

CREATIVE EXERCISE: CITY CHALLENGES WORD ASSOCIATION

Unleash Innovative Solutions Through Play





OBJECTIVE & MATERIALS

Objective: Generate innovative ideas for addressing city challenges through a playful word association game

Materials Needed:

- Whiteboard or large sheet of paper
- Markers
- Timer



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INSTRUCTIONS (PART 1)

1. Divide into small groups (3-4 people)
2. Write a city challenge in the center of the whiteboard
3. Set a 2-minute timer
4. Create a word web around the challenge





INSTRUCTIONS (PART 2)

5. Set another 2-minute timer
6. Connect unrelated words to solve the challenge
7. Groups present their most innovative connections
8. Vote on the most creative idea



EXAMPLE 1 - TRAFFIC CONGESTION

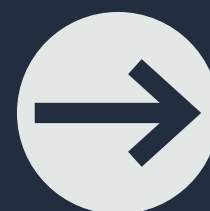


Challenge: "Traffic Congestion"

Word Web: Rush hour, stress, pollution, time waste, road rage, public transport, bicycles, remote work, flexible hours, green spaces, community events, local economy

Innovative Connection: "Community Events" + "Flexible Hours" = "Rush Hour Festival"

Idea: Weekly community events in busy areas after work



EXAMPLE 2 - URBAN GREEN SPACES



Challenge: "Urban Green Spaces"

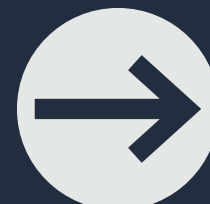
Word Web: Parks, trees, air quality, community gardens, exercise, mental health, biodiversity, urban planning, rooftops, abandoned lots, education, technology

Innovative Connection: "Rooftops" + "Education" = "Sky School Gardens"

Idea: Transform school rooftops into green educational spaces



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EXAMPLE 3 - AFFORDABLE HOUSING

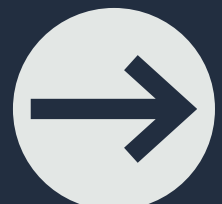


Challenge: "Affordable Housing"

Word Web: Rent control, gentrification, tiny homes, co-living, vacant buildings, zoning laws, community land trusts, modular construction, remote work, senior citizens, students, renovation

Innovative Connection: "Senior Citizens" + "Students" + "Vacant Buildings" = "Intergenerational Renovation Academy"

Idea: Program partnering students and seniors to renovate vacant buildings



REMEMBER...

Think outside the box and have fun while addressing serious city issues!

Try this exercise in your next team meeting and unlock innovative solutions.

