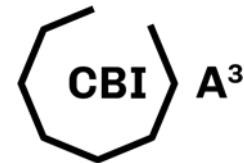
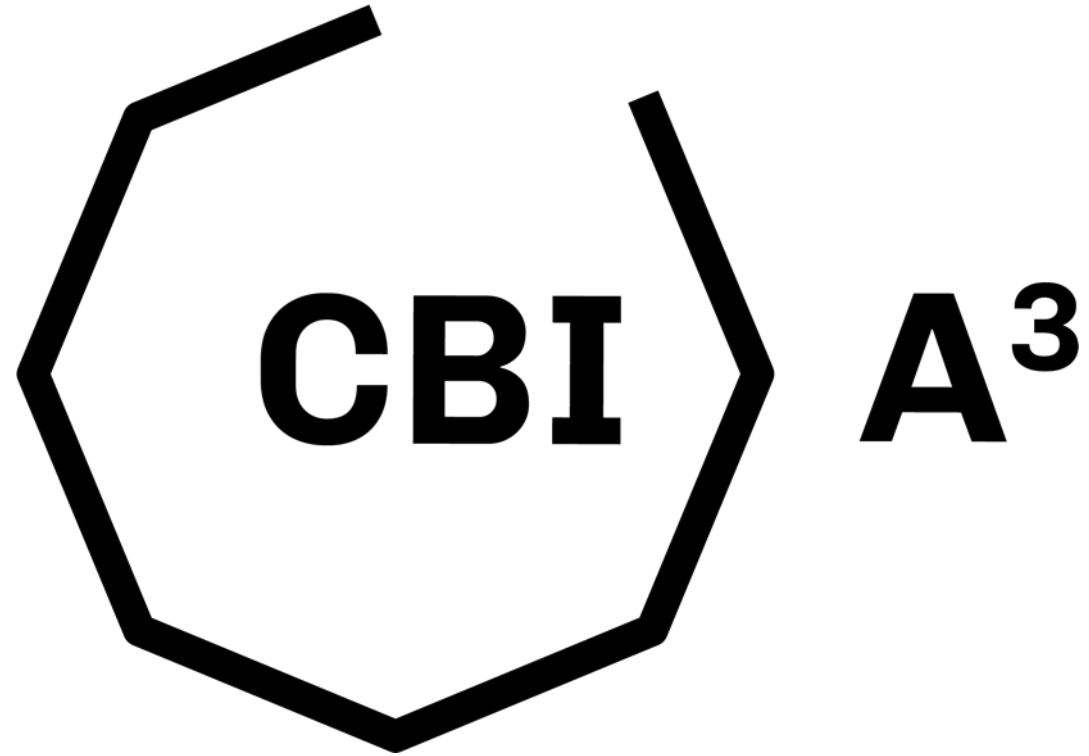


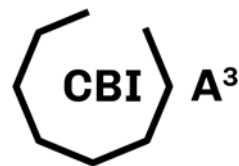
**Wednesday  
8<sup>th</sup>  
November**



