waste2worth
creating circular communities

FACILITATOR'S HANDBOOK

For Design Thinking Regional Collaboration Workshops

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01

INTRODUCTION

Co-Creating Circular Solutions with Regional Stakeholders

The Waste 2 Worth project aims to empower communities to reimagine waste as a valuable resource through education, innovation & local collaboration

In response to growing environmental, economic & social challenges, we believe that communities themselves — particularly local food stakeholders — hold the key to circular solutions that are rooted in place, practice & participation.

This **Design Thinking Workshop Handbook** is a practical tool developed to support educators, facilitators, community leaders & changemakers in **organising hands-on, regional workshops that teach design thinking principles while addressing local food waste challenges**. It serves as both a learning experience and a collaborative innovation process, bringing diverse voices together around the shared goal of creating value from food waste.

WORKSHOP OBJECTIVES

1. Teaching Design Thinking through Real-World Challenges

This guide introduces participants — many of whom may have no prior design or innovation experience or training — to **the design thinking process**. Using local food waste streams (such as surplus apples, vegetable trimmings, or bakery leftovers) as case studies, learners are invited to understand problems deeply, explore creative solutions, and develop low-risk prototypes of circular economy interventions.

Innovation is the ability to see change as an opportunity – not a threat

- Steve Jobs

2. Catalysing Regional Collaboration for Circular Action

Beyond training individuals, the workshops serve as **collaboration hubs** — where farmers, food producers, educators, entrepreneurs, students, policymakers & civil society actors can connect and co-create solutions that respond to shared local waste challenges. By focusing on regional food waste streams and involving local stakeholders, the workshops act as stepping-stones toward long-term partnerships, community-led projects & sustainable business ideas.

WHY FOCUS ON REGIONAL COLLABORATION?

Circular economy thinking cannot be applied in a vacuum. Waste streams are regional; food systems are localised.

What may be considered waste in one community could be a raw material for innovation in another. By mapping waste streams in participating regions and exploring their potential through collaborative workshops, Waste 2 Worth encourages communities to:

- **Recognise hidden resources within their local ecosystems**
- **Build bridges across sectors to solve systemic problems**
- **Develop context-sensitive, scalable & sustainable circular solutions**

This handbook is therefore designed as a **methodology for teaching innovation**, and as a **framework for building place-based partnerships** and supporting a network of empowered local actors ready to turn waste into worth.

02

DESIGN THINKING

WHAT IS DESIGN THINKING?

In the face of complex sustainability challenges, from food waste to climate change, we need more than technical solutions. We need **creative, inclusive & human-centred** approaches that bring together the knowledge, values & ideas of diverse stakeholders, i.e., those who are impacted. **Traditional problem-solving** methods, while effective in structured or technical contexts, often follow a linear, analytical path that can overlook the complexity of human needs or the innovation potential.

Originating in the fields of design & innovation, **Design Thinking** has become a widely used method for addressing real-world challenges across education, business, healthcare & community development. It is particularly valuable when problems are unclear, multi-layered, or shaped by diverse perspectives, such as those found in local food waste systems.

Unlike traditional linear problem-solving, Design Thinking is an iterative, human-centred process that prioritises empathy, creativity & collaboration. Instead of starting with assumptions about the "right" solution, it invites facilitators & participants to deeply understand stakeholders, explore multiple viewpoints, and prototype ideas before implementation — making it especially suited to tackling the complex, systemic challenges of sustainability.

What is Design Thinking?

Design Thinking is a **problem-solving process** that helps people understand challenges deeply, generate fresh ideas, and create practical, user-friendly solutions. It's built on a few key principles:

- **Human-centred:** It puts people — their needs, experiences, behaviours & emotions — at the heart of innovation.
- **Collaborative**: It brings together diverse teams to co-create ideas.
- **Iterative**: It encourages prototyping, testing & improving ideas over time.
- **Action-oriented**: It focuses on doing, not just discussing — moving from ideas to prototypes to real-world action.

UP-TO-DATE DESIGN THINKING STRATEGIES

Modern Design Thinking (DT) is evolving to handle today's complex challenges in more inclusive, sustainable, and tech-integrated ways. Below are **six key practices** that are reshaping how we work with communities, ecosystems, and innovation in food systems and beyond:

1. **Systems Thinking**
2. **Collective Intelligence**
3. **Fairness and Inclusion**
4. **Use of Technology**
5. **Design Justice**
6. **Circular & Regenerative Design**

All of them are helping us to:

- think beyond isolated problems
- include more voices and needs
- use technology with purpose
- create solutions that give back — to people, communities, and the planet.

They are especially relevant in the context of circular food systems, food waste, and climate resilience — and can be adapted for VET learners, food SMEs, and community projects alike.

KEY PRACTICES

While traditional DT generally focuses on solving **one problem at a time**, the real-world challenges — like food waste or climate change — **are connected**.

1. SYSTEMS THINKING

It helps us look at the whole picture, including how people, policies, environments, and economies interact through:

- **System Maps** which visualise all actors and flows (e.g., food supply chains, waste outputs).
- **Causal Loops** show cause-effect relationships (e.g., "More local compost → Less landfill use → Better soil").
- **AI-powered modeling tools** (e.g., SYMBIOSIS) translate complex system data into everyday language and visuals.

Practical Application:
In a food waste workshop, questions like this could be asked:
"What happens to a tomato from harvest to plate — and beyond?"
Let participants draw connections between farmers, markets, kitchens, and compost bins to explore change points.

UP-TO-DATE DESIGN THINKING STRATEGIES – Key Practices

2. Working Together with COLLECTIVE INTELLIGENCE

No single expert has all the answers. Collective intelligence uses community wisdom to co-create solutions — especially in local and rural contexts by:

- Involving a mix of stakeholders (e.g., youth, SMEs, policy-makers, informal workers).
- Using digital tools like **Miro**, **Padlet**, or interactive maps to gather ideas visually.
- Tapping into lived experience and practical know-how, not just academic theory.

Practical Application:

Run a "What if…" brainstorm with different voices. E.g., "What if surplus bread became school meals?" Gather ideas from bakery workers, school cooks, and parents.

3. Designing for FAIRNESS & INCLUSION

Designing for equity means making sure everyone — regardless of gender, ability, income, or background — can access and benefit from the solution via:

- **Equity-by-Design Frameworks,** including equity goals from the very beginning.
- **Barrier-First Thinking,** asking "What might stop someone from participating?" before starting a solution.
- **Neuro-Inclusive Design** supporting people with different cognitive needs (e.g., visuals, silence spaces, role variety).

Practical Application:

*Use a **pre-workshop survey** to ask participants about their needs (e.g., translation, breaks, colour sensitivity). Include non-verbal participation options like drawing or storyboards.*

4. USING TECHNOLOGY for Better Access and Testing

AI and digital tools can help test and refine ideas quickly — and make them more inclusive with:

- Tools that **automatically check accessibility** (e.g., font size, contrast).
- AI-assisted testing of different prototypes based on real-world data.
- Online collaboration platforms like **Canva**, **Miro**, and **Trello**.

Practical Application:

*Build 2 versions of a flyer or sign. Use an **AI plugin** or accessibility checker to test for visibility, readability, and tone. Ask: "Which one works best for someone with low vision?"*

UP-TO-DATE DESIGN THINKING STRATEGIES – Key Practices

5. Letting Communities Lead (DESIGN JUSTICE)

Instead of asking communities for feedback after designing a solution, **Design Justice** puts them in the driver's seat. It shifts power to the people most affected by the challenge as the:

- Community members lead ideation and prototyping sessions.
- Designers become **facilitators**, not decision-makers.
- Accountability and **mutual benefit** are central to the process.

Practical Application:

*Invite food workers or farmers to **co-lead** a design sprint. Let them define the challenge, map barriers, and pitch solutions — with support from facilitators, not the other way around.*

6. Designing with Nature in Mind (CIRCULAR & REGENERATIVE DESIGN)

Circular design keeps materials in use. **Regenerative design** goes further — it restores natural systems and builds long-term resilience through:

- **Circular tools** that track waste, reuse, and product life cycles.
- Technology like **blockchain** or **IoT sensors** that helps monitor impact over time.

Practical Application:

*Use a **Waste-to-Resource Brainstorm Grid**. Take local "waste" like stale bread or olive pits and imagine new uses (e.g., crouton kits, biochar). Explore natural cycles that inspire circular solutions.*

The 5 Phases of Design Thinking

Although it's not always a linear process, design thinking typically moves through five interconnected stages:

1. **Empathise** – Gain a deep understanding of the people at the heart of the challenge. This might include local producers, restaurant owners, waste collectors, or consumers. What are their needs, frustrations, habits, and opportunities?
2. **Define** – Clarify the key challenge to address, framed as a specific and solvable problem. For example: How might we help small food businesses repurpose their fruit waste?
3. **Ideate** – Brainstorm a wide range of ideas, pushing beyond obvious solutions. This is where creativity thrives, often sparked by cross-sector collaboration and done without judgment.
4. **Prototype** –Develop low-cost, early models of the proposed solution — such as a new menu item using surplus produce.
5. **Test** – Share the prototype with real users (e.g., café customers, VET learners, kitchen staff) and gather feedback. Adjust and improve the idea based on what works — and what doesn't.

WHO CAN USE DESIGN THINKING?

Design Thinking is accessible and adaptable to a wide range of stakeholders, including:

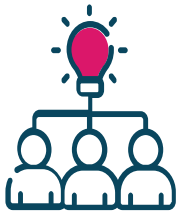
- **Educators & Trainers**
  - Use it to teach sustainability, entrepreneurship, and community action through experiential learning.
  - Empower students or adult learners to lead local initiatives or campaigns based on identified waste challenges.
- **Food Businesses & Producers**
  - Apply it to explore new products from by-products or surplus (e.g. juices from bruised apples, sauces from vegetable offcuts).
  - Improve operational practices to reduce waste in kitchens, processing lines, or supply chains.
- **Food Service Providers (cafés, restaurants, caterers, canteens)**
  - Use it to engage staff in identifying efficiency improvements, waste reduction practices, or customer engagement tools.
  - Co-create menu changes, portion control systems, or waste tracking approaches.
- **Community Leaders & Local Authorities**
  - Facilitate participatory planning and solution-finding processes that involve local voices.
  - Connect waste issues with social innovation, employment, and environmental goals.

