

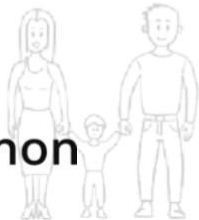
IDEATION

Brainstorming

Prof. Guillermo Palau Salvador (INGENIO-CSIC)
Co-autor: Yanus HUB



**Virtual
Hackathon**



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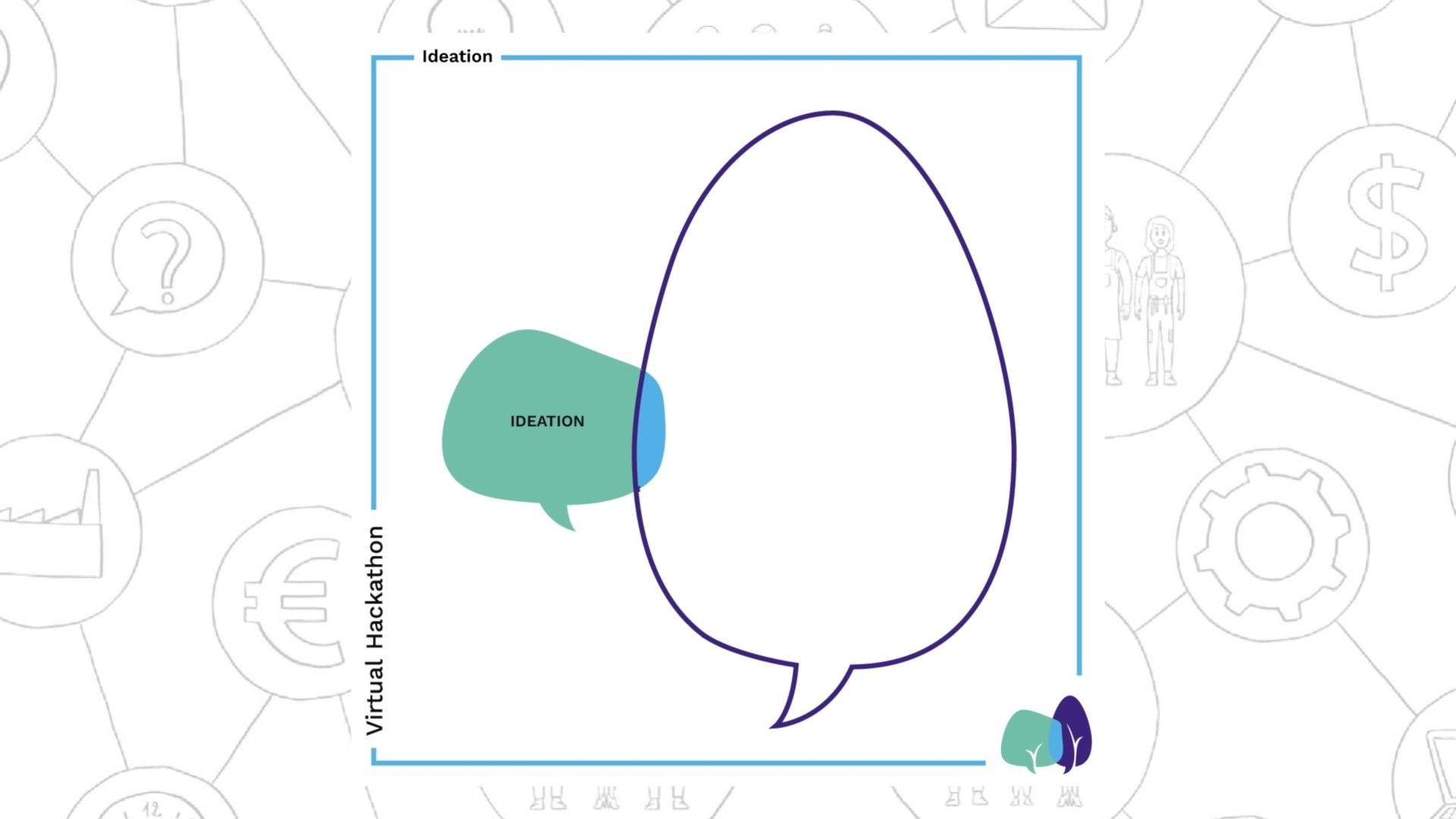


What is it?