How's & Why's +

# HMW

SDG card



# How's & Why's

1. Grab the opportunity card and the How's and why's from Neals session.

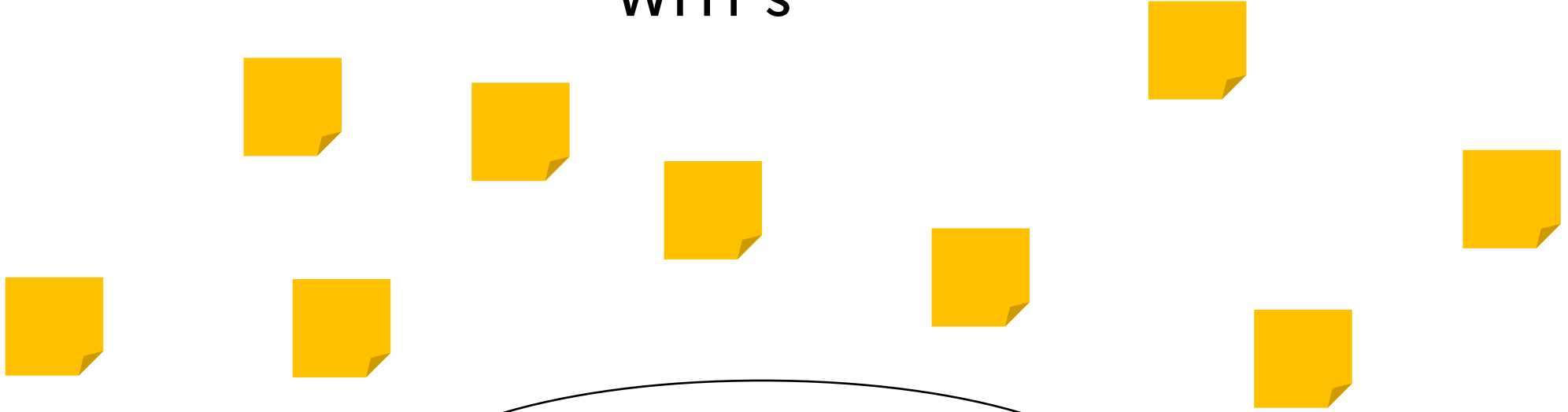
WHY's



**' I need to.....'**

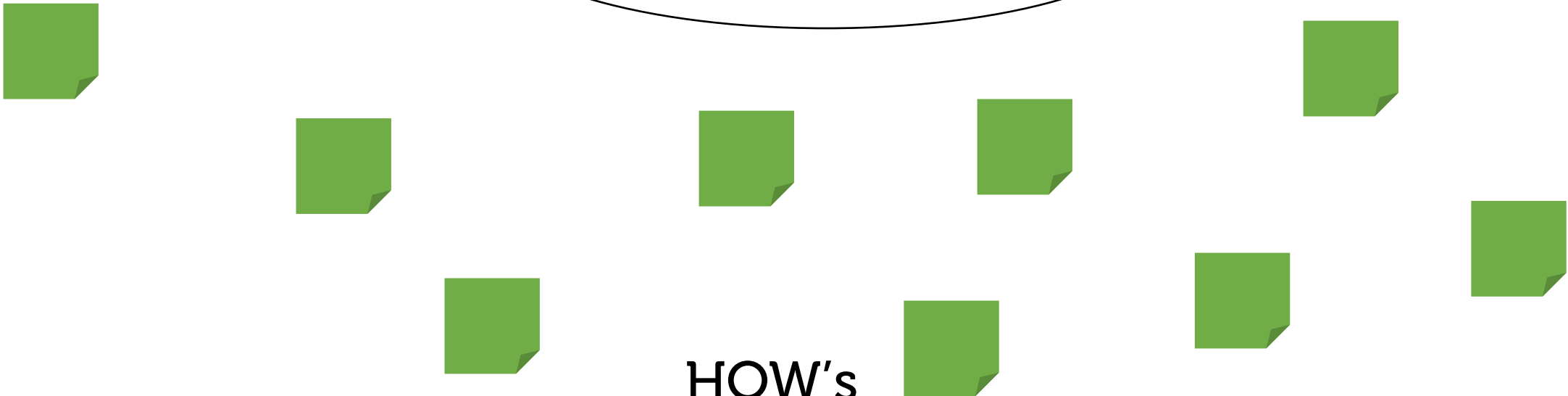
HOW's

WHY's

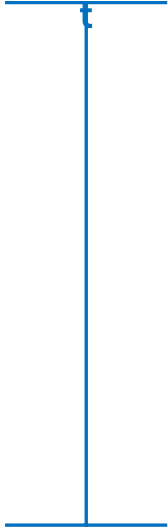


**' I need to..... '**

HOW's



Abstrac

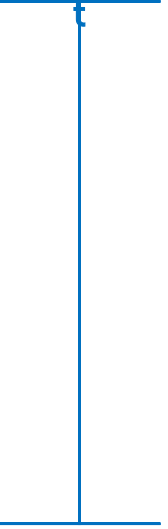


Concrete

WHY's



Abstrac



Concrete

HOW's



# How's & Why's – 10min

1. Grab the opportunity card and the How's and why's from Neals session.
2. Put the one 'need' sentence you wrote about that opportunity card in the centre
3. Move your Why's to the top and the How's to the bottom
  - Add any new ones while you do this
4. Cluster your Why's and cluster your How's
5. Rearrange them so that you have the more abstract clusters at the top and the more concrete clusters at the bottom.

A person is writing on a whiteboard with a black marker. The whiteboard is covered with several yellow sticky notes. The notes contain various phrases related to food systems and waste reduction. The person's hand and part of their dark blue sleeve are visible as they write. The background is slightly blurred, showing other people and a window with blinds.

