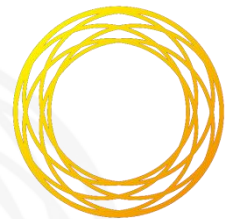


RENKEI

Welcome to World Café



RENKEI

World Café

- We are going to brainstorm ideas in response to key questions or ideas relating to urban sustainability and resilience in Japan and Kyoto which you would like to explore
- You have one hour to decide on your idea or question
- We will start the World Café by hearing a brief summary of the idea or question you would like to put on the table and by ensuring that the table facilitators are briefed
- Then 5 rounds of divergent thinking
- Return to your team table to review the brainstorm and converge your thinking
- On Wednesday and Thursday you will have space and time to research solutions that have the potential to become sustainable and viable enterprises



Creative Problem Solving

- Divergent

Quantity of ideas

Finding the best idea

- Convergent

Alex Osborn and Sidney Parnes
Creative Problem Solving process



RENKEI

BRAINSTORMING:

As many ideas as possible

No such thing as a silly idea – all ideas have value at this stage.

Impractical ideas OK!

No criticism

Suspend judgement

“Yes and”....not “Yes but”

Quantity breeds Quality



RENKEI

Divergent Thinking

5 rounds of divergent thinking, brainstorming
in a World Café session

- Facilitator at each base
- Questions (provocations) at each base
- Discuss and write your ideas on the large sheets
- Build on other people's ideas – “yes and” not “yes but”
- Make notes, draw pictures



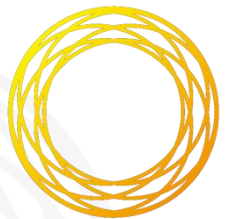
World Café

- After 10 minutes change base
- 3 minutes to hear a summary of the brainstorm so far from the table facilitator
- Work with new people
- Review the brainstorm on the table and any notes, pictures – build on it with more ideas
- Add completely new ideas
- Visit each base only once
- After 10 minutes change bases again -
...More brainstorming!!



Convergent thinking

- Return to your original table
- 20 minutes convergent thinking
- What are the responses and ideas that have been added to the brainstorm?
- What are the opportunities and potential solutions?
- How might you take this forward?
- Brief presentation of the two ideas with most potential to the whole group



Taking this forward

- These ideas can be the starting point for your research over the next two days
- You need to develop an idea for a sustainable and viable enterprise and present it on Friday
- Draw on your experience of the last 6 months
- Use Business Model Canvas to design and develop your proposals
- Any questions?