By using Design Thinking as a shared process, all these groups can **collaborate across traditional boundaries**, unlocking regional circular economy solutions (creating circular communities) that are both grounded and innovative.

Why Design Thinking Matters in Waste 2 Worth

At the heart of *Waste 2 Worth* is the belief that waste is not just a technical issue — it's a **systems issue**, shaped by habits, policies, culture, economics, and values. Design Thinking helps to:

- Centre local experience and insight in solution-building
- Encourage **cross-sector collaboration** that breaks silos
- Spark **creative ideas** with real impact
- Build confidence in **co-creation and experimentation**



Whether you're a trainer guiding a group of students, a food business owner looking to innovate sustainably, or a local organiser convening your community, this framework supports you in making the **transition from awareness to action.**

03

FACILITATING A DT WORKSHOP

FACILITATING A WORKSHOP

Who should run a Design Thinking workshop?

A facilitator is the individual responsible for organising and running a Design Thinking workshop. This role can be filled by an in-house facilitator or an external or freelance facilitator who seeks to guide team members towards a common objective via the Design Thinking process.

Key facilitation skills include:

- Organisational skills
- Empathy and understanding
- Assertiveness
- Precise and engaging communication skills

Crucially, the facilitator should be able to clearly explain to the group the importance of following the process, provide a clear picture of what team members can expect during the workshop, and be able to outline the results the workshop will yield.
A workshop that promotes **cross-collaboration between teams** and which contains individuals with a wide range of specialisations, will bring the most innovative and effective results to a Design Thinking workshop. This is because it opens up a challenge to a more diverse range of experiences, skill sets, and knowledge bases.

We recommend watching this video for some insights & tips!

How To Be A Great Facilitator - The 8 Facilitation Skills You Need (With Tips To Improve Them)

PREPARING THE WORKSHOP

1. Workshop Recruitment

Workshop recruitment is a vital step in ensuring diverse voices & perspectives are represented in the Design Thinking process. Guidance on identifying, engaging & preparing suitable participants is provided in a separate document, the Recruitment Methodology guide.

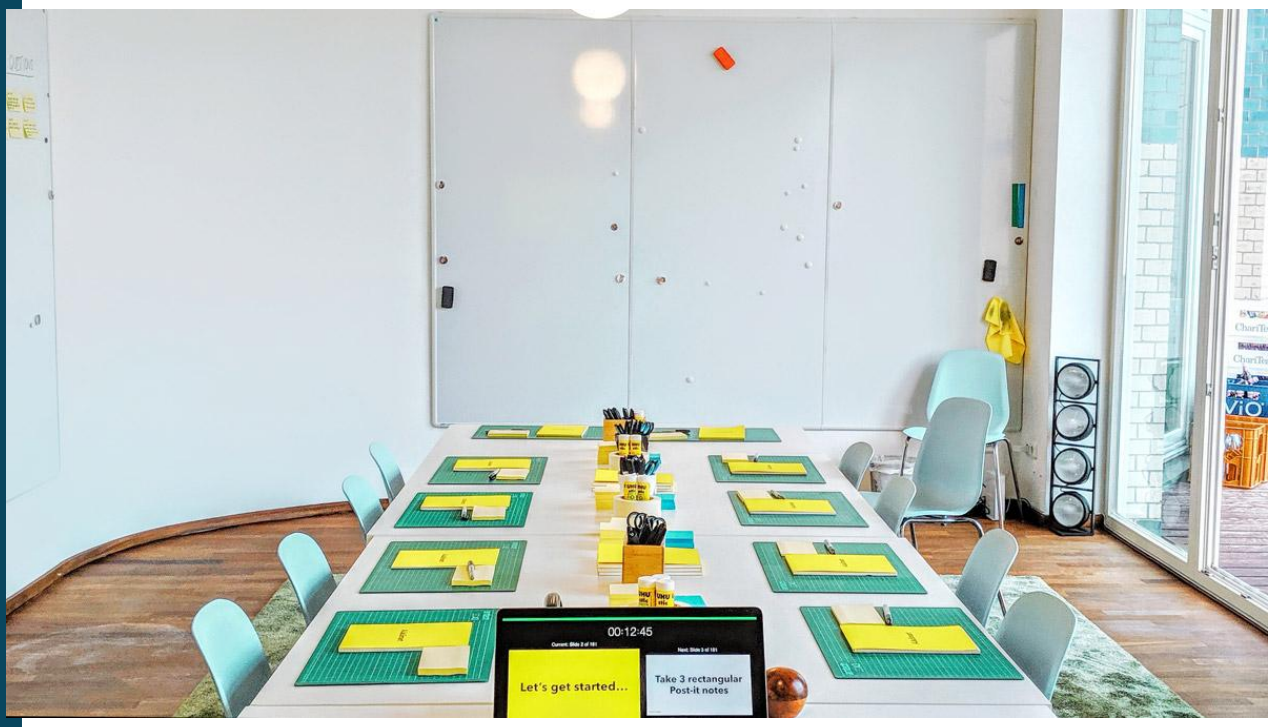
2. Define the challenge

What is the goal of your workshop? Is it to uncover new opportunities for food waste re-use, address a specific issue such as café food waste, or improve a product or process within an SME's operations? Whatever the focus, defining the challenge in advance helps ensure that everyone begins on the same page. Framing it as a clear, concise question or statement makes it easier to refer back to throughout the process. For example: " *How can we create a more circular food community?"*

3. Prepare the location

For in-person workshops, the location you choose will play a significant role in their success. To keep your attendees relaxed, comfortable, and free to be creative, keep the following checklist in mind while selecting and preparing your workshop's location:

- Comfortable seating
- Good (preferably natural) lighting
- Space to move freely
- Presentation and storage space
- Snacks and drinks are available
- Available wall space and whiteboards



PREPARING THE WORKSHOP

4. Write the workshop agenda

The importance of writing a good workshop agenda should never be underestimated. While putting together your workshop agenda, concentrate on deliverables rather than focusing heavily on creating a prescription for every moment of the day. Make sure to include lots of activities, be realistic with your time planning, and allow plenty of time for breaks, spontaneity, free-flowing discussion, and creativity.

You'll probably want to allow approximately one hour for each section of the workshop, with a generous slot dedicated to reflection and debriefing when the activities are over. See the suggested timetable below.

5. Gather your tools

To ensure maximum creativity, you'll be going back to basics for your Design Thinking workshop. You'll want to stock up on:

- White copy paper,
- Coloured paper & sticky notes (post-its),
- Pencils & marker pens,
- Sticky tape,
- Whiteboards or large flip-charts.
- Prototype building supplies (Lego, Play-Doh, Card, Clips, scissors, etc.)

It is also useful to have a laptop and a projector for digital whiteboard tools. These allow real-time brainstorming updates.

DT WORKSHOP BEST PRACTICES

Use these guiding principles throughout your workshop to ensure participants stay focused, inclusive, and aligned with the goals of circular innovation and community collaboration.

1. Keep the Community (User) at the Centre

In W2W workshops, "the user" isn't just a theoretical concept — it's a real farmer, food business, student, or household experiencing waste challenges every day.
Encourage teams to keep revisiting their empathy maps, personas, and user stories throughout the process.
Prompt teams with questions like:

- Would this solution work for Aoife, the café manager persona?
- What would the school chef think about this idea?

Use:

- Waste stream maps
- Empathy interview notes
- Real regional case studies from W2W resources

To anchor ideas in local realities, not assumptions.

2. Cross-Sector Collaboration is Non-Negotiable

W2W is about building circular solutions through collaboration. It's essential that workshop groups mix perspectives — educators, food producers, youth, SMEs, etc. Innovation happens when unusual partners share insights.
Encourage:

- Rotating teams across phases
- Assigning collaborative roles (e.g. "local systems expert," "creative challenger," "feasibility checker")
- Respectful listening and idea building

Remind participants: "The best circular ideas are those that no one group could create alone."

3. Think Beyond the Workshop — Design for Culture Shift

While your DT workshop is a powerful start, real impact comes when circular thinking becomes part of everyday practice in local communities and food systems.
Position the workshop as:

- A starting point for action
- A way to plant the seeds of systemic change
- A space to test ideas that could grow into pilots, partnerships, or funded projects

Encourage post-workshop momentum with:

- Action planning sheets
- Prototype showcases
- Follow-up sessions or community feedback loops

Share this mindset***: "Design Thinking isn't just a method — it's a mindset for circular change."***

WORKSHOP FACILITATION

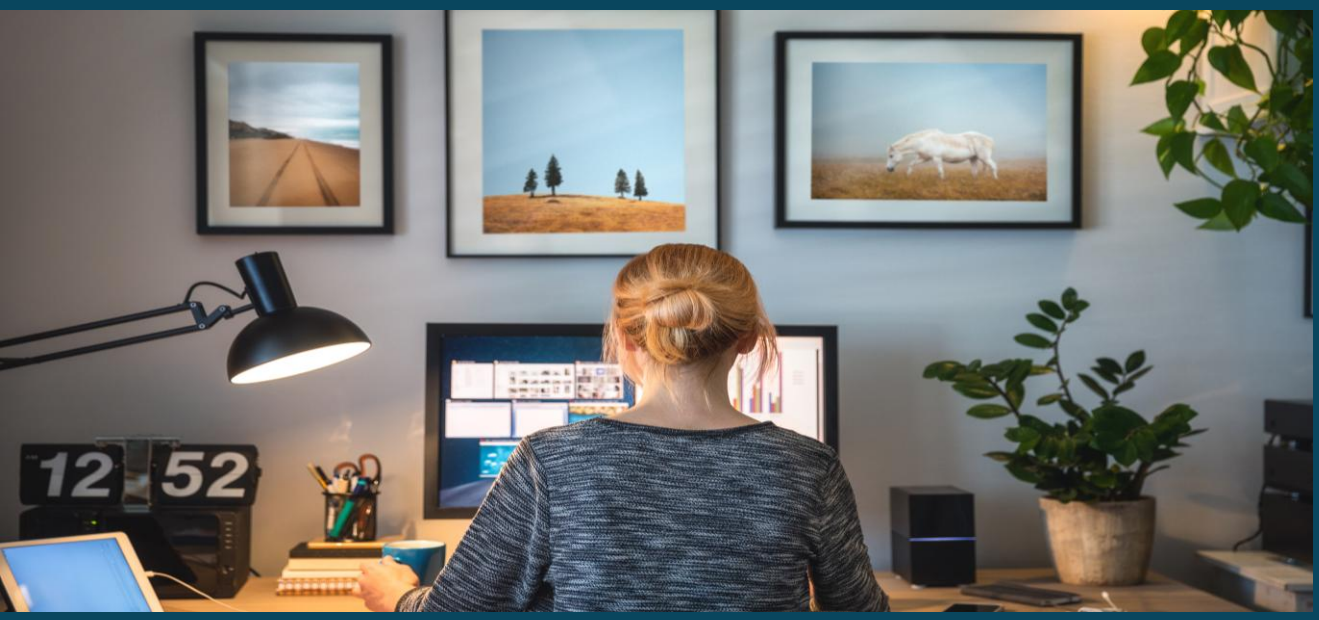
Facilitating a Design Thinking workshop — whether in-person, remote, or hybrid — comes with its own opportunities & challenges. With the right preparation, however, each format can be equally impactful. To support you, we've compiled practical tips, recommended tools, & facilitation strategies to help you keep participants connected, creative & fully engaged throughout your W2W workshop.

