

### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.



Carbon emissions are dangerous in that they threaten the livelihood of our planet, animals, humans, and ultimately, life as we know it. The amount of carbon emissions trapped in our atmosphere causes global warming, which causes climate change, symptoms of which include melting of the polar ice caps, the rising of sea levels, the disturbance of animals' natural habitats, extreme weather events, and so many more negative side effects that are dangerous to the planet, to human and animal life, and to our future.



Encourage wild ideas.

Listen to others.

Key rules of brainstorming To run an smooth and productive session





Defer judgment.





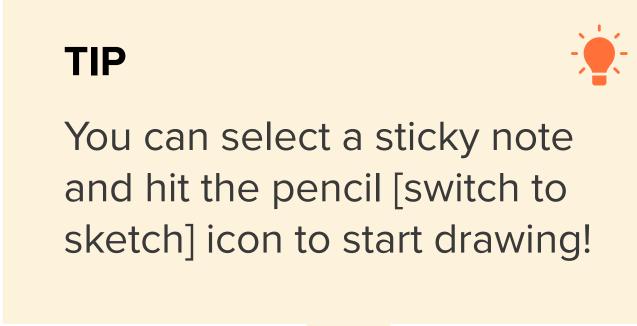




#### Brainstorm

Write down any ideas that come to mind that address your problem statement.



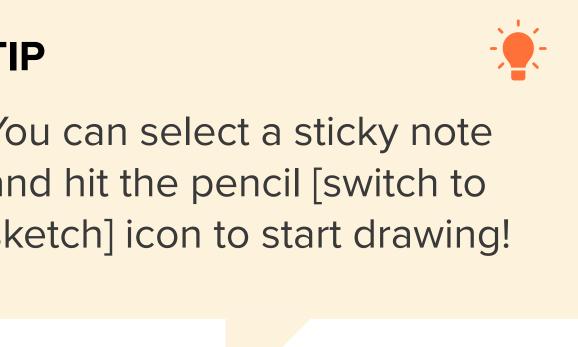


Stop

buying

your water

in plastic.





# Person 1

Switch to clean energy

efficiently

Drive

out of the landfill

Incorporate walking or biking to some of your regular short-trip destinations.

# Person 3

winter.



# Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

① 20 minutes

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Make your driving more efficient While living a car-free lifestyle may not be possible for everybody, try substituting car trips with bike rides, bus trips, train rides, or other forms of public transportation. When you drive, cut back on fossil fuel emissions by accelerating slowly and using the air conditioning sparingly. Check your tire pressure for better fuel economy, carpool when possible, and consider purchasing a hybrid or electric vehicle if you want a new



### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

① 20 minutes

