

Sustainable Inspiration Cards

FIND MORE SUSTAINABLE IDEAS RIGHT AWAY!

MATERIAL

- moderator
- pinboards / collaboration tool
- large postits and bold markers
- business inspiration card set



FORMAT 1 FOCUS: FINDING SUSTAINABLE IDEAS

» STEP 1 » SET UP AND CHALLENGE

1. Distribute all Inspiration Cards on tables around the room. Make sure that the individual cards are easily recognizable, but still lie close together. This creates a large „inspiration tablecloth“.
2. Set out large Postits and bold markers for the preliminary ideas.
3. Now introduce the challenge.



» STEP 2 » IDEA COLLECTION

1. Ask everyone to move around the room with Postit Pad and pen and to look at the cards.
2. If a card triggers one or more ideas, the card is taken out. The associated ideas are written individually on Postits.
3. Then the card is put back and the next card is searched for.

- Everyone writes for himself - there is no talking.
- Or: It is worked in teams of 2.



IMPORTANT

Not every card triggers a draft idea in everyone. Everyone reacts differently to the motifs.

Therefore, emphasize skimming the cards until a card appeals to you.

The idea trigger can be either the image, the text, or the combination of both.

» STEP 3 » SAVING AND CLUSTERING ON THE PINBOARD

1. Hang the collected ideas visibly on the wall or pinboard.
2. At the end, have the participants cluster the ideas.



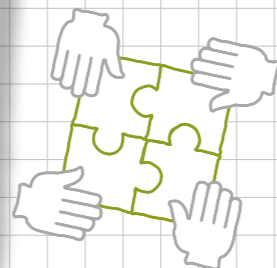
FORMAT 2 FOCUS: ENRICHING IDEAS SUSTAINABLY

» STEP 1 » FINDING FIRST DRAFT IDEAS

1. Use a creativity technique of your choice that allows your participants to gather lots of draft ideas.
2. Make all the draft ideas visible in a draft idea gallery on the wall or a pinboard.
3. Filter the ideas using a method like the First Filter to reduce the set of ideas and make an initial selection. (optional)
4. Have each participant select 1 draft idea that they would like to enrich further.

» STEP 2 » FIRST ENRICHMENT WITH A CARD

1. Prepare a blank, large wall space or pinboard and place the Sustainable Inspiration Cards separately on a large table.
2. Each participant now sticks his or her draft idea on the wall centrally in the middle of his or her area.
3. Each participant freely chooses a Sustainable Inspiration Card that appeals to them and sticks it to their draft idea.
4. Now more ideas are written and pasted to it. These ideas can either make the original draft idea more sustainable, or they can be completely new ideas.



» STEP 3 » SECOND ENRICHMENT WITH ANOTHER CARD

1. Do a second round with the participants: Everyone picks another Sustainable Inspiration Card - only this time blindly at random.
2. More ideas are written and added with this new inspiration.