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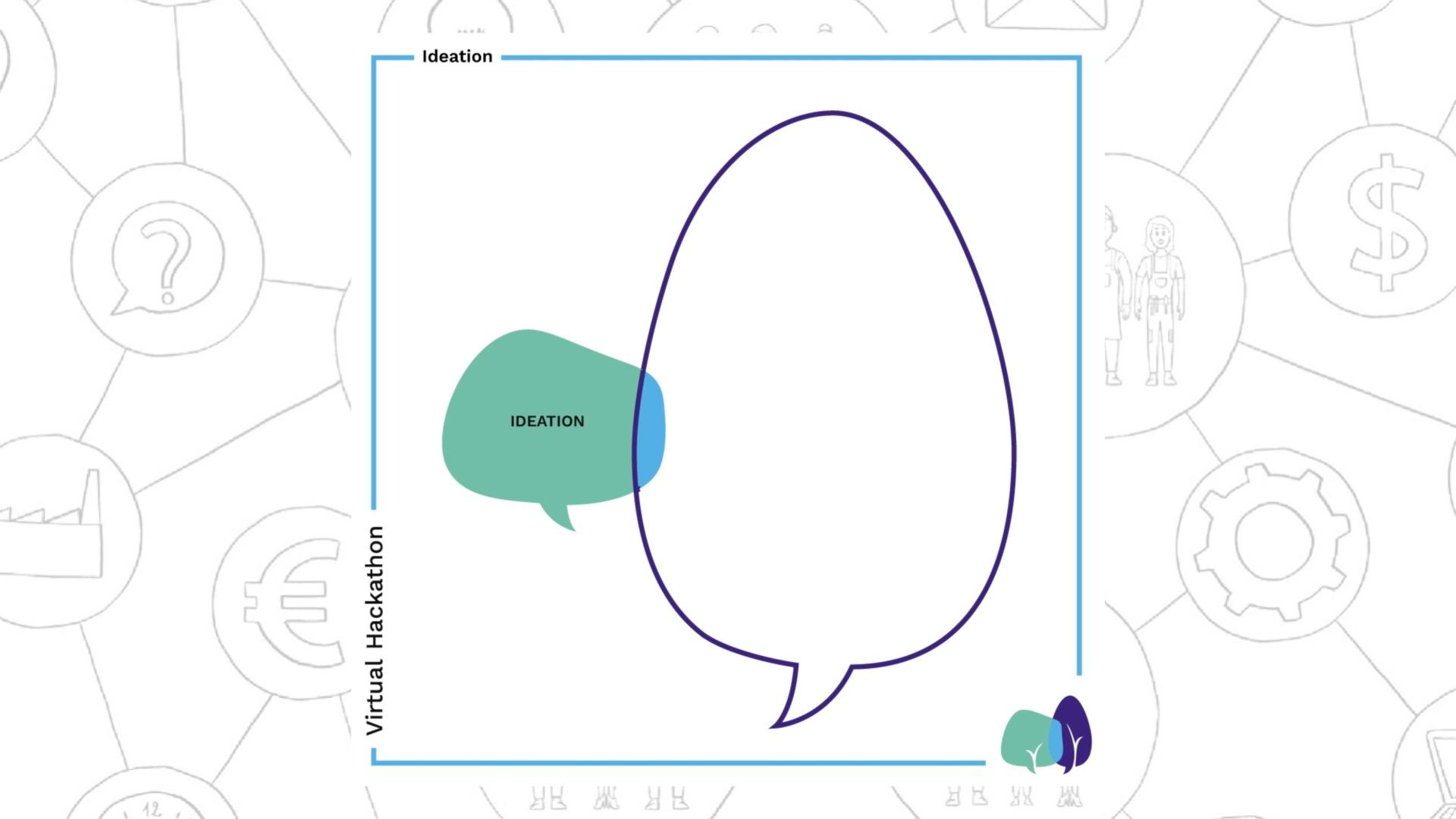


When to use?

