

openIDEO

LONDON CHAPTER



1. What is the OpenIDEO London Chapter?

The purpose of OpenIDEO, in their own words, is to:

- Use design thinking for issues you care about.
- Exchange ideas with people everywhere.
- Help projects get off the ground.
- Connect with others in your community.

In short, OpenIDEO aims to address some of the most pressing global issues by bringing together communities of passionate problem-solvers. As well as the global OpenIDEO community, made up of individuals and teams from across the world who contribute across collaborative platforms for global Challenges, OpenIDEO Chapters bring together people in cities across the world to design local solutions for change.

And that's where our Chapter comes in! We want to build a community of the London's most innovative and passionate design thinkers to look at some of the issues that face this uniquely diverse and exciting city.



2. What are Challenges?

Essentially, OpenIDEO revolves around collaborating on Challenges. Challenges are typically a 3-5 month process that start with a single, overarching problem statement and end with a real, tangible solution for change. These often have major global sponsors, and leading solutions regularly receive significant funding towards implementation upon completion of the Challenge.

As a Chapter, and as part of the wider global OpenIDEO community, we have a wealth of experiences and skills to draw upon, and Challenges give us a defined target to focus these on.

Some examples of previous Global challenges are:

- How might we dramatically reduce waste by transforming our relationship with food?
- How might we reimagine the end-of-life experience for ourselves and our loved ones?
- How might we apply new technologies to make agriculture and water systems more resilient in the face of climate threats?

For more information on how the OpenIDEO community has tackled Challenges, and how Chapters across the world have put their own local spin on these, check out the Stories section of OpenIDEO:

<https://stories.openideo.com/>



3. How do Challenges work?



RESEARCH

Starting from the question posed by the Challenge, the Research phase consists of the community sharing their inspirations, experiences, and any helpful enablers to begin to focus attention towards the end goal and get the creative juices flowing.

IDEAS

The Ideas phase is where the path to a solution begins to really take shape. This is where we bring the community together and bring our combined experience into play through a series of design thinking workshops in order to draw out a number of focused, specific solution ideas to take forwards to the Refinement and Feedback stage.

REFINEMENT & FEEDBACK

You can't have human-centred design without User feedback! This stage is where we take the solution ideas and iterate on them to get us close to the final product. In addition to local user feedback through community engagement and testing, being a part of the OpenIDEO global community allows us to tap into the knowledge and gain the feedback of experts working within the field across the globe.

TOP IDEAS

So we've got feedback on our ideas, we've refined them and we've tested them with the users. Opening this up to our partners and the wider community, we assess our ideas based on their ability to solve the Challenge statement, level of engagement and potential impact. Once we've done this, we can decide which ones to take forward for action!

IMPACT

Whether we take our ideas forward and action them as a community, or one of the challenge sponsors or partners takes it forwards for us, it's important to look back on the great work we've done. This stage is where we can tell the story of the Challenge, look at our lessons learned, and share updates on how our ideas are progressing.



COMMUNITY DEVELOPMENT

Continuously working with Chapter members, the wider OpenIDEO community and external parties to build and ensure the success of the Chapter.

Chapter Strategists

Community Designers

Partnership Leaders

Event Designers

Comms Leads

Workshop Designers

Facilitators

Design Thinking Practitioners

Content Designers

Partnership Leaders



CHALLENGE TEAMS

Designing, developing and facilitating workshops and events and driving the design thinking process throughout the timeline of a Challenge.

4. How can you get involved?

It doesn't matter if you've spent your entire life working for IDEO or you've never even heard of them; our main goal is to gather a community of people who are passionate on solving problems to participate in Challenges, and we would love it if everybody who joined us got something out of this.

By joining this Chapter, you'll be joining a community who can share their experience in the things they are great at, and who can take lessons in the things they want to work on! On top of that, you'll be able to tap into the OpenIDEO network to collaborate with experts, practise the skills that you want to develop, and share expertise with other community members across the world.

You can give as much or as little time as you like to the Chapter - we recognise that the OpenIDEO community is made up entirely of volunteers you're donating your time to participate, so how much you want to get involved is up to you.

For those that want to be a bit more involved with helping to organise and run the Chapter and Challenges, we are always looking for people in the Community Development and Challenge teams. The roles here aren't exhaustive and there is likely to be overlap between the teams, so please get in touch if you would like to help!

5. How do we keep in touch?

You've probably noticed already, but we've got a few communication channels (if not, you can find the information to the right), but there is method in the madness, promise.

We will mainly be staying in touch through the OpenIDEO London Chapter page and the Facebook group. If you are currently not registered on the community platform and following the Chapter page, please take a minute to do so as this is the main point of collaboration between our Chapter and the global OpenIDEO community. This is also where we will share important files and tooling for the community, as well as wider community events. We also run a Twitter account if you want to check out what we're reading.

The Slack team is currently for general conversation within the Chapter, but will also be used for teams to communicate and collaborate throughout Challenges. Anyone who is a member of the Slack team can invite new members, but please let us know if you can't access it.

And finally, we also understand that nobody enjoys email spam, so we will only send out email communications for really important news. However, if you want to get in touch with the Organiser team directly, feel free to drop an email to this address.

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<https://beta.openideo.com/chapters/57>



<https://www.facebook.com/groups/OpenIDEOLondonChapter/>



<https://twitter.com/OpenIDEOLondon>



openideolondon.slack.com



openideolondonchapter@gmail.com



Doug Morrison - Strategy Lead

Responsible for helping to define the direction of the Chapter – which challenges to tackle, how to work with the Global community and alignment with OpenIDEO’s shared values



Charlie Bilisland – Community Lead

In charge of keeping the Chapter running – developing our engagement plan, keeping the various teams on track and building our membership base



Flick Hardingham – Design Thinking Lead

Responsible for the Design Thinking community – making sure that we have a constant team of trained, effective design thinkers that we can put to work on Challenges



Anna Jagrič – Partnerships Lead

Working to develop, curate and maintain sponsorships and partnerships to support the Chapter, both in day-to-day running and through Challenges



Chris Keene – Communications Lead

Main point of contact between the Chapter and the wider community; gathering feedback, telling the Chapter story and building excitement around the work we do

6. Who should we contact?

Hopefully you should be able to get the majority of information you need from the wealth of communications channels above, but if you want to know anything further or want to help with organising and running the Chapter, please get in touch with one of our Chapter Organisers!

Each of us has overall responsibility for a Chapter stream, and will contribute towards both the Community Development and Challenge teams to make sure we’re all on the same page throughout. If you think that your skills fit into one of our areas, or you want to build your skills in one, let us know and we can work out how to make sure each of you get the most out of this!

And of course, if you have any further questions, don’t hesitate to drop us a note and we can hopefully clear things up. In the meantime, a huge thanks to you all for your interest and helping to get this Chapter up and running, and we’re super excited to work with you all to make this a success!

- The Chapter Organiser team