Challenge: Tallinn has a gap in collection of food-waste.

1. Round one: Create personas of city users in Tallinn
   a. Brainstorm how these personas relate to food-waste (selected personas: child, food service provider, common-busy person)
   b. Output: developed a quote from these persona that sums-up their relationship to food-waste (selected quotes: child – "I don't make food choices"; food service provider – "food waste does not appear on my balance sheet"; common-busy persons – "there are just too many bins, and food comes all packaged up!"
   c. Challenge reframed to: the problem is the personal relationship to waste
2. Round two: Dystopia/Utopia challenge
   a. Brainstorm exaggerated realities, to promote bold thinking
   b. Output: developed a science fiction (child: "what if we had no more food? I.e. we all drink Soyvent"; food provider service – "what if we had farm to table, waste to farms relationships?"; common-busy person – "what if we only had one bin? i.e. There is no plastic and metal waste"
3. Round three: Backcasting
   a. Brainstorm how do we get to these exaggerated realities
   b. Output: Recasting waste as a resource through behavioural change: (1) Revisioning children's education; (2) connecting waste makes with waste users; (3) End-user pricing based on % waste along the value-chain.