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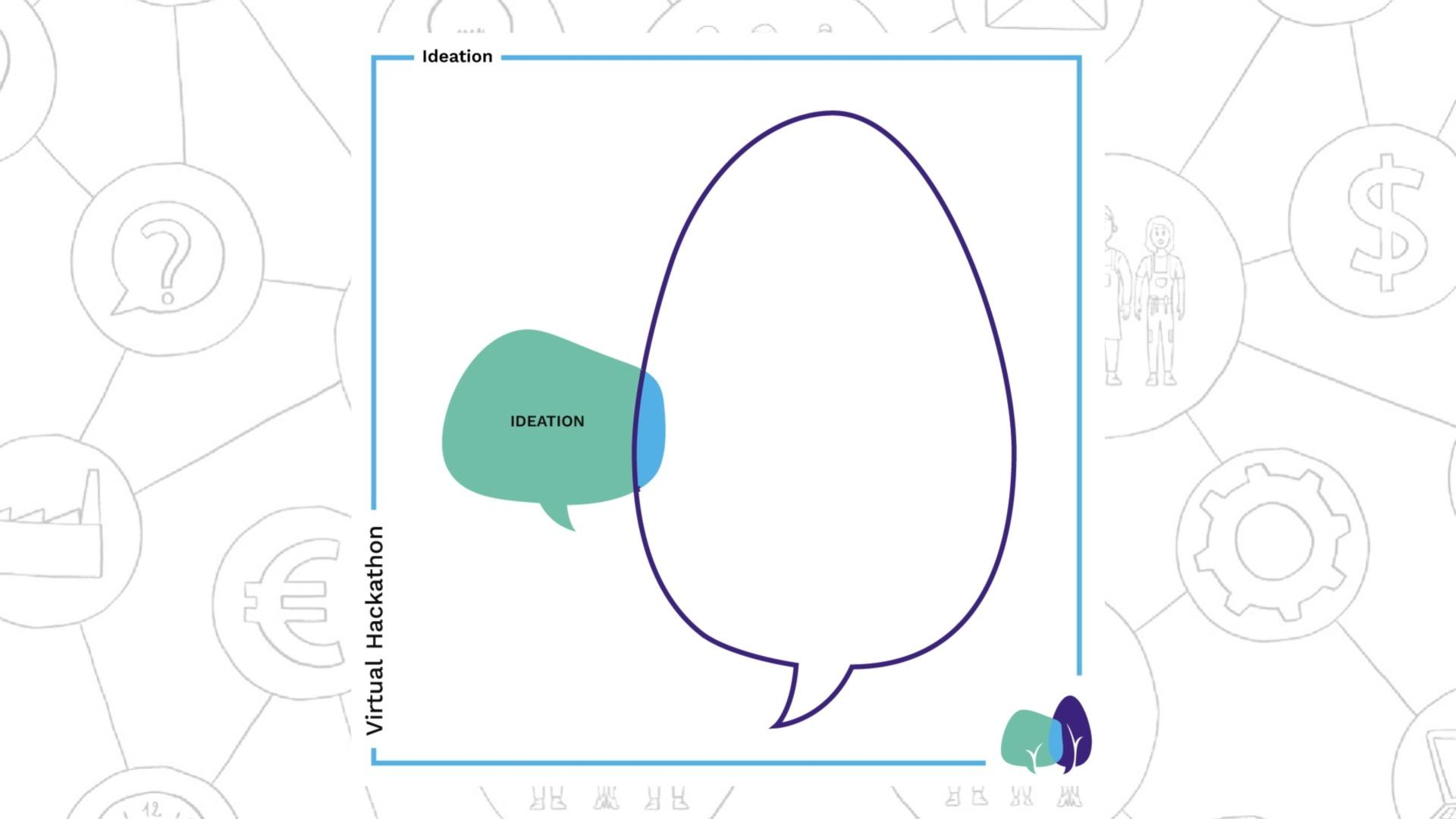


Why is it useful?