- **In-Person Workshops**
  In-person sessions create natural opportunities for collaboration, energy & creativity. Use physical tools (post-its, boards, props) to spark engagement and foster open dialogue through group activities & movement in the space.
- **Remote Workshops**
  Remote sessions require careful planning to keep participants engaged. Choose intuitive digital tools, break content into shorter segments, and use interactive features like polls or breakout rooms to sustain energy & participation.
- **Hybrid Workshops**
  Hybrid sessions combine the best of both worlds but demand extra coordination. Balance the experience so remote participants feel equally included, use shared digital platforms for collaboration, and ensure facilitators actively bridge the gap between online & in-room participants.

Hybrid or Remote Design Thinking workshop best practices

To ensure your remote Design Thinking Regional Collaboration workshop runs as smoothly as possible, it's important to keep in mind the following best practices.

1. **Be prepared**: Create a solid agenda and have a practice run-through before the day of the workshop itself to check your timings are spot on. Always allow a little extra time for remote workshops; we guarantee you'll need it! Check out this guide to creating the perfect workshop agenda.
2. **Get familiar with the tools**: Ensure you're comfortable with your digital facilitation tools ahead of the workshop itself. It's also a good idea to send around a list of the tools you'll be using to the list of participants before the session, so they can create logins (if necessary) and get used to how they work.
3. **Avoid day-long workshops**: While a day-long in-person workshop can be punctuated with interaction, snack breaks, and laughs, it can be much harder to keep a group's energy levels up for a whole day if some people are online. Instead, try to keep your digital workshop shorter than your in-person version, and consider hosting it over two days if there's too much to cram into a few solid hours.

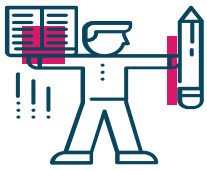


TOOLS FOR WORKSHOP FACILITATION

The digital tools you use will make all the difference to the success of your digital Design Thinking workshop. Here's a list of some tools. For the complete list of digital tools to assist virtual facilitation and workshopping, check out this guide to digital facilitation tools for online workshops and meetings.

Free video conferencing (for Hybrid or Online Workshops)

- Zoom
- MS Teams
- Google Meet



Note-taking apps (Useful in all phases)

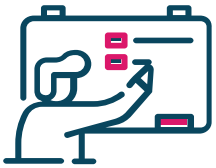
- Evernote
- OneNote
- Notion

Planning aids (Useful in all phases)

- SessionLab
- Google Sheets

Online whiteboards (useful in the first 3 phases)

- Mural
- Miro
- Figjam



Protyping Tools (useful in 4th phase)

- Marvel
- Canva

TIME FRAMEWORK

Suggested Full-Day Workshop Time Framework (Flexible)
Total: 6–7 hours including breaks

Phase	Activity	Suggested Time
Welcome & Framing	Introduction, objectives, icebreakers	30 min
Empathise	Stakeholder mapping, interviews, empathy maps	60–75 min
Define	Insight clustering, POV, HMW statements	45–60 min
Break	Lunch / Coffee / reflection	15-30 min
Ideate	Brainstorming, creative techniques, selection	60 min
Prototype	Sketches, storyboards, low-fidelity models	60–75 min
Test	Presentations, feedback, reflection	45–60 min
Wrap-Up	Action planning, next steps, group reflection	30 min

Optional Variations:

- **Half-day version**: Run only up to prototyping, with testing as follow-up
- **Multi-day version**: Spread phases over 2–3 sessions for deeper engagement
- **Online version**: Break into 90-min blocks across 2–3 days, using digital tools

04

THE EMPATHY PHASE

FACILITATING THE EMPATHY PHASE

The Empathy phase is the foundation of the entire design thinking process. In this phase, participants seek to deeply understand the experiences, challenges, needs & motivations of the people or businesses who are directly affected by or experiencing food waste challenges.

For *Waste 2 Worth*, this means learning from:

- Farmers & producers who generate food by-products
- Food service providers who manage kitchen or plate waste
- Consumers & households who throw out edible food
- Waste collectors, composters, or community reuse initiatives
- Students, teachers, or NGOs already tackling food waste

By stepping into their shoes, participants build a **human connection to the problem**, which leads to more relevant, compassionate & innovative solutions later in the workshop.

Goals of the Empathy Phase

Participants should:

- Understand the daily reality of food waste in the chosen scenario or for the assigned **persona**
- Identify emotional, practical & systemic pain points
- Challenge assumptions and discover hidden needs
- Spot opportunities for intervention or improvement

A **persona** is a fictional but realistic representation of a user or stakeholder based on real insights gathered during the empathy phase. It captures their background, goals, needs, behaviours & frustrations — helping teams design solutions from the user's perspective.

Example:

Aoife is a cafe kitchen manager. She cares about healthy food but struggles with over-ordering and time constraints, leading to weekly vegetable waste.

EMPATHY PHASE METHODS & ACTIVITIES

Here are suggested tools & exercises to guide participants through this phase:

1. Waste Story Interviews *(30–40 min)*

Invite participants to **interview each other or a real stakeholder** about their problem or experience with a food waste issue.

Instructions:

- Get participants to work in pairs. One person is the *interviewer*, the other the *storyteller*.
- Use a prepared prompt sheet (e.g. "Tell me about the last time you had to deal with food waste." / "What frustrates you most about waste in your business?" "How frequently does this occur?")
- Focus on **listening, not problem-solving**.

Tips:

- Record key insights on empathy maps or post-its.
- Rotate pairs if time allows.

2. Empathy Map Creation *(20–30 min)*

Use an **Empathy Map template** to capture what a user or stakeholder says, thinks, does & feels. MIRO Template examples or Waste 2 Worth Template

Who could they map?

- A small food service business owner (café/ restaurant)
- A small food production company (bakery/sauce maker etc)
- A fruit farmer during harvest season

Instructions:

- Small groups pick or are assigned a user persona.
- Based on interview stories, observations or stakeholder input, fill in the empathy map.
- Focus on **realistic, local examples** — not abstract ideas.

3. Waste Walk (Optional) *(15–20 min)*

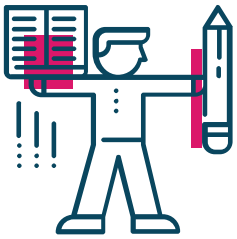
If time & location allow, take participants on a short walk around the business in question or the local food site.

Goal: Observe and document where waste is visible (bins, kitchens, leftover food, signage, etc.)

Activity:

- Use phones or notepads to document what they see.
- Allow Q&A to deepen empathy. What's being wasted? Why? Who is involved?
- Ask participants to reflect on: *What surprised me? What do I now understand better?*

EMPATHY PHASE



Materials Needed

- Empathy map templates (paper or digital)
- Interview prompt sheets
- Pens, markers, sticky notes
- Audio recorders or note sheets (if participants want to document interviews)
- Optional: printed personas, local stakeholder profiles, or community case studies

Facilitator Tips

- Encourage participants to **ask open questions**: "Why?" "Can you tell me more?"
- Remind them to **suspend judgement** — listen to understand, not to fix.
- Make space for **emotion**: frustration, pride, guilt or confusion are all valid responses to waste.
- **Reflect together** before moving on: "What patterns or needs did we notice?"

Expected Outcome

By the end of the Empathy phase, participants should have:

- A **clear picture of one or more real stakeholders looking for solutions**
- A shared understanding of **human needs & behaviours** related to food waste
- A set of **themes, quotes, or observations** that will guide the next phase: **Define**

05

THE DEFINE PHASE

FACILITATING THE DEFINE PHASE

After listening intently in the **Empathy phase**, participants now enter the **Define phase**, where they begin to **make sense of what they learned**. This stage is all about **synthesising insights** and turning them into a clear, actionable challenge statement.

For *Waste 2 Worth*, this means:

We assist workshop participants who arrive with broad, familiar issues, such as "food waste in restaurants" or "farmers throwing away surplus produce." While these are valid concerns, they are too general to spark targeted, actionable solutions. That's why the Define phase focuses on **reframing** these general topics into specific, human-centred **challenge statements** that guide the rest of the design thinking process.

Let's take the example: Broad problem: *"Food waste in restaurants"*
This statement is too wide in scope. It doesn't clarify:

- Who specifically is affected?
- What type of waste is most relevant?
- Why is the waste happening?
- Where are the constraints or opportunities?

Now consider a **reframed version**:
"How might we help small cafés reduce prep waste without compromising food quality?"

