheet

Name _____

Sketch your concept!



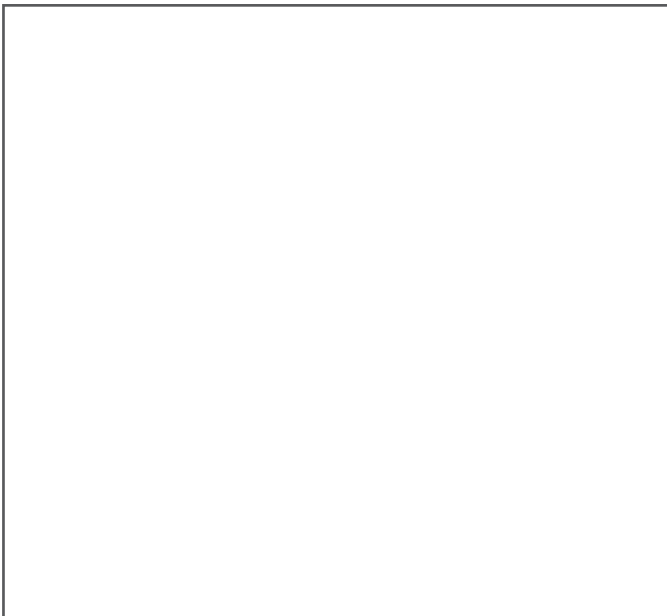
Quick summary



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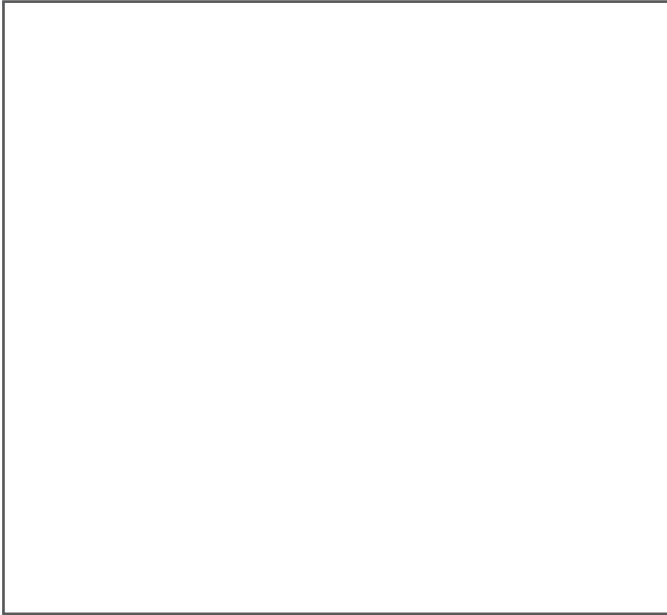
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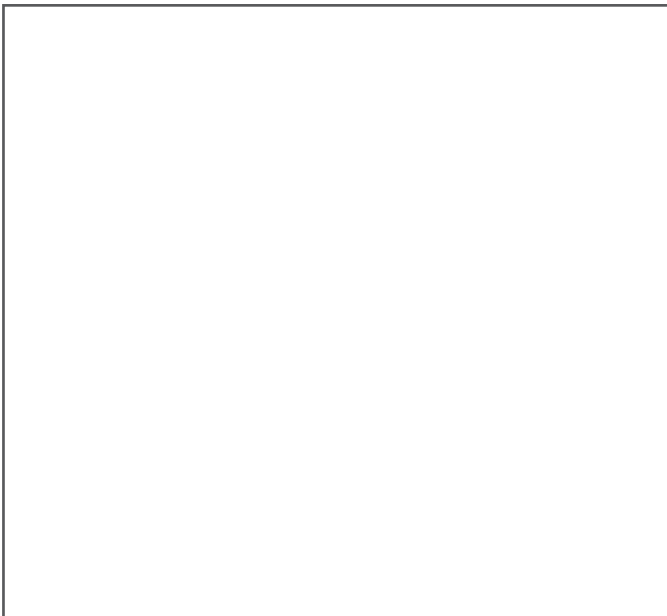
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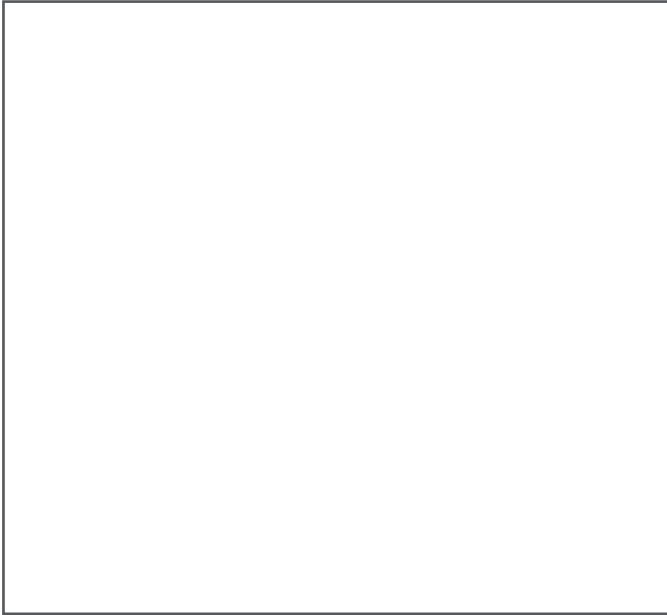
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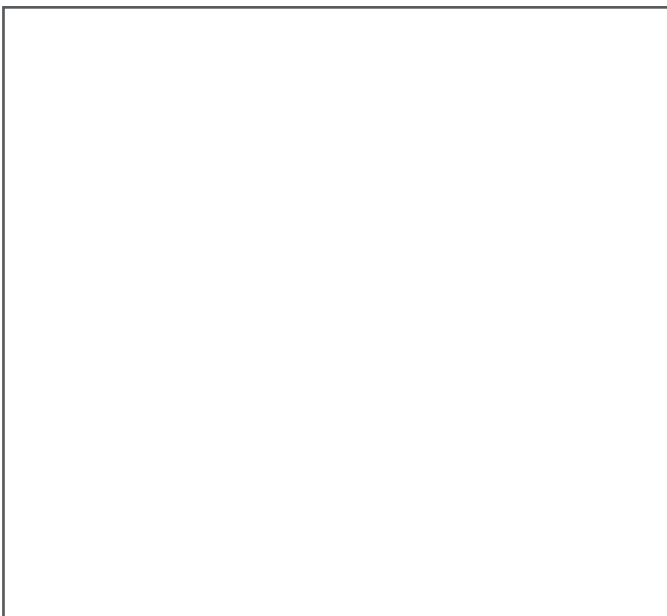
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