



This guidance will help you guide your students through the ideation process after which the students can sketch their innovative design. Ideation is a process where we guide you through the diversion process of the Design Thinking methodology. The purpose of this process is to explore as many ideas for a solution as possible, no matter how far fetched! This process requires the students to be as creative as possible. Therefore, the first activity is vital to the process ensuring students will open their creative minds in a fun and energetic way. Watch the video from the Ellen McArthur Foundation [here](#) first.

BUILDING CREATIVE CONFIDENCE: 30 CIRCLES EXERCISE

Jumpstart an ideation session

Here's one quick, simple exercise to get creative muscles warmed up. The goal is to push students to test their creativity by turning circles into recognizable objects in a very short period of time.

Participants: Solo or groups of any size

Time: 3 minutes, plus discussion

Supplies: Pen and a piece of paper (per person) with 30 blank circles on it of approximately the same size

Instructions

Step 1: Give each participant one 30 Circles sheet of paper and something to draw with.

Step 2: Turn as many of the blank circles as possible into recognizable objects in three minutes (think clock faces, billiard balls, etc.)

Step 3: Compare results. Look for the quantity or fluency of ideas. How many people filled in ten, fifteen, twenty or more circles? (Typically most people don't finish.) Next, look for diversity or flexibility in ideas. See if the ideas are derivative (a basketball, a baseball, a volleyball) or distinct (a planet, a cookie, a happy face). Did anyone "break the rules" and combine circles (a snowman or a traffic light)? Were the rules explicit, or just assumed?

TIPS FROM THE FIELD

Besides being a great warm-up exercise, Thirty Circles offers a quick lesson about ideation. When you generate ideas, you are balancing two goals: fluency (speed and quantity of ideas) and flexibility (ideas that are truly different and distinct). We know from experience that it's easier to have a great idea if you have many to choose from. But if you have a lot of ideas that are just variations on a theme, you might really only have one idea with twenty-nine other versions. When you combine fluency and flexibility you can generate a rich array of concepts to choose from.

(This post was taken from Chapter 7 of Creative Confidence. Purchase the book for more on how to use creativity to solve problems.)






PROBLEM STATEMENT:

How can we transition to a circular economy in the fashion industry?

The purpose of the ideation process is to come up with as many innovative ideas in relation to the problem statement as possible. Now that the creative muscles are warmed up we can get started.

You will need:

-  Plenty of post-it notes in different colours if possible
-  Pens, markers, crayons, pencils...
-  A4 paper, one per person

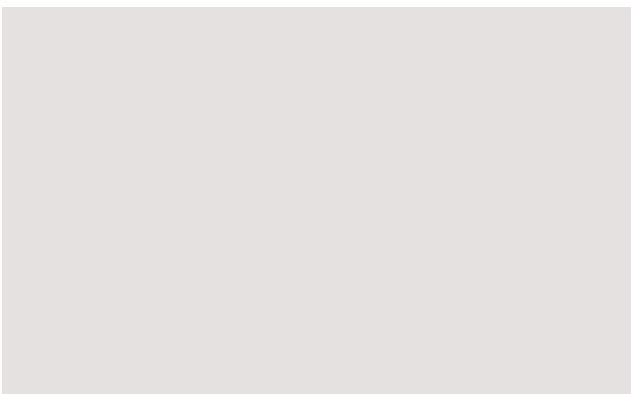
Working in groups of six students (max.) let the students decide which aspect of Fast Fashion they would like to address.

- Re-Design
- Manufacture
- Re-Use and Repair
- Microfibres

Once they have picked a topic collectively each student individually writes down as many ideas they can possibly think off on individual post-it notes - give them 5 minutes for this activity.

Give them another 5 minutes to look at all the ideas and pick one each to develop further.

A4 sheet of paper

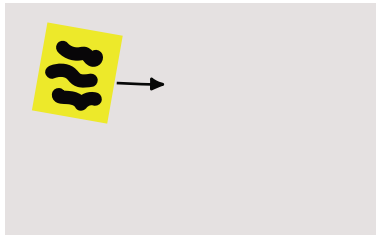


Lots of ideas on individual post-it notes



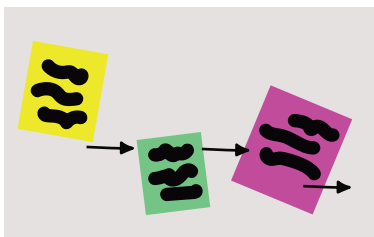
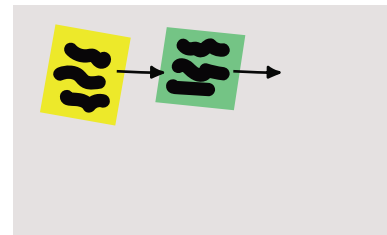


Now the fun bit....