Why This Matters

A **well-defined problem** is the bridge between understanding the issue (Empathy phase) and imagining solutions (Ideate phase). When framed thoughtfully, it:

- Keeps the **focus on users' real needs**, not assumptions
- Helps the workshop participants **avoid jumping to generic or impractical solutions**
- Encourages **collaborative brainstorming** by giving everyone a shared question
- Makes it easier to **prototype and test** ideas later — because the solution is tied to a specific, user-based challenge

In *Waste 2 Worth* regional workshops, using this approach should ensure that the well-defined problem is **rooted in local reality**, focuses on **human needs**, and opens the door to **creative thinking** in the next phase.

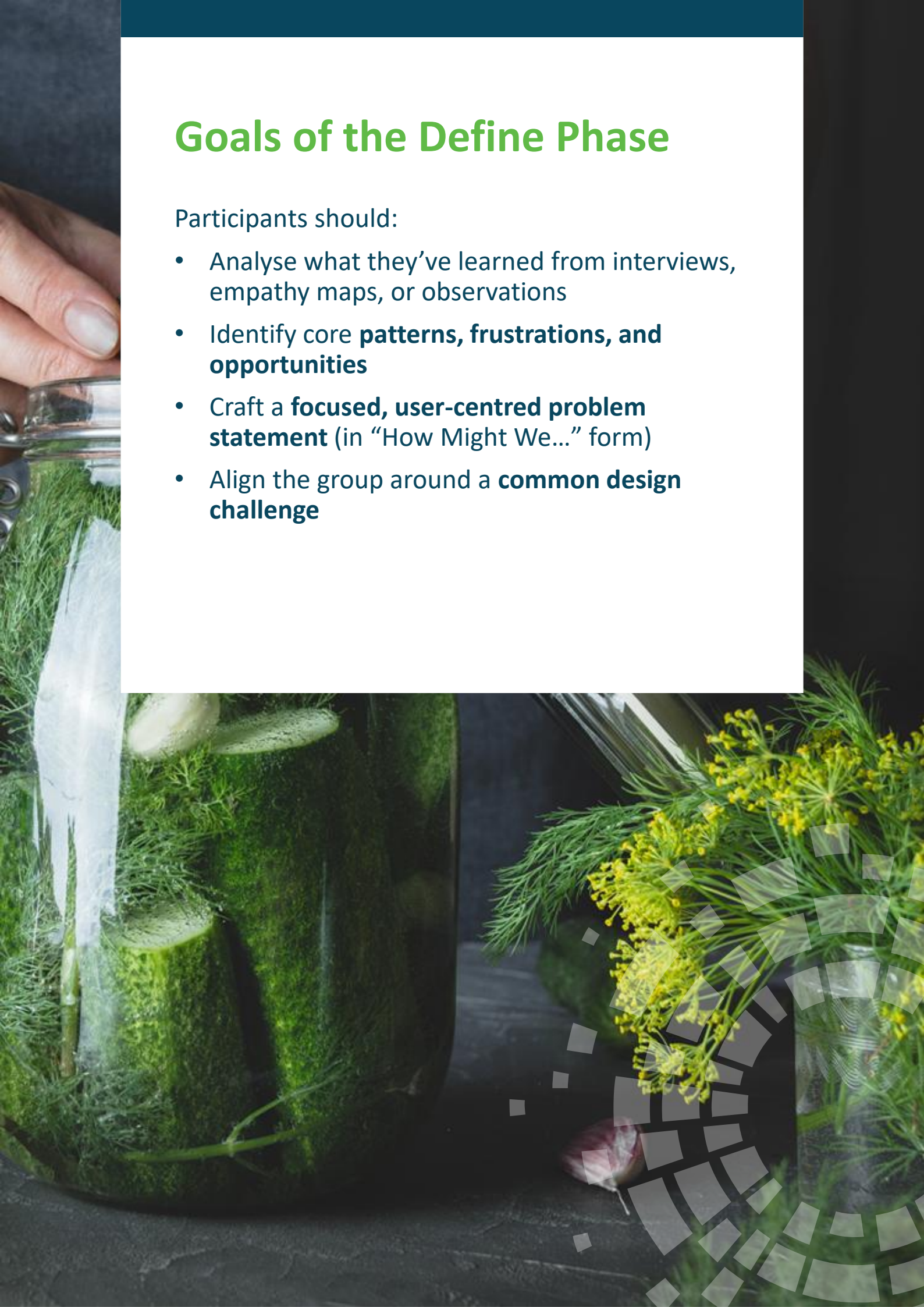
A challenge statement — also known as a "How Might We…" question — is a concise, open-ended question that clearly defines the problem you're trying to solve. It's based on user needs and is designed to spark creative ideas in the next phase.

Example:
How might we support the cafe kitchen staff in reducing fresh food waste without adding to their workload?

Goals of the Define Phase

Participants should:

- Analyse what they've learned from interviews, empathy maps, or observations
- Identify core **patterns, frustrations, and opportunities**
- Craft a **focused, user-centred problem statement** (in "How Might We…" form)
- Align the group around a **common design challenge**



DEFINE PHASE METHODS & ACTIVITIES

Here are suggested tools & exercises to guide participants through this phase:

1. Insight Clustering (20–30 min)

Participants group their notes or quotes from the Empathy phase into themes.

Instructions:

- On a wall, table or whiteboard, place all sticky notes or key quotes
- Group similar observations (e.g. "Staff throw out food because of portion size confusion")
- Label emerging themes: "Communication," "Policy gaps," "Lack of tools," etc.

Tips:

- Encourage collaboration — everyone should help cluster & name patterns
- Take photos of the clustered boards for later reference.

2. Six Thinking Hats (15–20 min)

This activity helps to explore your challenge from multiple perspectives

Assign each "hat" (facts, emotions, caution, optimism, creativity, and process) to participants and have them rotate through these lenses when discussing the issue.

Activity:

- Set focus: Share the draft challenge prompt.
- Assign hats: White=facts, Red=feelings, Black=risks, Yellow=benefits, Green=ideas, Blue=process.
- Timebox rounds: 2-3 mins per hat; Blue hat keeps flow & captures outputs.
- Rotate lenses: The Whole group uses one hat at a time to avoid debate.
- Synthesise: Blue hat clusters key points & surfaces tensions/opportunities.
- Output: Draft a crisp challenge statement reflecting facts, needs, risks & opportunities.

3. How Might We… (HMW) Statements (15–30 min)

Translate POVs into open-ended **design challenges** using the "How Might We…" format.

Why use HMW?

It reframes the problem in a way that invites creativity, avoids solutions too early, and is specific enough to guide ideation. Template

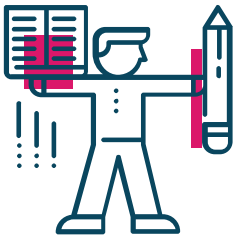
Examples:

a) "How might we support cafés in transforming plate waste into takeaway snacks?"
b) "How might we help schools involve students in monitoring food waste?"

Instructions:

- Each group brainstorms 2–3 HMW questions
- Share and refine with facilitator or peer feedback
- Choose **one key HMW question** to carry into the next phase

DEFINE PHASE



Materials Needed

- Sticky notes, markers, pens
- Wall or board space for clustering
- Template for HMW statements (printed or digital) Sample Templates
- Optional: Large empathy maps on display for reference

Facilitator Tips

- Watch for solution bias — keep participants focused on the problem before jumping into fixes
- Encourage clarity & focus — HMW statements should be **specific, user-focused & inspiring**
- Help participants test their statements by asking:
  - Is this question broad enough for creative ideas?
  - Is it grounded in real needs we heard?
  - Is it exciting to solve?

Expected Outcome

By the end of the Define phase, participants should have:

- A clearly articulated problem that is:
  - User-centred
  - Locally grounded
  - Framed as an opportunity
- A shared "How Might We…" question that guides their brainstorming in the Ideate phase

06

THE IDEATE PHASE

FACILITATING THE IDEATE PHASE

After understanding real user needs (Empathise) and framing a clear, focused challenge (Define), participants are ready to generate bold & practical ideas. **The Ideate phase** invites creative, free-flowing thinking to explore what could be possible — without judgement, fear of failure, or practical limitations..

For *Waste 2 Worth*, this phase is where possibility meets practicality:

This phase helps **bridge the gap between awareness and action**, empowering stakeholders to become problem-solvers rather than passive observers. It's also the stage where cross-sector collaboration begins to shine, as educators, producers, food businesses, students, and policymakers build on each other's experiences to generate ideas.

Through ideation, the workshops have the potential to unlock **community-driven solutions** that are relevant, feasible & potentially scalable. The energy created during this phase could build momentum for pilot projects, partnerships, or grant applications that continue long after the workshop ends.

Goals of the Ideate Phase

Participants should:

- Generate a wide range of possible ideas — from practical to imaginative
- Challenge **assumptions** and think beyond the obvious
- Build on each other's ideas through collaboration
- Identify promising solution directions to prototype in the next phase

Assumptions are beliefs or ideas we accept as true without proof — often unconsciously. These assumptions can influence how we define a problem, generate ideas, and evaluate solutions, sometimes in limiting ways.

By identifying and challenging our assumptions, we open the door to:

- **New perspectives**
- **Inclusive, user-centred ideas**
- **Disruptive innovation**
- **Better-aligned solutions**

IDEATE PHASE METHODS & ACTIVITIES

Here are suggested tools & exercises to guide participants through this phase:

1. Rapid Brainstorming (Divergent Thinking) (15–20 min)

A fast-paced session to generate as many ideas as possible, without judging or evaluating them.

Instructions:

- Set a timer (e.g. 10 minutes)
- Each team writes down 1 idea per sticky note or digital card
- Quantity over quality — aim for 20+ ideas
- Encourage “wild ideas” — sometimes the unrealistic ones lead to breakthroughs.

Tips:

- Use the group's HMW statement as the anchor
- Create a “Yes, and…” environment — avoid saying “That won’t work”

2. Brainwriting (10–15 min)

A quiet, individual exercise that helps quieter participants contribute equally. It can result in collaborative idea building without groupthink or interruption.

Instructions:

- Each person writes 3–5 ideas in silence on a sheet or template
- After 5 minutes, they pass the sheet to another person, who adds or builds on the ideas
- Continue for 2–3 rounds.

3. SCAMPER Technique (15–25 min)

Use this structured method to push existing ideas further or remix known systems.