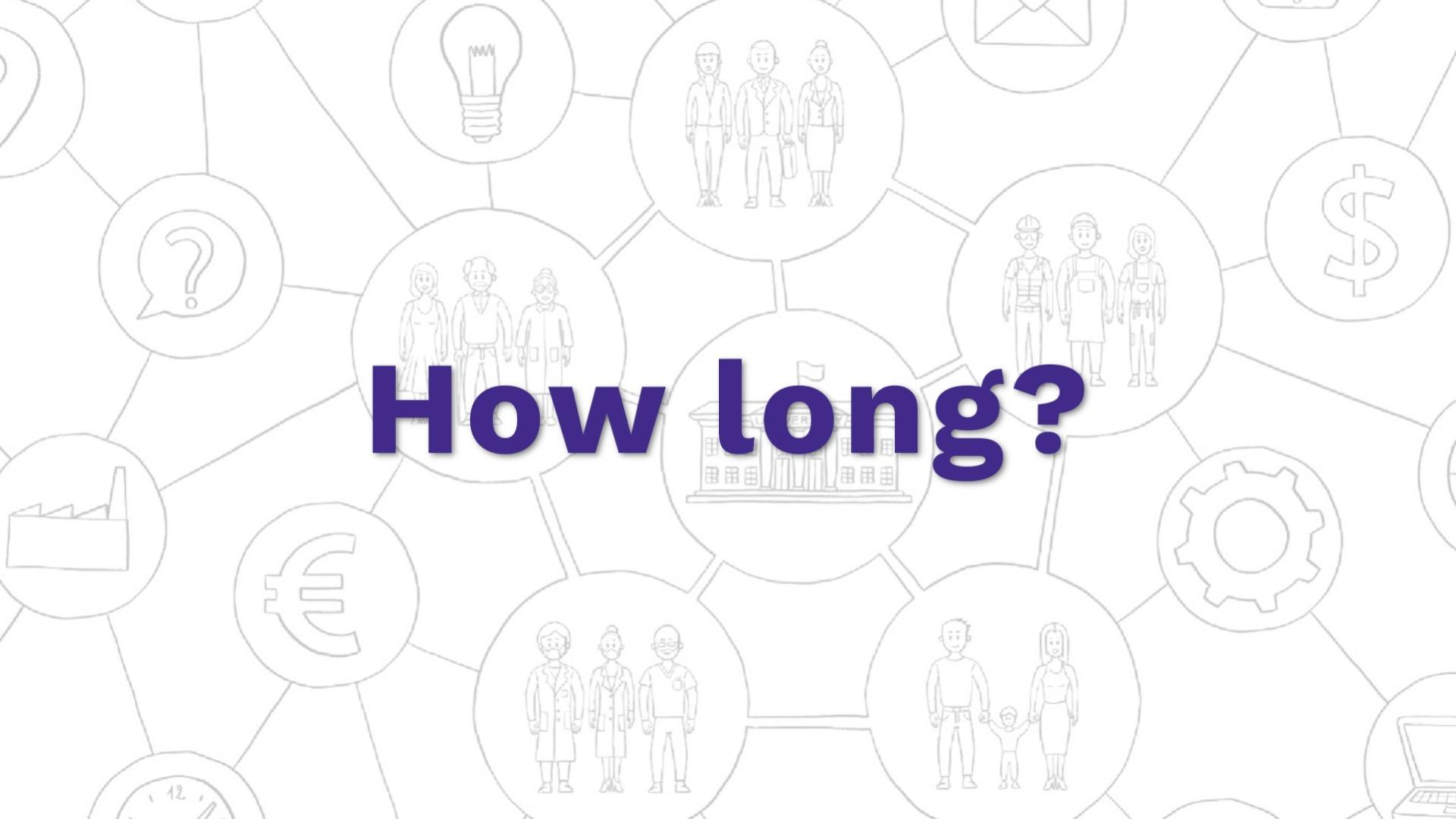
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