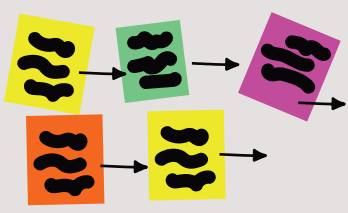
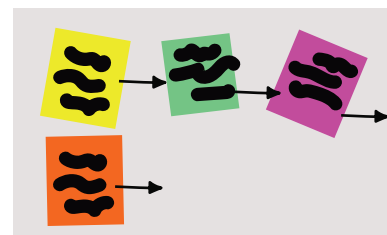
1. Instruct the students to pick one favorite idea and stick it on an A4 sheet of paper in the left hand corner, now they have to pass the A4 sheet of paper with their idea on to the person on their left

2. Instruct your students to read the idea they have been given and on a separate post-it note tell them to add something that can make the idea better! Instruct them to pass the sheet with the two post-it notes to the person on their left!



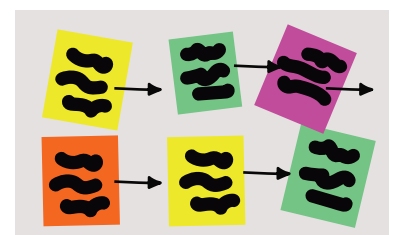
3. Instruct your students to read both post-it notes and tell them to destroy the idea! Give reasons why this idea can NOT work! Instruct your students to pass the sheet with the three post-it notes to the person on their left!

4. Students now read the three post-it notes that were passed to them and ask them to 'FIX' the idea. Give reasons why it CAN work despite the reasons given. Pass on the A4 sheet to the person on the left



5. Now you can ask students to add something different to the idea; a slogan, a logo, when will it be used, etc.... Pass on the sheet one last time to the person on their left.

6. The last thing to do, is give this solution a name. Ask students to read their solution to the rest of their group. Collectively they should pick the 'best' idea. You can now give them 10 minutes to work together to sketch their idea and prepare to present the solution to the rest of the class. The presentation should be no longer than 3 minutes. The class can now decide which idea they will pitch at our Circular Economy webinar.





A large, empty rectangular area defined by a thick green border, intended for drawing or sketching a fashion solution.



WEB SITES

<https://ellenmacarthurfoundation.org/topics/fashion/overview>

<http://sdgsforall.ie/wardrobe-change/>

<https://hollymcquillan.com/about/>

<https://www.loveyourclothes.org.uk/>

<https://www.circulareconomywardrobe.co.uk/>

<https://eu.patagonia.com/ie/en/stories/our-quest-for-circularity/story-96496.html>

<https://circulardesigninstitute.ie/>

<https://livinglightyinireland.com/2017/02/02/sustainable-ethical-clothing/>

<https://emmagleeson.com/>

TED TALKS

https://www.ted.com/talks/natsai_audrey_chieza_fashion_has_a_pollution_problem_can_biology_fix_it

https://www.ted.com/talks/suzanne_lee_why_biofabrication_is_the_next_industrial_revolution

<https://www.youtube.com/watch?v=1mbqwOK9kNM>

IRISH CIRCULAR BUSINESS MODELS

Pure Clothing <https://www.pureclothing.ie/pages/our-supply-chain>

Upcycled dead stock materials and citrus byproducts <https://www.feri.ie/>

Wetsuits onto purses tote bags etc <https://theupcyclemovement.com/pages/our-story>

Footwear from apple peels <https://samplafootwear.com/>

T shirts, hoodies, sweaters from recycled PET blended with organic offcuts <https://www.duesouth.ie/>

Clothing from recycled marine plastics <https://zizo.ie/>

Baby Doll vintage; All products are second hand, biodegradable packaging and a tree planted to offset the carbon footprint of each order <https://babydollvintage.com/collections/all>

Rentals; The Borrower boutique, Rag Revolution, Covet, Designer Room, Ivory Closet, Coco Boutique