# HMW statements...

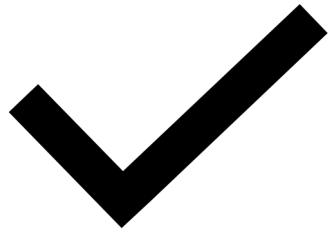
**\*Turn the problem into an Opportunity**

- It implies that a solution is yet to exist and that there are multiple ways to solve the challenge.
- Solution should NOT be in the HMW



## How cluster:

- Easy access to healthy food
- Keep healthy food in the fridge



## *HMW:*

- 1.HMW ensure that everyone has access to healthy food options, regardless of their location?
- 2.HMW motivate individuals to consistently choose healthy food over less nutritious alternatives?
- 3.HMW organise refrigerators to ensure healthy foods are bought and consumed on a regular basis?

## How cluster:

- Easy access to healthy food
- Keep healthy food in the fridge



## *HMW:*

1.HMW encourage individuals to prioritize the consumption of healthy foods by designing a system that makes it as convenient to reach for a nutritious option as it is for less healthy alternatives?

2.HMW design a refrigerator organisation and reminder system that supports people in keeping healthy food visible, fresh, and easily accessible, ultimately leading to healthier eating habits?

# The Goldilocks Principle

---

*Inspire your team with the right questions*

**Abstract &  
Systemic**

*How might we  
improve air travel?*

**Just Right**

*How might we make air travel  
more delightful and convenient  
for parents and children?*

**Specific &  
Uninspiring**

*How might we get passengers to use  
their own tech instead of bothering  
flight attendants?*

# HMW statements...

Write HMW statements – 15min

based off the clusters you created in the How's and Why's

**\*Go for quality**

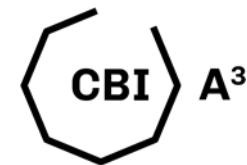
**\*One HMW per post it note**

## HMW crafting words

- Encourage
- Educate
- Inspire
- Deter
- Increase
- Decrease
- Motivate
- Support
- Enable
- Help
- Design
- Integrate
- Amplify
- Improve
- Enhance
- Make
- Highlight
- Emphasize
- Create
- Showcase
- Empower
- Harness
- Leverage
- Develop
- Address
- Maintain
- Ensure
- Identify
- Explore
- Involve
- Engage
- Incorporate
- Reduce
- How might....
- How can...
- How might we...
- How can we...
- How might you...

# Ideation session

SDG & Tech card



## **Purpose:**

Use specific starting points to trigger ideas

Draw on your background knowledge of SDG's & ATTRACT/CERN tech

Give structure, to be time efficient & effective

## **Objective:**

A broad range of ideas

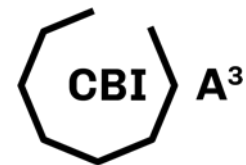
The background of the entire image is a dense, repeating pattern of white circles on a black background. The circles are arranged in a somewhat regular grid but with some irregular spacing, creating a textured, perforated appearance.

