



## Key Advice

### Rules for Brainstorming

Establishing clear guidelines and expectations for the brainstorming process can help ensure a productive and collaborative session. The most important brainstorming rules include:

1. Promote equal participation to ensure that everyone has an opportunity to share their unique perspectives.
2. Listen actively and respectfully to each other's ideas, showing openness to all viewpoints.
3. Encourage everyone to contribute their ideas, as every idea has the potential to inspire new and creative solutions.
4. Avoid judging or criticising any idea, as this can stifle creativity and discourage participation.
5. Expand on each other's ideas to generate new and innovative solutions that may not have been thought of individually.
6. Go for quantity and be visual. When generating ideas, strive for quantity. Using visual aids such as sketches, diagrams or mind maps helps express and develop ideas in a more engaging and memorable way.

### Examples of brainstorming questions

- What are some ways to improve urban mobility in a specific city?
- How can we accelerate the adoption of renewable energy solutions?
- In what ways can we promote sustainable and equitable practices in coffee production?
- How can we enhance social cohesion at the university?