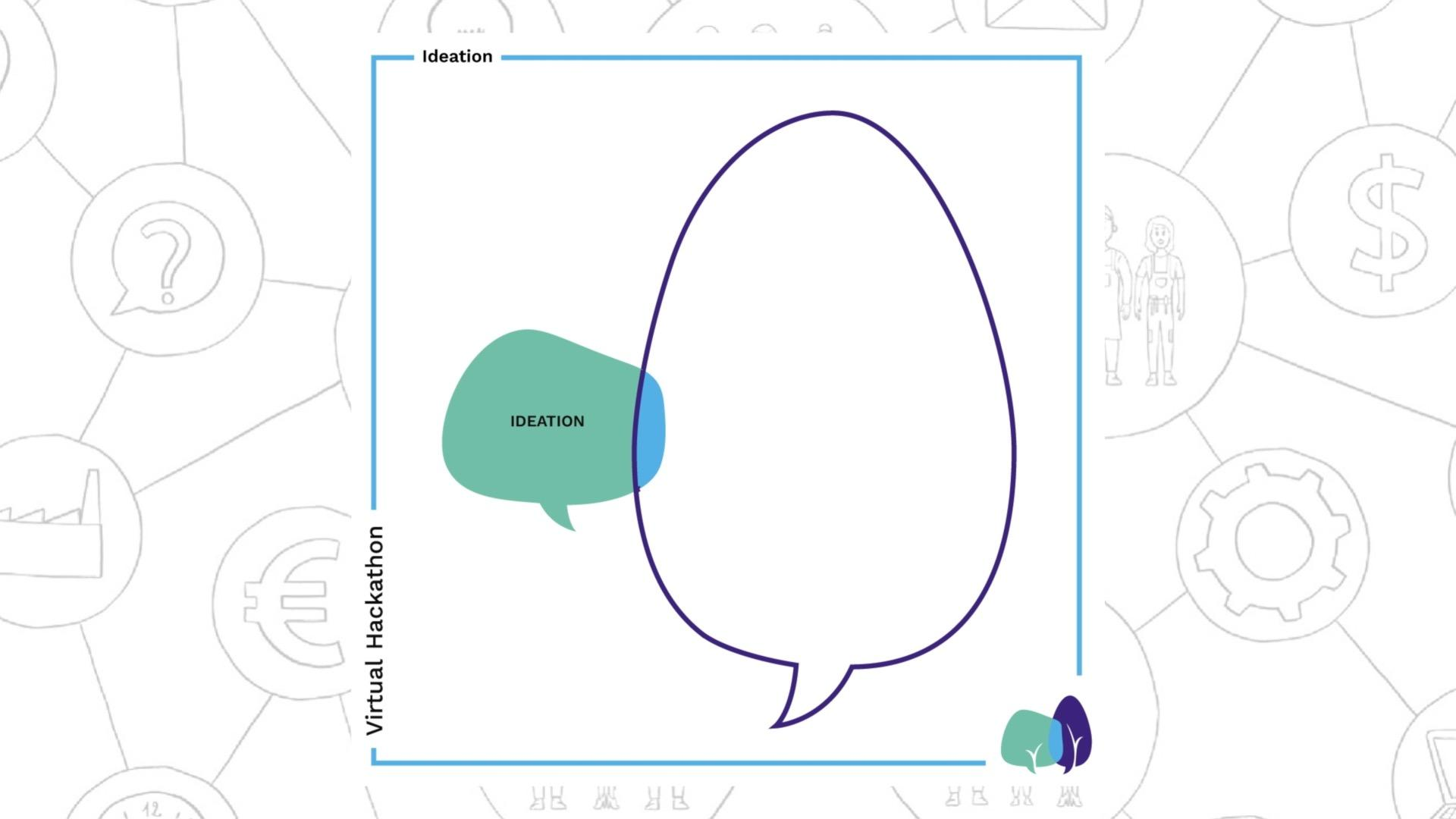
How long?