# WARM UP


30 Circles

Turn circles into recognizable objects in 2min

# Overview





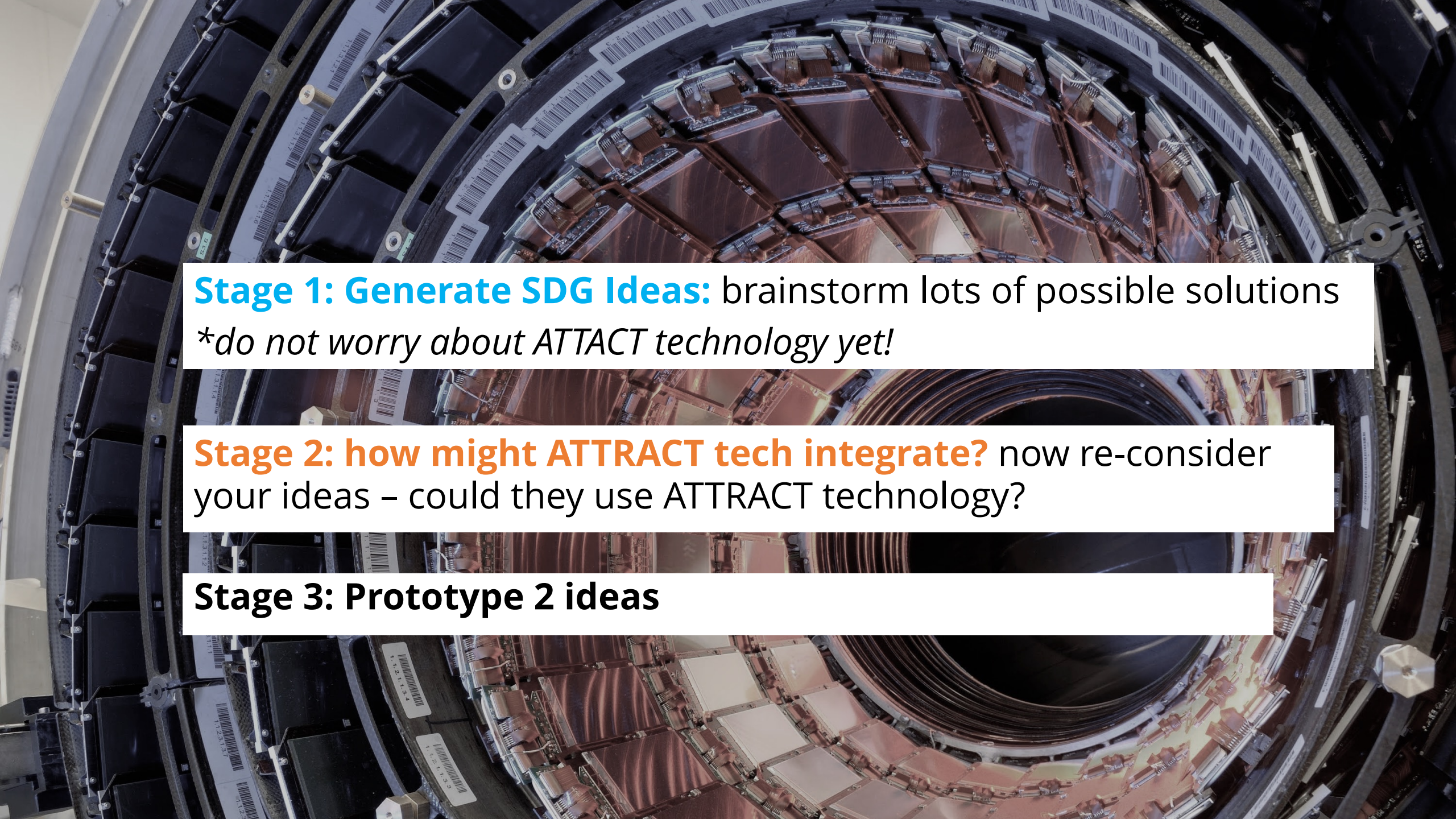


**Stage 1: Generate SDG Ideas:** brainstorm lots of possible solutions  
*\*do not worry about ATTRACT technology yet!*



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**Stage 3: Prototype 2 ideas**



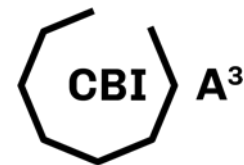
**Stage 1: Generate SDG Ideas:** brainstorm lots of possible solutions  
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**Stage 2: how might ATTRACT tech integrate?** now re-consider your ideas – could they use ATTRACT technology?

