

“There have always been powerful networks of people, but until recently it has never been possible for the entire world to be connected.”

–Paul Hawken, “Blessed Unrest,” Viking Press 2007

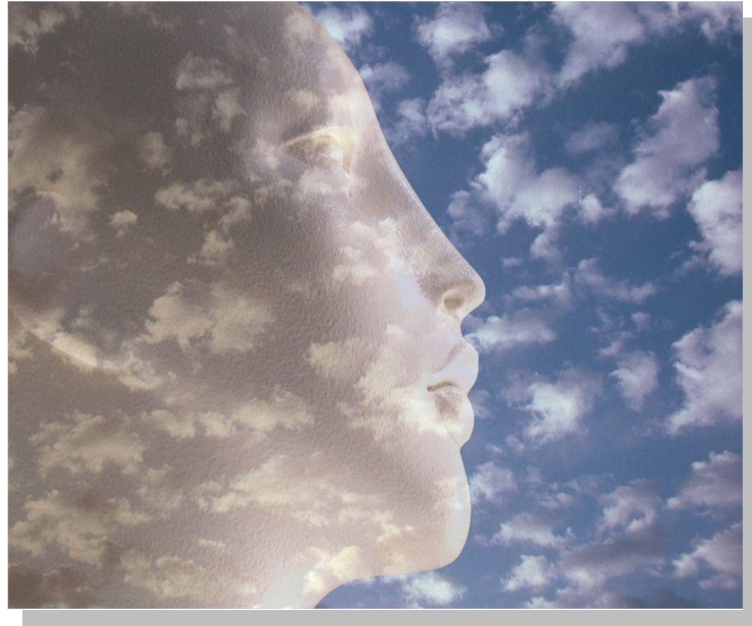
Kathryn Johnson, Ed J O’Neil, MD, Leland Russell –Co founders



Center for Global Service

(CGS) – A Next Generation

Knowledge Network



Our Proposal: Move global service /volunteerism from today's highly fragmented model into a strategically aligned, collaborative global effort.

Our Vision: Optimize the impact of global service

Huge Untapped Market for CGS Service

CGS 3 Target Audiences:

Youth

Corporate Volunteers

Wisdom Pool (over 50)



Assumption # 1

*The need for well-prepared global service/volunteers is growing, but **gaps exist** in volunteer readiness/effectiveness, from selection through preparation and execution, to re-entry and future deployment*





Assumption # 2



The current model underperforms against key targets of effectiveness and operates without the information, context and connections necessary to achieve desired outcomes.

Assumption # 3



Technology has reached a “tipping point” which enables mass *collaboration on a global scale.*

Conclusion



We need to build unprecedented levels of collaboration to:

- ✓ ***Enhance organizational capacity while maintaining the collaborators' autonomy***
- ✓ ***Transcend traditional barriers among organizations, sectors, and geographies.***
- ✓ ***Leverage all available knowledge and resources to optimize volunteer impact.***

Innovation_Mindset Shift



“What’s required is expanded support for organizations that are approaching social sector problems in a fundamentally new way and creating scalable, sustainable, systems-changing solutions.”

“Their method, which we call ‘catalytic innovation’, shares the principle features of the disruptive-innovation model.”

