

TIM FOUNDATION COMMUNITY DRIVEN INNOVATION

GUIDELINE OVERVIEW



TIM Foundation

This brief provides a high level overview of a new TIM Foundation Guideline named Community Driven Innovation.

The Community Driven Innovation (CDI) program is intended for communities of a geographical nature, such as a region, city, town, etc. Although it could be run as such, this type of initiative is not necessarily a central government program. However, it will tap into available local government resources and funds where they are available. Local and regional governments can act as supporters, sponsors and carriers of the program, but need not run it entirely. In latter stages of the program, central governments maybe approached for making policy changes based on the community/region's results with the program, and further progress needed.

It should be noted that a Local CDI is intended to collaborate and work with local government and existing community groups in order to achieve community prosperity.

The program would be led (with TIM Foundation's external support) by a small cross-section group of community members (call it a CDI Board) that have a deep desire for community sustainability and prosperity and who are prepared to spend time and effort in helping to develop this program. It is important to make a distinction between the program organization (the formula/method) and the local/regional project organization.

A CDI program is not an innovation hub (it could contain one), nor is it an attempt to create another 'Silicon Valley outside of the Valley'. The purpose of the program is to elevate the community out of a current economic and socially challenging situation. *As such it stimulates social development, economic development, stimulate population growth, address pollution, build and conserve natural resources, etc.) or enhance innovative capacities for economic renewal and revival).* It does so by utilizing its local assets and resource base. This is done combined, reinforced and reinvigorated with new knowledge, tools, techniques and external support to monitor and stimulate progress where required. The CDI program is based on a solid systems analysis to identify the 'leverages' for change.

This implies that before starting any community initiative, it is wise to take the time and effort to understand the community and develop a community profile.

COMMUNITY PROFILE – PART ONE

The first order of business is to set up an operational, low-threshold community two way communication platform.

The second is to establish and run a CDI Board, with assistance from community volunteers would develop a Community Profile. Information needed for the Community Profile would come through research (archives, government data bases, etc.) and surveys of community members.

Third is the analysis of the local qualities and capacities that form the basic characteristics or 'building blocks' for the CDI-approach.

The information obtained would be collected, classified and stored into the following categories:

COMMUNITY DESCRIPTION – An overview of what the community has been in the past (history), why it became a community and what it is now. What is the core of its identity, its reason-for-being, and if this identity has dissipated, why is that so? What are elements that could be brought to bear to restore or reinvent once thriving communities?

CURRENT COMMUNITY RESOURCES AND ASSETS – A data base containing information on items such as:

- infrastructure, government resources, business assets, demographics, individual/collective skills, natural resources, education, institutions, state of health care, security, sports & entertainment, social groups, start-ups etc.

CURRENT COMMUNITY NEEDS, WANTS AND REQUIREMENTS – Crowd source a matrix categorizing a listing of (hidden) needs, wants and requirements such as:

- New employment (jobs), new business, investments, start-up initiatives, assistance letting existing business grow, tourism, lower taxes (and decrease cost of living), better education, health care, etc.

COMMUNITY PROFILE – PART TWO

Now with an understanding of community history and its current situation, the CDI Board would now crowd source and hold a number of town hall-types of meetings and survey (with) the community to determine the following:

IDEATE: WHAT COULD THE COMMUNITY LOOK LIKE IN THE FUTURE – A description based on achieving the key community needs, wants and requirements. Building a picture of one's depicted future, or even some scenario's to choose from, from which one is selected.

INITIATE: COMMUNITY VISION – A short Vision Statement based on the above community future description, preferably supported with imagery.

IMPLEMENT: COMMUNITY INNOVATION OBJECTIVES – A high level summary of community innovation objectives based on the Vision Statement.

COMMUNITY INNOVATION ACTION PLAN

Upon completion of the Community Profile exercise part one and two, the CDI Board can now take this information and prepare a Community Innovation Action Plan.

The plans will vary from community to community based on wants, needs, requirements and current assets and resources. They may also be staged in different phases to make them more tangible and realistic.

FINANCE AND FUND RAISING

- Determine financial requirements for year one (to initiate the program) and provide forecasts for three years.
- Establish which funding mechanisms to choose from, and how to approach them with which message (business, government, crowdfunding, donations, etc.).

EDUCATE

- Define a general awareness campaign for all community members (communicate the Community Profile, Community Innovation Action Plan and the TIM Guidebook-What is Innovation and Community Driven Innovation Guideline).
- Organize business groups and conduct TIM Foundation Regional Innovation Co-op training programs for existing businesses to provide them the capability to innovate. These Co-op programs are used to quickly increase existing innovation management knowledge and capability, and get projects off the ground as quickly and thoroughly as possible.
- Provide Train the Trainer and TIM Foundation Certification based on the existing training programs to increase local capability and individual capacities quickly.
- Introduce Innovation-LITE™ training into the secondary and post-secondary education system. Make it a requirement for college/under-graduate curricula for all sectors where this is deemed relevant.

BUSINESS START-UPS AND MENTORING

- Establish a new business start-up program using the TIM Foundation's Innovation Maturity Model and Standard to give guidance, particularly the guidelines (Venture Programs, Discovery).
- Establish a mentoring program to existing and new businesses that engage on new ventures.

BRANDING

- Develop a branding initiative for the community that fits local needs and wants. Branding can become a real driving force for many regions. Stay close to local identity and stories and show it.

CONNECT: OTHER COMMUNITY PROJECTS

- Other projects will vary based upon the community's innovation objectives as required.

IMPLEMENT PLAN

Strategically implement the action plan. Track each project and communicate regular progress reports to the community. Actively monitor and measure innovation initiatives, regularly review and revise plans as required.

More information: please visit www.timfoundation.org for more information about the Innovation Management Maturity Model and Standard, or email us at info@timfoundation.org.