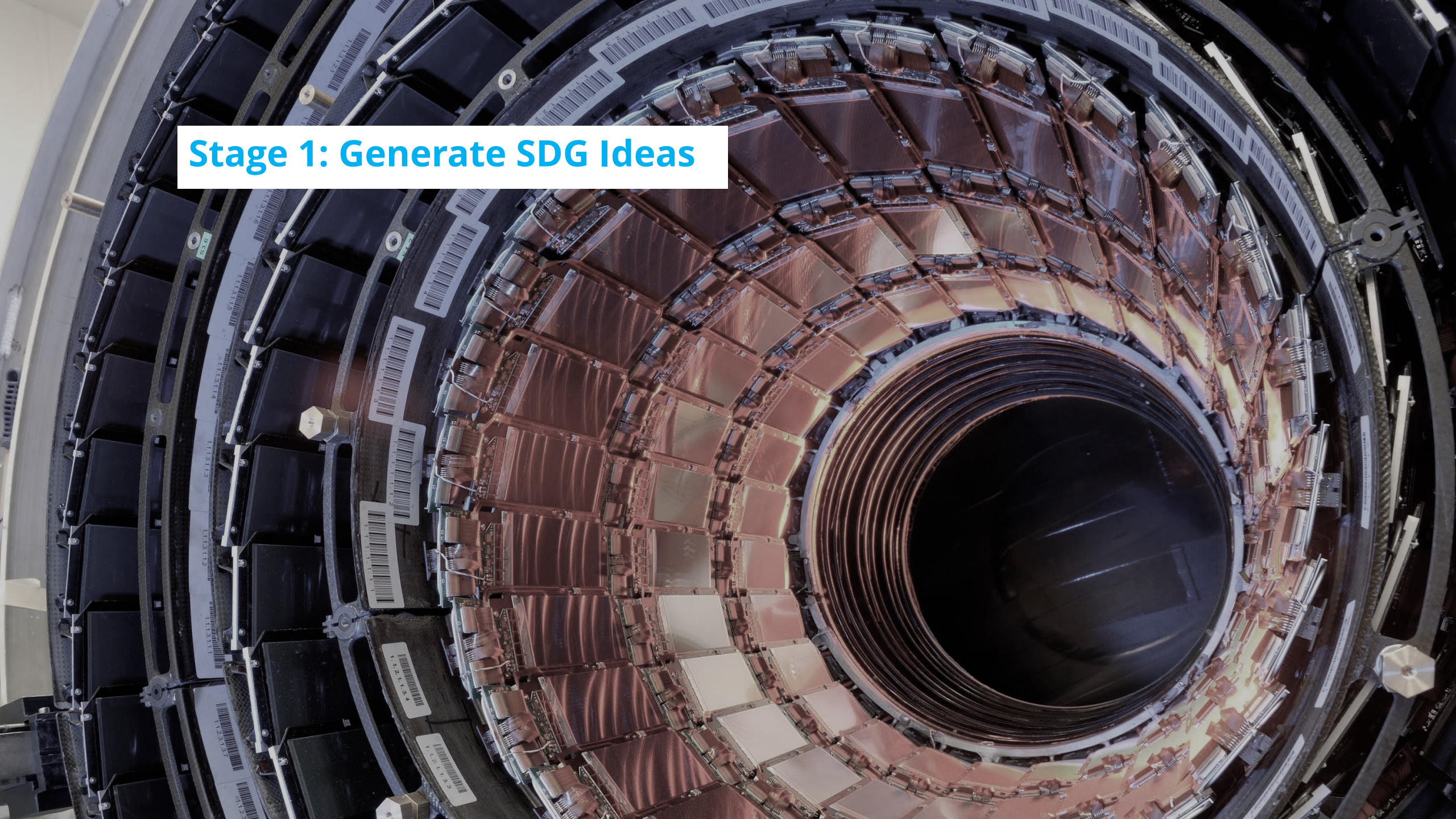
**Stage 3: Prototype 2 ideas**

**Stage 4: Present one idea & give feedback**

# How will this work in practice?



# Stage 1: Generate SDG Ideas





## Stage 1: Generate SDG Ideas

**1. Select one of your HMW statements (10 mins)**



## Stage 1: Generate SDG Ideas

**1. Select one of your HMW statements (10 mins)**

**2. Brainstorm lots of possible solutions**

*\* do not worry about ATTRACT technology yet!*



# Deliberate vocabulary:

*I like....*

*I wish...*

*And can we...*

*Have you considered...*

*How might we...*

*Yes and...*



# Generate ideas

*\*you must use post-it notes!*

- Individually (5 mins)
- Collectively (10 mins)