— Clayton Christensen
Harvard Business Review
December 2006



Strategy #1 – Knowledge Network

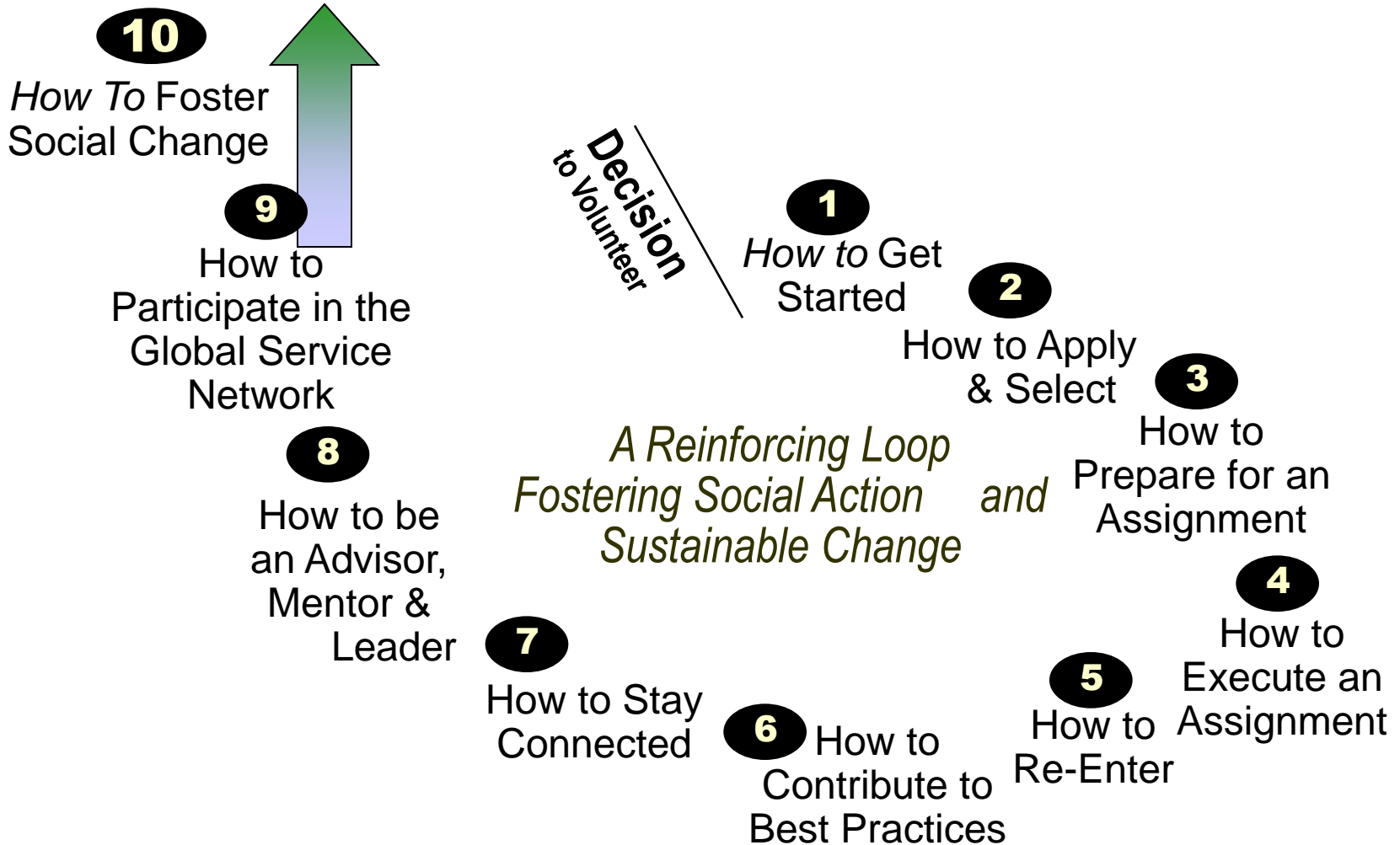
Build connectivity:

Circle of Transformation (e.g., Universal Match, Core Curriculum, Mentoring Network, etc.)

Knowledge Navigation Architecture (e.g. platform for access resources, tools and Communities of Practice)

Knowledge Bases (anchored in the hub : Global Databases, Best Practices Repository, Solutions Center and Marketplace Exchange e.g. v-Bay)

Circle of Transformation (COT)





Cross Disciplinary Curriculum

- **Global Citizenship & Diplomacy** • **Cross-Cultural Training**
- **Root Causes of Poverty** • **Sustainable Development**

Health

Environment

Education

**Emergency
Relief**

**Social
Entrepreneur**



Knowledge Navigation Hub

✓ = Most Important

<p>✓ CGS Knowledge Network-Virtual Hub Platform</p>	<p>✓ CGS Databases - Global volunteer and organization opportunities</p>	<p>✓ CGS Core Curriculum for Global Service</p>	<p>✓ CGS Marketplace Exchange Ex: eBay.com</p>	<p>✓ CGS Alliance Building and Collaboration Center</p>	<p>✓ CGS Best Practices Repository Ex: Wikipedia model of BPs built with members/volunteer</p>	<p>✓ CGS Technical Solutions Center Ex. PATH</p>
<p>✓ CGS Center on Global Leadership</p>	<p>CGS University Online - Link to Library Systems</p>	<p>✓ CGS Mentors and Coaches</p>	<p>✓ CGS Virtual Worlds - Simulations - Games Ex: Second Life</p>	<p>✓ CGS Online Universal Match Application and Referral Service Ex: V-Harmony.com</p>	<p>✓ Link to CGS Member Organization's Websites</p>	<p>✓ CGS Communities of Practice Social Network - Blogs and Wikis Ex: Facebook by Country</p>
<p>CGS Travel Related / Branded - Affinity Products</p>	<p>CGS Book / Travel Store -Books -Video / DVDs - Films Ex: Amazon</p>	<p>CGS Emergency Preparedness / Crisis Mgmt</p>	<p>CGS Communications - Podcasts, TV, Radio, Video</p>	<p>CGS Center on Global Environment</p>	<p>CGS Google Global Maps / Geography Center</p>	<p>CGS Alerts</p>
<p>CGS / CDC Health / Travel Advisory</p>	<p>CGS Country Fact Book</p>	<p>CGS Center for Country Business</p>	<p>CGS Virtue of Being Virtual" "How to" of Remote Assignment</p>	<p>CGS Consulting Arm</p>	<p>CGS Job Bank</p>	<p>CGS University On Campus -In Country Programs</p>



Strategy #2

Enabling Technology

Connect constituencies easily and cost-effectively.

Harness and align the Collective IQ, capability and resources of volunteers and volunteer-based organizations.

Accelerate knowledge-sharing, problem solving and collaborative initiatives.