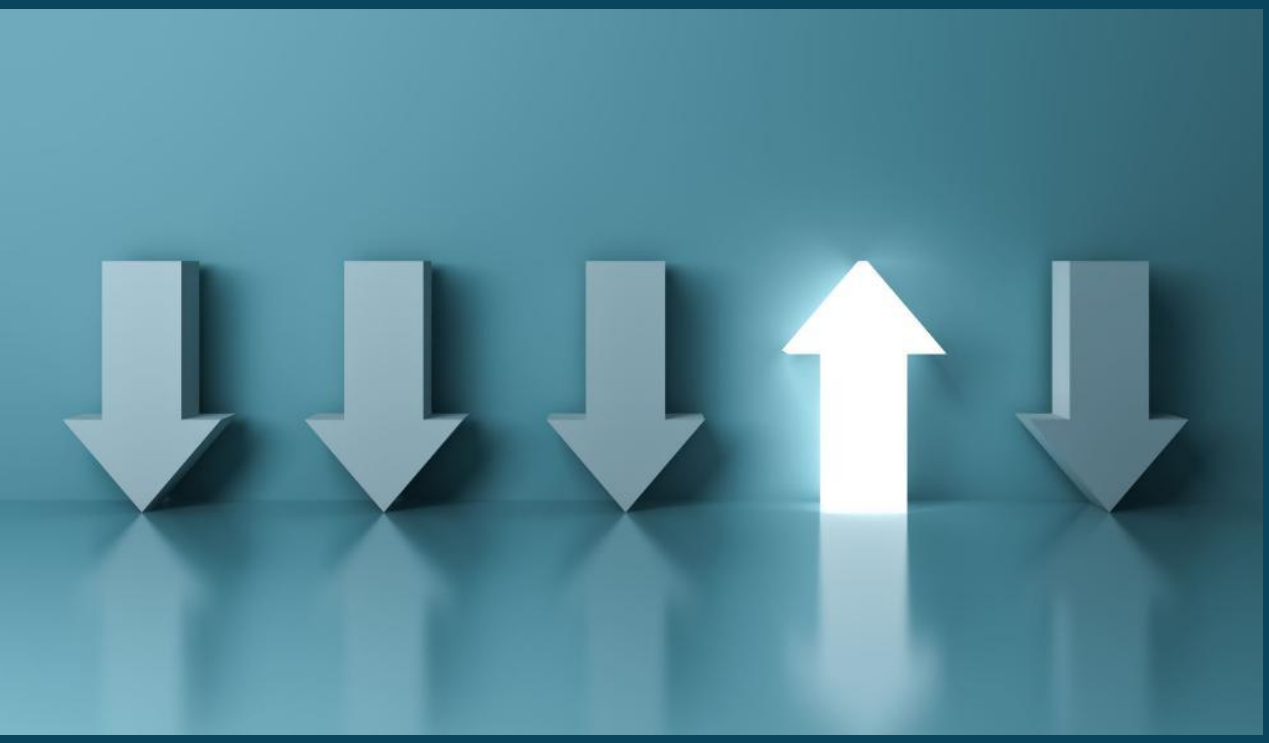
SCAMPER → MIRO Template

- **S**ubstitute
- **C**ombine
- **A**dapt
- **M**odify
- **P**ut to another use
- **E**liminate
- **R**everse

Brainstorm together with S.C.A.M.P.E.R.

Instructions:

- Take an existing idea (e.g. turning apple peels into tea)
- Apply SCAMPER prompts to transform or evolve it
- Ideal for refining a few selected ideas



4. **Idea Sorting & Clustering (Convergent Thinking)** *(15–20 min)*

After generating lots of ideas, help participants **group and prioritise** them.

Instructions:

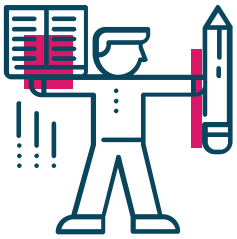
- Cluster similar ideas into categories (e.g. product ideas, community projects, awareness campaigns)
- Use dot-voting or sticker voting to select the top 2–3 ideas per group
- Choose one main idea to develop further in the Prototype phase

Criteria to consider:

- Relevance to the original challenge
- Impact potential
- Feasibility with available resources
- Excitement/engagement

TIP:
Try this Workshop Prompt: "What assumptions are we making about this problem, user, or system?"
"What would happen if the opposite were true?"

IDEATE PHASE



Materials Needed

- Sticky notes, pens, voting dots or markers
- SCAMPER worksheet (optional) Template
- Large wall or digital board (Miro, Jamboard, flipchart)
- Timers, music (for energy!), idea tracking sheets

Facilitator Tips

- Keep the energy high — this is the most creative part of the process
- Remind participants **not to judge ideas too early**
- Encourage building on each other's thoughts with phrases like: "Yes, and…"
- Capture all ideas visibly — on walls, flipcharts, or digital boards
- Reinforce that **innovation often comes from unlikely combinations**

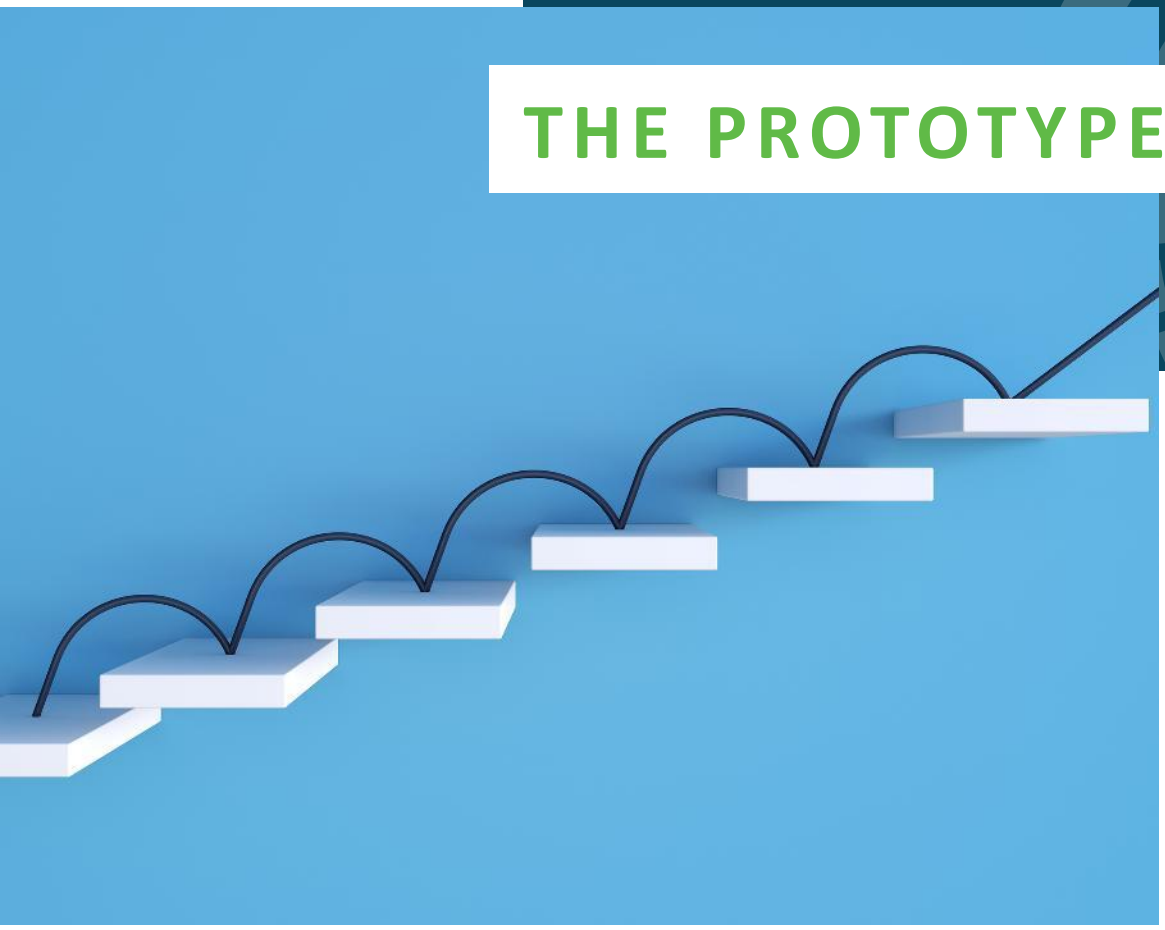
Expected Outcome

By the end of the Ideate phase, participants should have:

- A **diverse set of possible solutions** to their challenge
- 1–2 top ideas that they are excited to prototype and test
- Clear visual evidence of their thinking (sticky walls, digital boards, idea maps)

07

THE PROTOTYPE PHASE



FACILITATING THE PROTOTYPE PHASE

Once participants have selected a promising idea during the **Ideate phase**, it's time to bring that idea to life — quickly and simply. The **Prototype phase** is **about transforming abstract concepts into physical or visual models** that can be tested, improved, or even challenged.

For *Waste 2 Worth*, this phase is where we build to think and learn by doing:

Prototypes don't have to be perfect. In fact, the best ones are rough, rapid, and low-cost. What matters is that the prototype helps communicate the idea clearly, invites feedback, and allows teams to see what works and what doesn't.

In Waste 2 Worth, this could mean sketching a new food waste app, building a mock-up of a compost bin service, designing a new menu with repurposed food or scripting a short campaign video to reduce waste in school canteens/hotel dining rooms.

Goals of the Prototype Phase

Participants should:

- Translate their idea into something visible and concrete
- Think through the details and user experience
- Prepare a version that can be shared with others for feedback
- Begin to see flaws, gaps, or potential in their concept

For Waste 2 Worth, the **Prototype phase** brings **circular solutions** to life — even if only on paper or in concept. It allows regional actors to:

- **Visualise** how a new compost system, food recovery service, or awareness campaign might function
- Spot **design gaps** or practical issues early on
- Invite **input** from other stakeholders, making solutions more collaborative & realistic
- Build confidence in **taking action** — not just talking about sustainability

Even if a prototype never becomes a final product, it often leads to better versions of the idea, and it shows participants that they can move from **insight to impact** using their own creativity.