Aim for radical ideas & volume of ideas

One thought per post-it



## Stage 1: Generate SDG Ideas

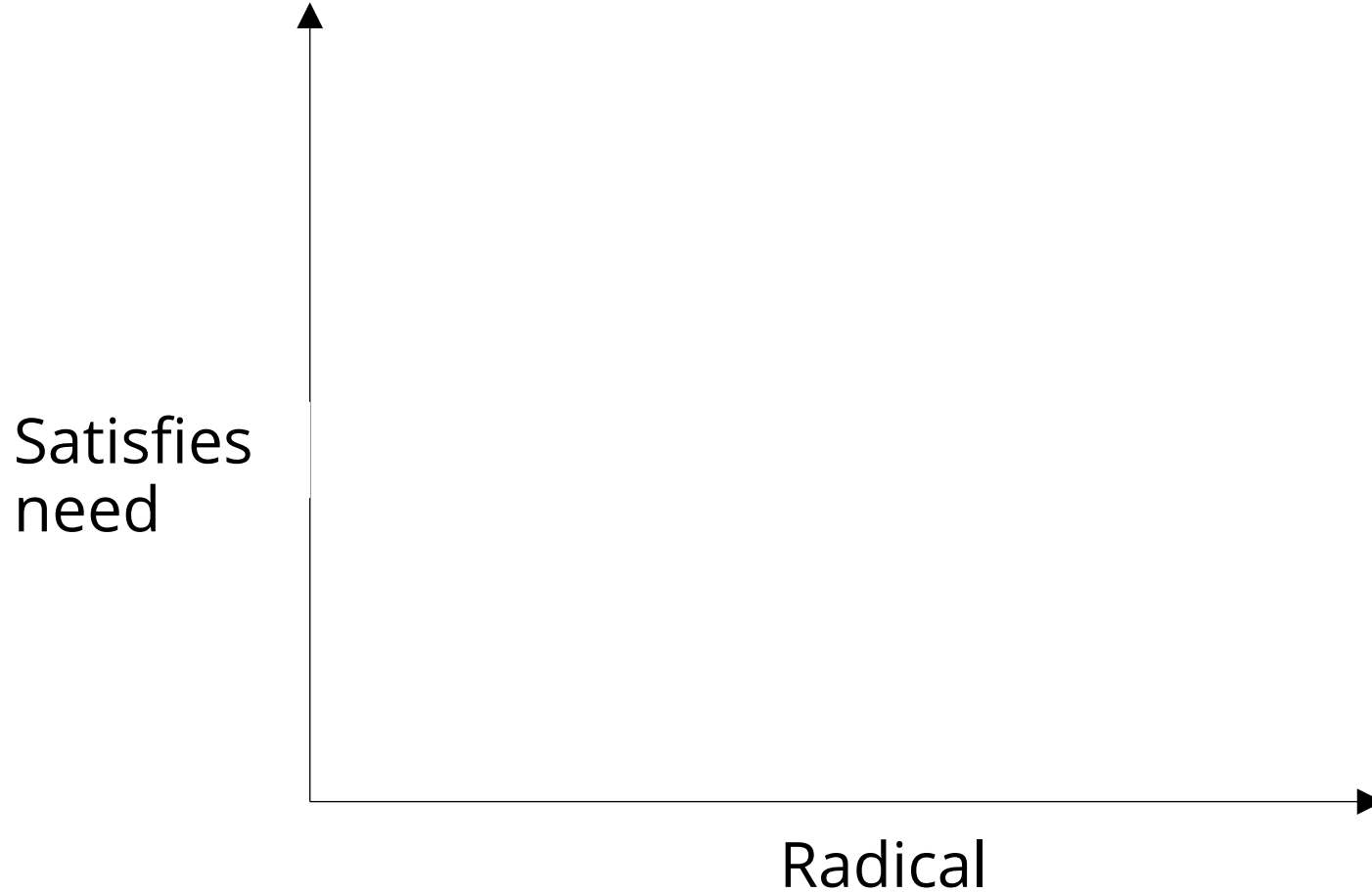
**1. Select a HMW statements (10 mins)**

**2. Brainstorm lots of possible solutions**  
*\* do not worry about ATTRACT technology yet!*

**3. Map your ideas (5 mins)**

# Map your ideas:

**DRAW THIS ON  
A WHITE BOARD**





## Stage 2: Integrate ATTRACT technology

*\*you must use **new** post-it notes!*

1. Go through your **technology cards**. Can any of these technologies be combined with your existing ideas? (15 mins)



## Stage 2: Integrate ATTRACT technology

*\*you must use **new** post-it notes!*

1. Go through your **technology cards**. Can any of these technologies be combined with your existing ideas? (15 mins)

Work through your cards –  
**15min**

1. Pick one technology card
2. How might this integrate with your existing ideas?
3. Does this spark any idea pivots or new ideas?
4. Repeat steps for other cards



**Stage 2: Integrate ATTRACT/CERN technology**

*\*you must use **new** post-it notes!*

1. Go through your **technology cards**. Can any of these technologies be combined with your existing ideas? (15 mins)

2. Select 2 ideas (5 mins)



## Stage 3: Prototype your 2 ideas

*\*make it tangible*

Use the low fidelity prototype skills you learned today to represent your 2 ideas – **20min**

- Can be a role play
  - Cardboard model
  - Use existing materials
- Etc...



Present your 2 prototypes -2min each team

*\*Include your hmw and what tech you have used*

***1 minute to write feedback and give to the teams at the end***

**Rose-** Positive

**Thorn-** Negative

**Bud-** Potentials