

Inspirational Case Studies

- **FASTCOMPANY** **Case Studies in Sustainability**
- **afen IDEO** **Challenges**

→ Design Thinking for projects with impact on communities

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Could Biomimicry Build a Better Company Than Your Boss?

BY Alissa Walker Wed Jul 7, 2010

In the final chapter of our Biomimicry Challenge, we ask the clients if they think nature can help solve their business problems. [READ»](#)

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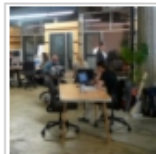
Myoo Uses Crowdsourcing for Sustainability Solutions

BY Alissa Walker Tue Jun 22, 2010

The new company behind Levi's recent Care to Air contest works with brands to launch sustainability-focused crowdsourcing challenges that engage consumers and spur innovation. [READ»](#)

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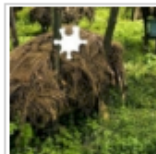
The Hub Bay Area: Where Change Agents Share Space and Ideas

BY Alissa Walker Mon Jun 7, 2010

The newest location of a global network of sustainable shared workspaces lives up to its tagline: "Where Change Goes to Work." [READ»](#)

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ANTONIO BRICENO



A Photographic Journey Through Rwanda's Emerging Green Industries

BY Alissa Walker Wed Jun 2, 2010

A new photography show produced for the U.N.'s World Environment Day portrays Rwanda as a model of sustainable development where humans live and work in harmony with nature. [READ»](#)

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The Green Products Innovation Institute: Is This What "More Good" Looks Like?

BY Valerie Casey Tue Jun 1, 2010

A new sustainability certification system for products has just been unveiled by Cradle to Cradle guru William McDonough and endorsed by California Governor Arnold Schwarzenegger. Is it the change we've been looking for? [READ»](#)


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How might we better connect food production and consumption?

CONCEPTING
616 concepts
APPLAUSE
617 final concepts
REFINEMENT
20 final concepts
EVALUATION
20 final concepts
WINNING CONCEPT
Announced!



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Challenge Brief

Help us close the gap between rural food production and urban food consumption to create more sustainable, happy and healthy communities. OpenIDEO has partnered with the Queensland Government in Australia and the IDEAS Festival 2011 to create a closer connection between local food production and consumption that can make a dramatic impact on sustainability efforts.

Queensland Government



IDEAS 2011

Sponsored by:
IDEAS 2011

Challenge Start Date:
March 23, 2011,
01:00PM

Challenge End Date:
June 21, 2012,
12:00AM

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Types of Case Studies

Goal: Behaviour/Attitude Change

Goal: Design Innovation

Goal: Elements of Design Innovation and
Elements of Behaviour/Attitude Change

How can more people be encouraged to donate organs and save lives?

Help us saving human lives. Every day people die because they were in need of some new organs and have not got matched ones in time. On the other hand there are healthy people who die in circumstances that would make it easy to transplant some organ to a yet living individual. The infrastructure to connect both exists. But often it is not clear whether the potential organ donors would agree to this proceeding as they have not given their explicit consent. The existing organ donor cards offer that opportunity but they are not common. Come up with ideas who to encourage people do agree to organ donations and save lives!

How can we reduce the number of disposable coffee cups?

Help us do reduce waste. Today disposable coffee cups are all around. People drink their coffee and dump the plastic or paperboard cup. The effect is that the urban environment is littered with these containers. Even if the used cups are disposed in trash bins the environmental waste is huge. The challenge is to come up with design solutions that drastically reduce the number of disposable coffee cups.

How can we design water bottles such that they are not disposed?

Help us do reduce waste. Today fancy drinking waters are sold in plastic bottles. The effect is that litter bins are filled with these containers and the environmental waste is huge. The challenge is to come up with design solutions how to drastically reduce the number of disposable water bottles.

How can a volunteer service ensure that there will be enough volunteers?

Help us to make society a little better. Many young adults of today are willing to volunteer non-permanently for short time in community jobs. And their help is very much welcomed in several projects. Matching volunteers and projects is done by a non-profit volunteer organisation via a web service. Volunteers might drop-out at any time, thus fluctuation of volunteers is expected to be high in the projects. How to ensure that there will be enough volunteers in the future such that no supported project has to be let down?

How can a short-term volunteer service permanently attract enough projects?

Help us to make society a little better. Many social, cultural or community organisations are willing to accept short-time volunteers as welcomed support for their services. And their help is very much welcomed in that projects. But volunteering is non-permanent, short-time, and with very short notice. Fluctuation of volunteers is expected to be high. That increases the administrative burden for the organisations and might hold them back from offering again or turning towards another, long-term service. How can a short-term volunteer service that places people into projects via a web page ensure that there are enough projects such that no interested volunteer has to be let down?