

Overview: An exercise to encourage a creative reflection upon how to use some waste products as input for new businesses.

Age group: 15 years and up

Group size: Up to 30 people

Time: 5 min - Introduction and group division; 25 min – brainstorm; 1 hour – business model; 15 - 30 min – pitching; 15 – 30 min - debriefing

Objectives: To make the participants reflect upon the endless numbers of potential business models that is in the waste. To enhance innovation and creativity among the participants. To give inspiration to new businesses that uses waste products

Materials: Pens and prints of printouts

Optional: Flipchart and markers or computer and projector for the pitching

Preparation: Make sure to read all the exercise and adjust it to your group if necessary.

Instructions: The participants are divided into groups of 2-4 people. Each group randomly chooses a card. The card describes one waste product from an industry.

Brainstorm phase

Ask the participants to brainstorm on how the waste product can be used as a resource/input for a business. Make sure that the participants understand that it can as well be in own sector (reuse) but also as an input for something totally different. Make it very clear to the participants that there are no bad business ideas. Some of the most profitable businesses was ones considered as stupid or utopic ideas. The idea with the brainstorm is to generate as many ideas as possible. Depending on the profile of participants you can consider making it as a competition and give a small prize to the group that generate the most ideas. Each group is shortly presenting their different ideas in plenary.

Business model phase

Ask the groups to choose one subject. If you feel that they have difficulties choosing one you can give them a time limit or split the group into two. It is important that the participants are not using too much time to decide upon an idea. Give the participants the printout and ask them to use it to describe their business idea.

Pitching phase

Ask the groups to pitch their ideas. Give them no more than 3-5 minutes per group plus questions. Be aware not to judge the idea, ask questions but be aware that if you knew what were good and bad ideas, you would today be very rich.

Debriefing: Conduct a debrief in plenary. You can ask:

- Would you like to do the business in reality?
- What keeps you from doing it?
- Why did nobody do it before?

- What help/support would you like to have?

Follow-up suggestions: The duration can easily be increased with as much time as needed and the demand to the degree of details and quality of presentation increased. The exercise can be extended with a research phase where you are asking the participants to do a research on what waste product local businesses has and use that as examples.

Further information: You can add further examples such as: clothing, office decoration, furniture, packing storage and luggage, shopping bags, etc.
Print-outs: The cards given in the next page.

Cards

BigBags

In construction sector eg. Sand or stones are sold in big bags. After using, companies are throwing them out. The bags are very strong and water resistant. One big construction company will be able to supply you with 20-50 bags per week. Do you see a business potential?



Coffee grounds

Every day the cafés in the center is throwing out kilos of coffee ground. Could we use it for something?



Old tires

The auto mechanic workshops are especially in the spring and in the winter changing a lot of tires. The tires might be too old and not safe to reuse on another car. How can this become input in a business?



Pallets

Some pallets can be recycled (Europallets), whereas others are one time use only. Companies are not recycling those, and the wood is just send to garbage. Do you see other options?

**Bedding**

Hospitals are allowed to wash the bedding 200 times, after that it may not be used at the hospital anymore. Could you use it?

**Bottle caps and corks**

Bars, hotels and restaurants are weekly opening a lot of bottles. Recycling systems for bottles might be in place but the bottle caps and corks are just ending in the bin. Let's find a way to give them new life.