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THE PROCESS



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STEP 1

Diverging



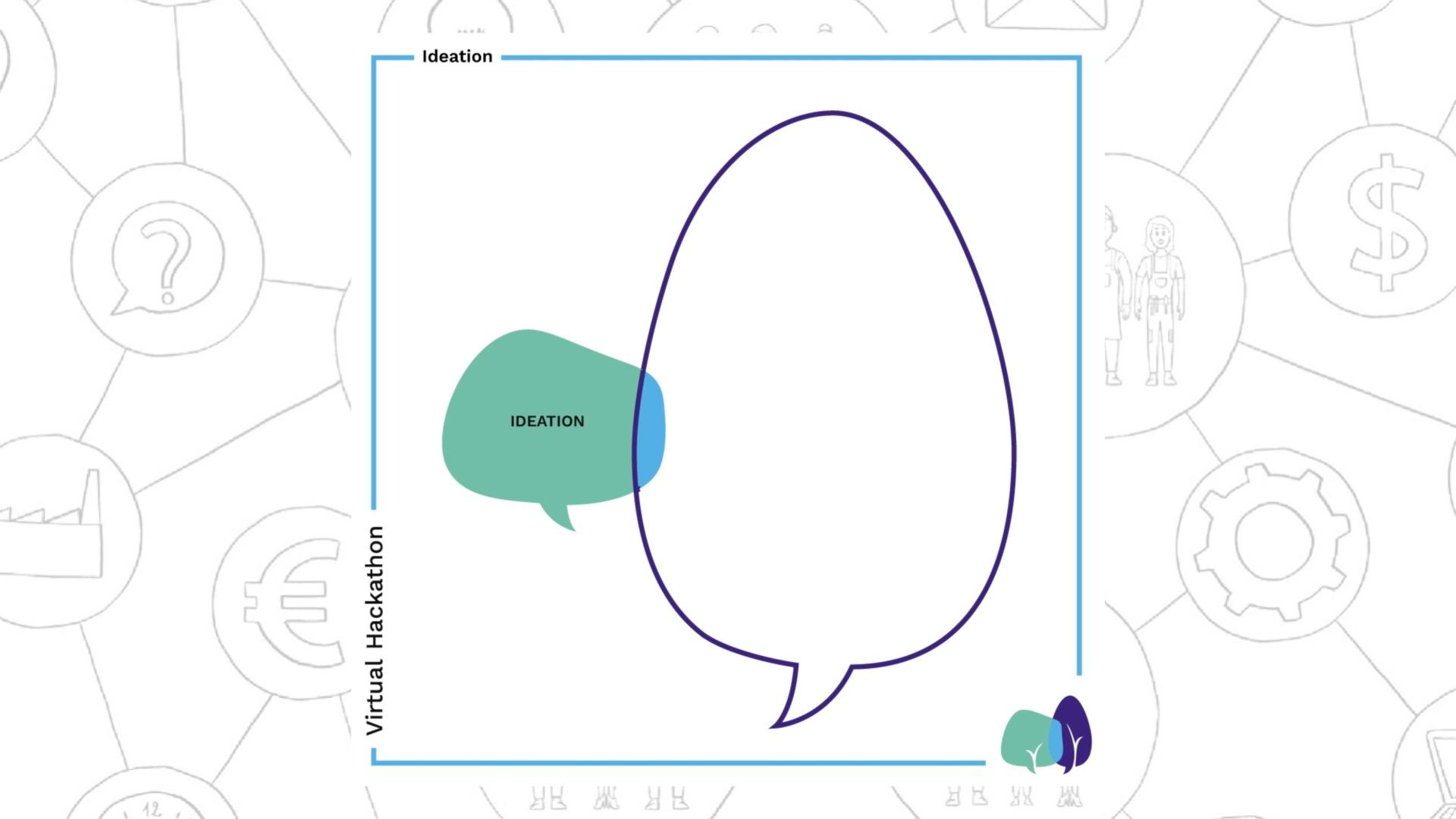
STEP 2

Converging

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Ideation

What could we do to increase the supply of fresh, healthy produce on campus?

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Ideation

What could we do to increase the supply of fresh, healthy produce on campus?

Choosing distributors of fresh, healthy and local products

Collective vegetable garden supplying the university

Gamification with incentives for people to consume consciously

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Ideation

What could we do to increase the supply of fresh, healthy produce on campus?

Choosing distributors of fresh, healthy and local products

Application through which students can choose their weekly menus and thus increase their appetite.

Collective vegetable garden supplying the university

Kitchen at the university where students can prepare their dishes

Gamification with incentives for people to consume consciously

Vending machines with fresh and healthy snacks instead of ultra-processed snacks

Virtual reality power supply

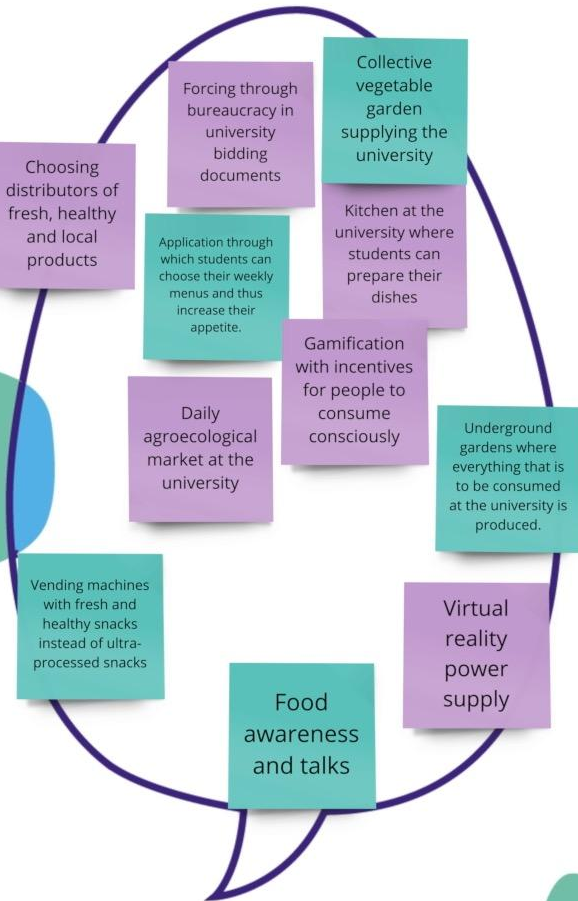
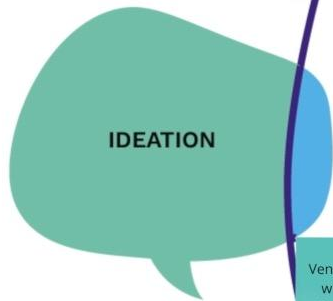
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