PROTOTYPE PHASE METHODS & ACTIVITIES

Here are exercises to guide participants through this phase:

1. Low-Fidelity Prototypes (30–45 min)

Start with simple, fast versions of the idea that can be made with everyday materials or basic tools.

Types of low-fidelity prototypes include:

- Sketches or storyboards (e.g., for an app, educational tool, waste stream map or service process)
- Role-play or skits (e.g. a scene in a restaurant or compost station)
- Paper models (e.g. packaging for surplus produce, signage for waste bins,)
- Mock posters, flyers, or social media posts (e.g. awareness campaign)

Instructions:

- Provide materials (paper, pens, markers, cardboard, tape, recycled items, etc.)
- Set a timer (30–45 mins) and encourage teams to "build to think"
- Ask each team to create something that a potential user could interact with or react to.

2. Experience Walkthrough or User Journey (20–30 min)

This approach helps teams think through how a user would engage with their solution step by step.

Instructions:

- Create a visual "journey" using sticky notes, drawings, or a flowchart
- Highlight: entry point, touchpoints, actions, emotions, and outcomes

Example (social cafe composting programme):
Diner finishes lunch → sees compost bin with sign → places food in bin → gets reward points → learns about waste impact

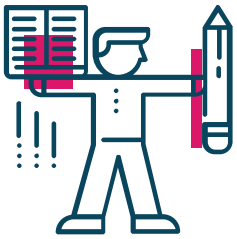
3. Prepare for Feedback ("Demo Ready") (15–20 min)

Before testing, participants should rehearse or set up a quick presentation of their prototype.

Questions to guide prep:

- What is the core idea?
- Who is it for?
- What problem does it solve?
- What would we like feedback on?

PROTOTYPE PHASE



Materials Needed

- Paper, markers, glue, scissors, LEGO, Play-Doh, recycled packaging, tape, food waste items
- Whiteboards or large sheets for storyboarding or user journey maps
- Props (e.g. kitchen utensils, containers, printed images)
- Optional: Canva, PowerPoint, or digital tools like Marvel for remote/online prototyping

Facilitator Tips

- Encourage **speed over polish** — this is not about perfection
- Celebrate creativity — no idea is too strange at this stage
- Ask: “Would a user understand how this works?”
- Keep energy high with music, movement, and laughter
- Offer supportive feedback and keep teams focused on clarity, not complexity

Expected Outcome

By the end of the Prototype phase, participants should have:

- A visible representation of their solution idea (sketch, mock-up, script, or model)
- A clear explanation of how it works and who it helps
- A plan to share the prototype and gather feedback in the next phase (Test)

08

THE TEST PHASE

FACILITATING THE TEST PHASE

In the **Test phase**, participants take the prototypes they developed and present them to others to gather reactions, insights, and constructive feedback. This is not about judging success or failure — it's about **learning what works**, what doesn't, and how the idea might be improved or adapted.

For *Waste 2 Worth*, this phase is where we share, learn, refine:

Testing helps teams validate assumptions, refine their ideas, and better understand how real users might engage with their solution. In Waste 2 Worth, this can be a powerful opportunity for food producers, educators, or businesses, to present real innovations to stakeholders in their community.

The Test phase is a crucial opportunity to:

- Validate circular solutions before investing time, money, or energy into implementation
- Gather insights from peers, stakeholders, or community members
- Reinforce a culture of experimentation, not perfection
- Empower participants to bring prototypes into real-world trials or partnerships
- Ensure that the ideas developed are relevant, useful & usable in local contexts

Even if a solution is far from complete, testing helps teams see how it could evolve — and builds momentum toward making it happen.

Goals of the Test Phase

Participants should:

- Present their prototype clearly to others (peers, guests, facilitators)
- **Actively listen** to receive honest feedback from fresh perspectives
- Identify ways to improve or adjust their solution
- Reflect on what they learned about the user, the problem & the potential impact

Active listening is the skill of fully focusing on, understanding, and responding to what someone is saying — with the goal of **genuinely learning** from them, not just waiting to reply.

In the **Test phase** of the Design Thinking process, **active listening is essential**. This is the moment when participants receive feedback on their prototype — and the way they listen will directly shape how well they **learn, improve, and adapt** their idea.

TEST PHASE METHODS & ACTIVITIES

WORKSHOP TIP:
Introduce the concept of active listening before feedback sessions start & do a quick warm-up activity. Listening Pair Exercise: In pairs, one person shares a one-minute story while the other listens silently, then repeats back what they heard. Swap roles.

Here are exercises to guide participants through this phase:

1. Prototype Sharing / Demo Session (30–45 min)

Each group presents its prototype and explains its purpose, user, and how it works.

Instructions:

- Give each team 5–7 minutes to present their solution
- Encourage them to act out, show or walk through the prototype — not just explain it
- Optionally, include props or mini role-plays

2. Feedback with "I Like / I Wish / What If" (15–20 min per group)

This simple, non-threatening method helps participants receive constructive, specific feedback.

Instructions:

After each presentation, ask the audience to respond using:

- "**I like…**" – What's strong, exciting, or effective about the idea
- "**I wish…**" – What could be clearer, stronger, or more realistic
- "**What if…**" – Suggestions, possibilities, or improvements to consider

Use sticky notes or feedback cards if you have a large group.

3. Reflection & Iteration Planning (20–30 min)

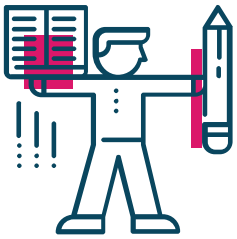
Teams regroup after feedback to reflect and decide what to change.

Discussion prompts:

- What feedback surprised us?
- What did people misunderstand?
- What would we change or test further?
- What would make this more useful or scalable in our community?

Encourage them to document 2–3 next steps for refining or reiterating their idea.

TEST PHASE



Materials Needed

- Presentation space or display tables
- Feedback forms, sticky notes or digital feedback boards (e.g. Padlet, Miro)
- Timers, microphones (optional), prototype materials
- “I Like / I Wish / What If” cards or posters

Facilitator Tips

- Frame feedback as a **learning tool**, not criticism
- Keep the environment **safe and supportive**
- Remind everyone to give **kind, specific, and actionable feedback**
- Help presenters stay open — even uncomfortable feedback can lead to major improvements
- Celebrate learning, not perfection — progress matters!

Expected Outcome

By the end of the Test phase, participants should have:

- Shared their solution publicly (presentation, role-play, walkthrough, etc.)
- Received meaningful feedback from others
- Reflected on what worked and what could improve
- Identified clear next steps or revisions they would make (Reiteration)

09

WASTE 2 WORTH RESOURCES

PRACTICAL USES OF WASTE 2 WORTH RESOURCES

Supporting Regional Collaboration Through Design Thinking Workshops

The *Waste 2 Worth* project resources were developed to **support practical, regionally grounded collaboration** around food waste and circular innovation.
Within the context of **Design Thinking workshops**, these tools provide rich content, local relevance, and real-world examples that help **participants explore, design, and activate circular solutions** in their communities.
Each resource has a **strategic role** in the workshop process — from **inspiration** and **problem framing** to **solution development** and **post-workshop action planning**.

The Waste 2 Worth Good Practice Compendium

A curated collection of successful circular food waste initiatives across Europe.

In the DT Workshop:

- Use as **inspiration during the Empathy or Ideate phases**
- Provide **concrete examples** of how other regions tackled similar food waste problems
- Spark discussion: "What can we adapt from this case to fit our region?"
- Encourage teams to **benchmark ideas** against proven concepts

Outcome:
Participants are more likely to feel empowered and informed when they can **see real examples** of success — and realise they don't need to start from scratch.

PRACTICAL USES OF WASTE 2 WORTH RESOURCES - continued

SME Food Waste Community Exploration Guide

A practical guide to help food-related SMEs reduce waste, increase sustainability, and engage in meaningful innovation

In the DT Workshop:
This guide can be used during the Empathy and Define phases of the workshop to help participants, particularly those representing or designing for small food businesses, better understand real-world challenges and opportunities in food waste management.

Outcome:
The guide helps participants see SMEs not just as problem holders, but as potential leaders of circular change when properly supported. It:

- Encourages **whole-organisation involvement**, aligning with the user-centred nature of DT
- Helps teams generate ideas that are **both innovative and feasible** in the SME context
- Increases understanding of **cost savings, sustainability benefits, and brand value**, reinforcing motivation to act.

Regional Community Maps of Waste Streams

Visual, region-specific maps showing dominant local food waste flows.

In the DT Workshop:

- Use as a **kick-off visual activity** to start conversations about local food waste realities
- Integrate into the **Empathy phase** to help participants connect with what's wasted, where & why
- Prompt teams to **create their own waste stream maps** during or after the session

Outcome:
These maps localise the issue and ground ideation in **real, available resources**, increasing relevance and innovation potential in each region.

PRACTICAL USES OF WASTE 2 WORTH RESOURCES - continued

Suite of Open Educational Resources (OERs)

A flexible, expert-developed toolkit to support climate action, food waste reduction & circular innovation.

In the DT Workshops:

The W2W OERs offer rich educational content and practical teaching tools that enhance every phase of the Design Thinking process, supporting long-term learner engagement.

- 12-Module multimedia course linking food waste, climate change & circular solutions. Use it to:
  - Set context during the Empathy phase
  - Enrich ideation with real examples & global relevance
  - Extend learning beyond the workshop (pre/post activities)
- Educator's Guide

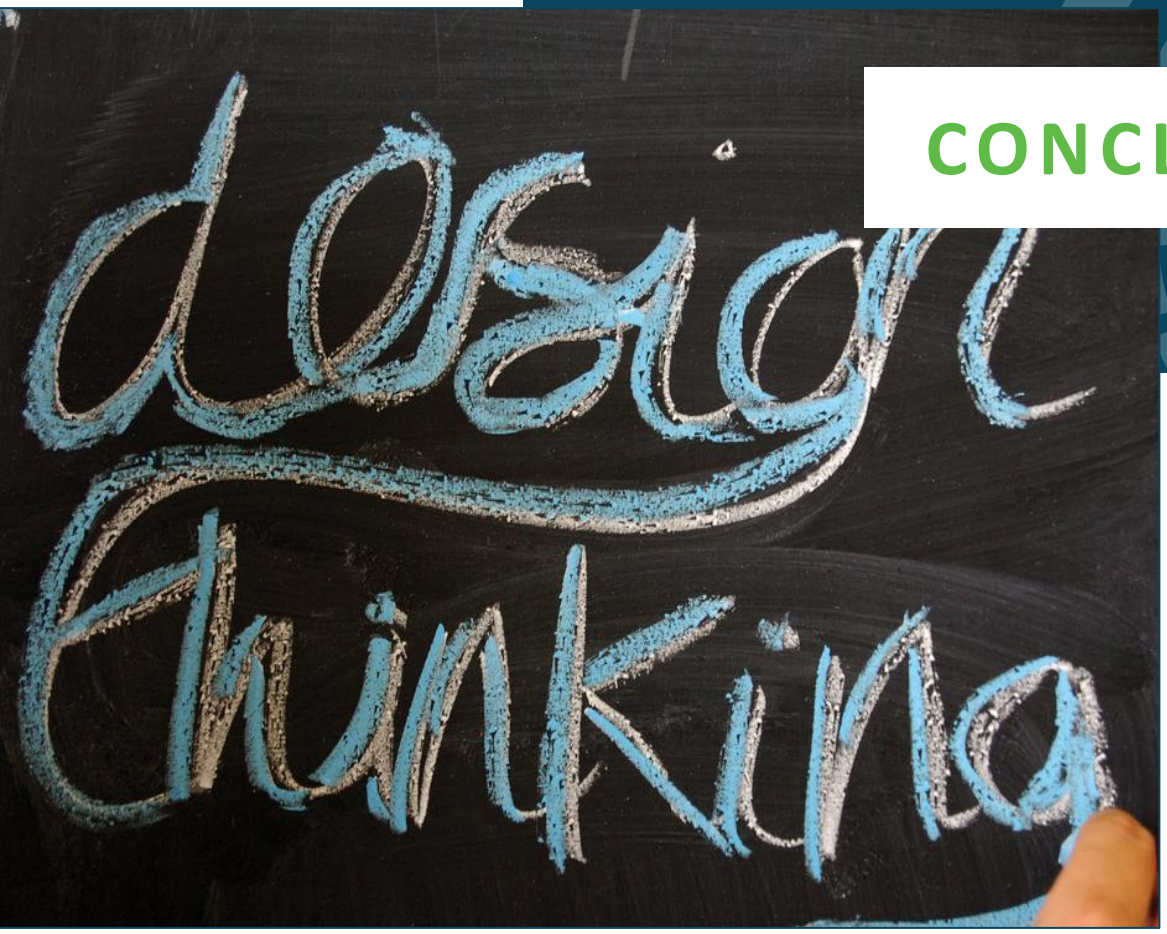
A pedagogical toolkit for active, inclusive learning — online or in-person. Use it to:

- Support interactive workshop delivery
- Apply climate-focused teaching strategies
- Embed DT in formal, non-formal, or hybrid education

Outcome:

The OERs help turn DT workshops into **meaningful learning experiences** that combine action, reflection & skill-building — empowering learners to drive **sustainable regional change**.

10



CONCLUSION

WHY DESIGN THINKING WORKS FOR REGIONAL CIRCULAR COLLABORATION

The **Waste 2 Worth** project is grounded in a belief that sustainable change begins at the **local level** — with the people who know their communities, challenges, and resources best. But to unlock that local knowledge and turn it into meaningful action, we need more than information. We need a **framework for collaboration, creativity & co-creation**.
This is what makes **Design Thinking (DT)** such a valuable approach for regional circular innovation.

Design Thinking is Practical, Inclusive & Adaptable

DT provides a **flexible, hands-on process** that works in any context — from rural farming communities to urban food enterprises. It doesn't require participants to be experts or innovators. It simply asks them to be **curious, empathetic & open to experimentation**.
Whether it's a farmer reimagining how to use surplus produce, a school leader tackling lunch waste, or a community group starting a composting project — DT gives everyone a way to contribute.

WHY DESIGN THIINKING

DT Builds Relationships, Not Just Ideas

Circular solutions require more than good design — they require **collaboration across sectors**, silos & systems. Design Thinking brings together people who wouldn't usually work side by side: educators, food business owners, students, policymakers, waste collectors.

Through structured dialogue, shared activities, and prototyping, DT helps build trust, shared language, and mutual understanding — the foundations of lasting regional partnerships.

DT Sparks Action, Not Just Conversation

Too often, sustainability workshops end in good intentions and little follow-through. DT flips that pattern by moving quickly from **problem to idea to prototype to feedback**. It encourages testing, failing fast, and learning forward.

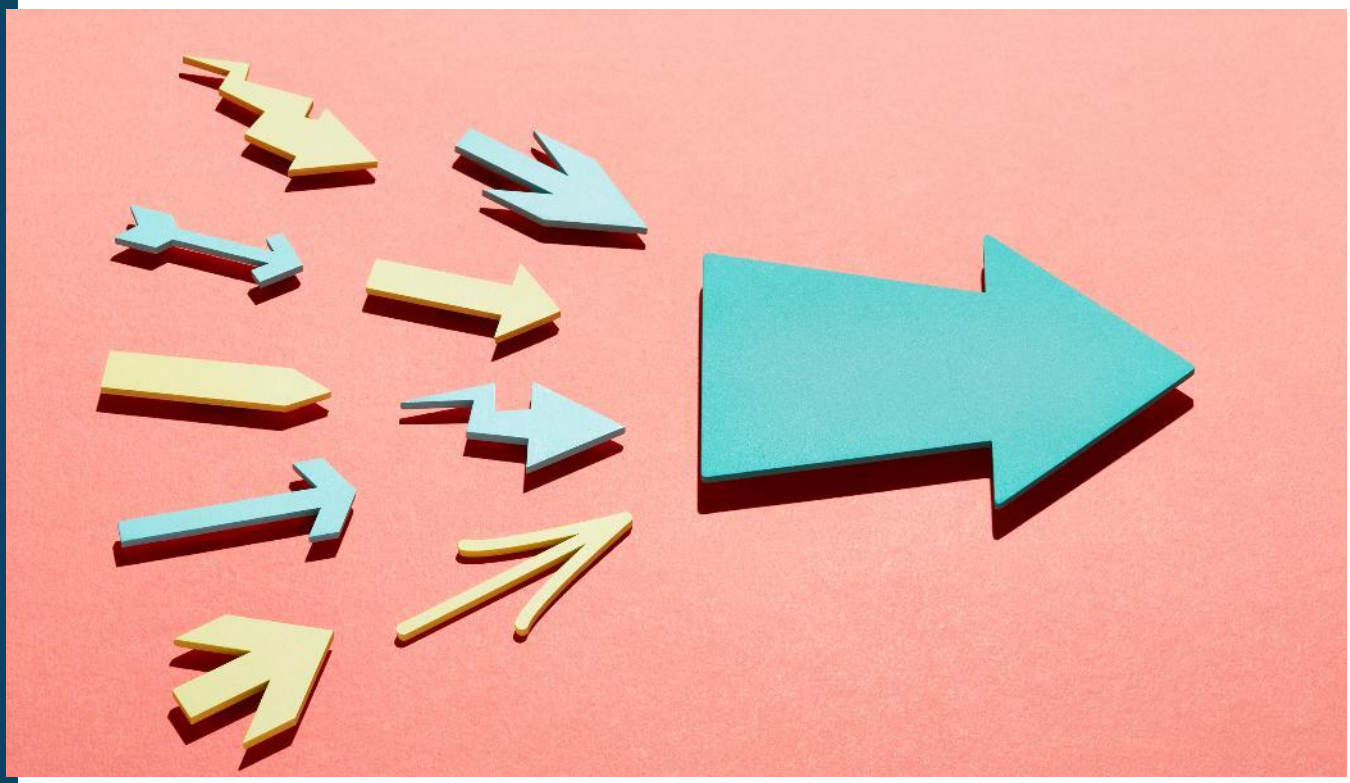
In regional contexts where time, money & capacity are limited, this ability to act without perfection is empowering. It helps communities move from planning to doing — and then improving as they go.

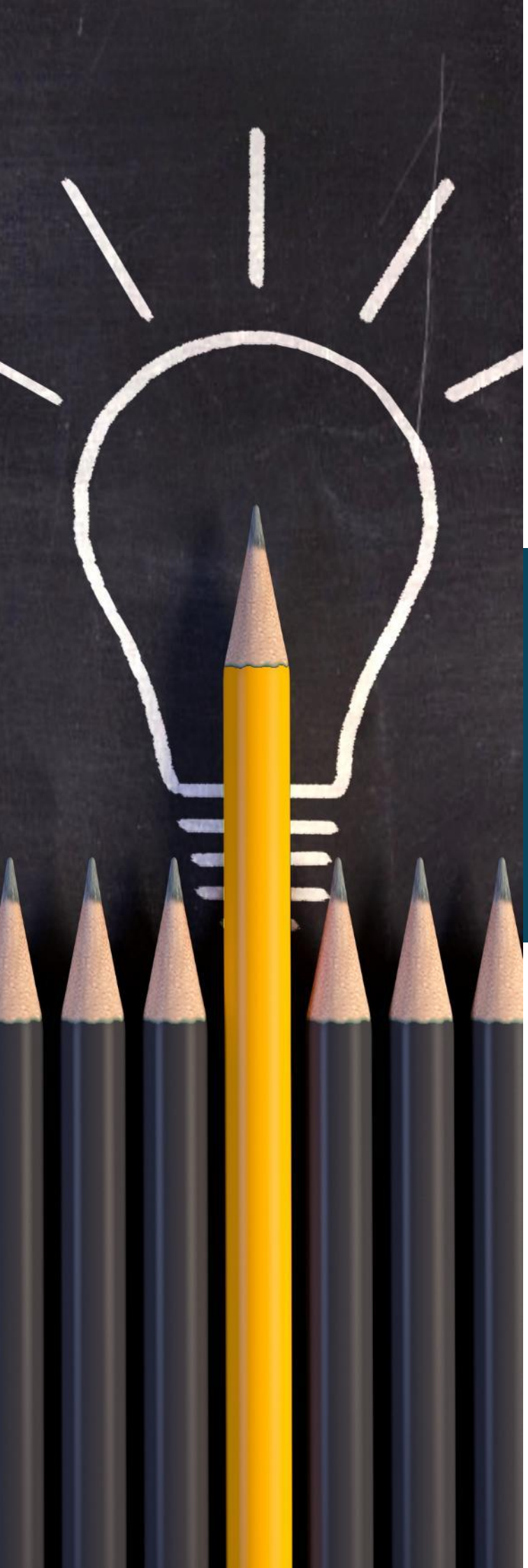
DT Aligns Perfectly with Circular Economy Values

The circular economy is about rethinking systems, valuing resources, and designing out waste. Design Thinking mirrors these principles by:

- Prioritising user needs and systems thinking
- Embracing iteration over perfection
- Encouraging the reuse and reinvention of ideas, materials & roles

DT helps stakeholders see waste not as an endpoint, but as the starting point for innovation.





FINAL THOUGHT

Design Thinking is not the destination — it's the vehicle. When combined with the local knowledge, creativity & commitment already present in regional communities, it becomes a **powerful driver of circular transformation**.

"A LITTLE PROGRESS EACH DAY ADDS UP TO BIG RESULTS"

By equipping regional actors with this mindset and method, *Waste 2 Worth* **helps communities create solutions that are sustainable — while also being shared, scalable & locally owned.**

ADDITIONAL RESOURCES

CASE STUDY 1:

Toast Brewing is a UK-based brewery that uses surplus bread from the bakery industry to brew beer. They tackle the food waste problem by using bread that would otherwise go to waste, while also minimising their environmental footprint by reducing the amount of land, water, and energy required to brew their beer. Toast Ale is a social-impact business that donates their profits to environmental charities.

Toast Brewing's business idea incorporates design thinking philosophies. The recent surge in social enterprises reflects a shift in consumer expectations toward greater corporate responsibility. This enterprise responds to consumer insights by incorporating CSR into its business model.

Workshop Use: The ingenuity behind Toast Ale's original idea exemplifies the innovation and creativity at the heart of design thinking.

Delicious craft beer brewed using surplus bread | Toast Brewing

PODCAST

Our food system is not "broken." It's working exactly as designed.
Discover via their podcast channel how IDEO is partnering with others to change the food system.

Food × Design
An IDEO Podcast

This **Video** spotlights 4 innovative ways to turn food waste into fuel

ADDITIONAL RESOURCES

CASE STUDY 1:

La Fàbrica del Sol es un centro público de ecoinnovación en Barcelona que integra el pensamiento de diseño y los laboratorios ciudadanos para abordar la sostenibilidad urbana y el desperdicio de alimentos. El programa incluye:

- Laboratorios de ecodiseño impulsados por la comunidad para grupos escolares, residentes y personas mayores.
- Creación de prototipos de compostaje urbano y jardines verticales.
- Uso de charrettes de diseño para explorar prácticas alimentarias regenerativas.

Uso del taller:

✓ Ejemplo de colaboración municipal y cocreación comunitaria.

✓ Inspiración para la narración visual en presentaciones y mapeo circular.

Inici | Agenda + Sostenible

PODCAST

En el podcast de Alimentta, exploramos cómo se producen los alimentos y qué impacto tiene lo que nos llevamos a la boca.

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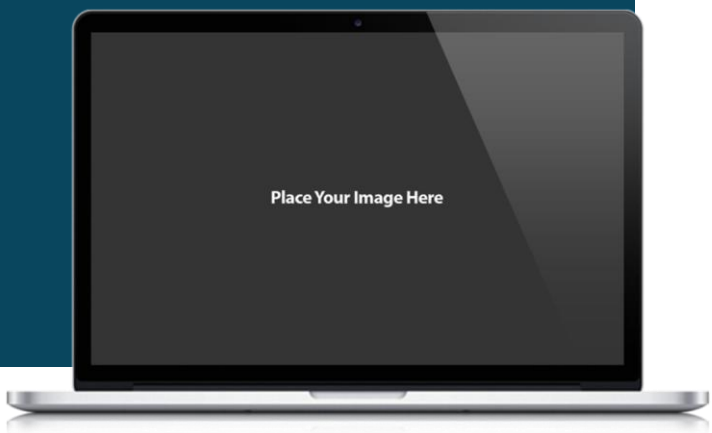

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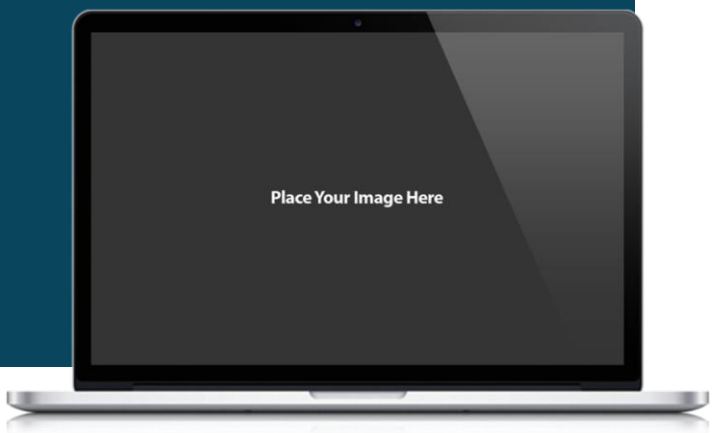

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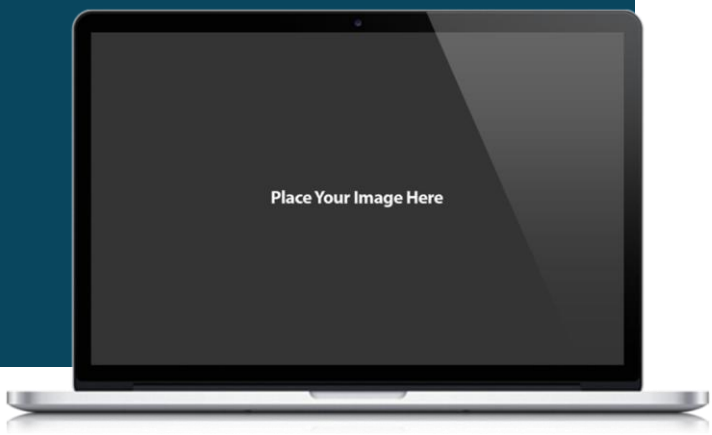

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creating circular communities

Follow Our Journey

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Waste 2 Worth Design Thinking Empathy
Interview Sheet

Interviewee Name/Role: _____
Date/Location: _____

1. Warm-Up (Build Rapport)

- Can you tell me a little about yourself & your connection to [food system/region/SME/community]?
- What's a typical day like for you in this role?

2. Experiences & Practices

- How do you currently deal with [food waste/surplus/by-products] in your work or community?
- What has worked well for you in managing waste or resources?
- What challenges or frustrations do you face in this area?

3. Emotions & Perspectives

- How do these challenges make you feel?
- What values or beliefs guide how you approach waste & sustainability?
- How do you think others in your community/sector view this issue?

4. Needs & Motivations

- What would make your work easier or more effective in this area?
- What kind of support, resources, or partnerships would be most valuable?
- If you could change one thing about the current system, what would it be?

5. Future Outlook & Opportunities

- Imagine things worked really well — what would that look like for you?
- What opportunities do you see for turning waste into value in your region?

6. Wrap-Up

- Is there anything we haven't talked about that you'd like to share?
- Would you be open to staying involved in future workshops or projects?

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SCAMPER Ideation Template

Focus Area / Challenge: _____

_____

S – Substitute
What can be replaced or used instead?

👉 _____
👉 _____

C – Combine
What ideas, products, or processes can be brought together?

👉 _____
👉 _____

A – Adapt
What can be adjusted or modified for a new use?

👉 _____
👉 _____

M – Modify / Magnify / Minify
What can be made bigger, smaller, stronger, faster, or altered?

👉 _____
👉 _____

P – Put to another use
How else could this be used (different purpose or context)?

👉 _____
👉 _____

E – Eliminate
What can be removed, simplified, or reduced?

👉 _____
👉 _____

R – Reverse / Rearrange
What can be reversed, flipped, or re-ordered?

👉 _____
👉 _____

Key Ideas / Next Steps: _____

_____

_____

_____

_____

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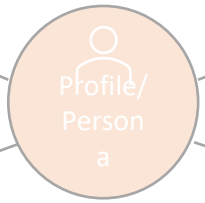
EMPATHY MAP CANVAS

Focusing on :	Group name:	Date:

What do they
THINK & FEEL?
What
- really counts?
- are major preoccupations?
- worries them?
- drives or inspires them?

What do they
HEAR?
What
- customers say?
- the boss says?
- influencers say?
- friends/peers say?



What do they
SEE?
Community
Environment
Friends
What the market offers

What do they
SAY & DO?
Attitude in public
Appearance
Behaviour towards others/environment

PAINS
Fears
Frustrations
Obstacles

GAINS
Wants & Needs
Measures of success
Opportunities

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creating circular communities

HMW Statement Template

This template is designed to support the Define phase of the **Waste 2 Worth Design Thinking workshop**. Use the HMV activity to help synthesise empathy findings into clear, actionable statements.

HMW Statements Framework (convert themes into opportunities)

1. Start from themes: Pick a top insight/theme.
2. Draft many: Write multiple "How Might We…?" variations per theme.
3. Scope check: Not too broad ("boil the ocean") & not too narrow ("one solution baked in").
4. Reframe negatives: Turn problems into opportunity language.
5. Vote & refine: Dot-vote, merge similar HMWs, sharpen wording (user + need + outcome).
6. Output: 1–3 selected HMWs to guide ideation in the next phase.

Format: ***How might we*** *[design challenge rooted in users' need]?*

Example: How might we support cafe chefs in transforming leftovers into new, appealing menu items?

Blank version:

How might we

_____?

Blank version:

How might we

_____?

Blank version:

How might we

_____?