Enabling Technology = The "Tipping Point"

Google

You Tube

One-to-Many

Peer Production

Wikipedia

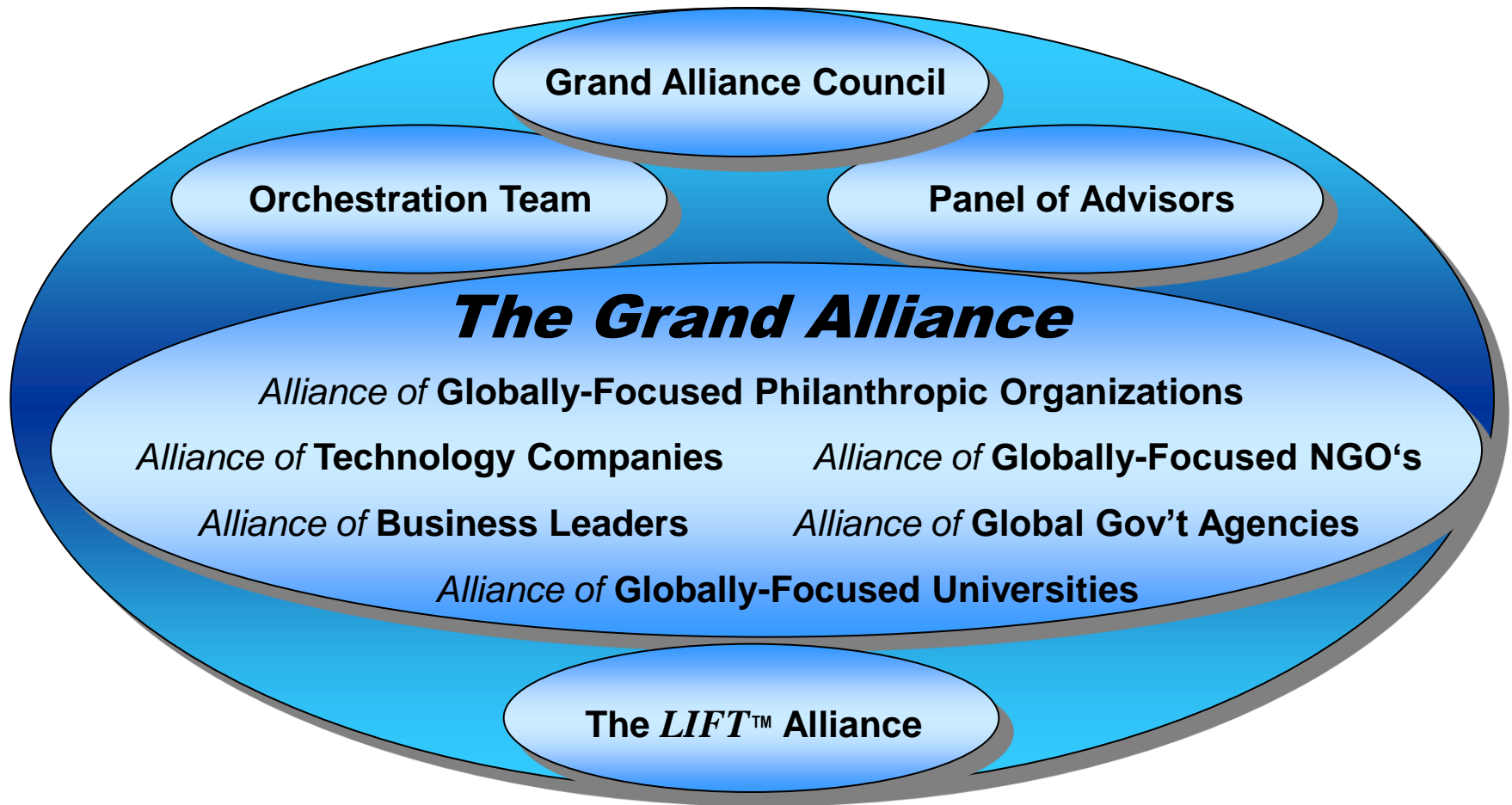
WORLD ECONOMIC FORUM

ORACLE ThinkQuest EDUCATION FOUNDATION

The Wiki Way Quick Collaboration on the Web

SUSTAINAPEDIA northwest

Strategy # 3- Alliance Structure



Outcomes for CGS



- *Expand volunteer footprint* by use of new collaborative tools and “virtual volunteers”
- Shift to demand driven model
- Build new *transparency/accountability*
- *Create breakthroughs in performance including new measures of impact*
- Advance a *paradigm shift* in the current model of global service by creating a “*disruptive innovation*”



Intended Outcomes *for our World*

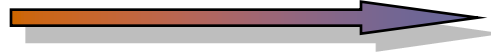


- Build awareness about potential of global service to be world changing
- Engender a *Global Service Movement*
- Develop insight into forces that perpetuate poverty/inequality
- Heighten cultural understanding and religious tolerance
- Change perceptions about USA's global intent and role
- Increase global security and strengthen democracies
- Promote a civil and sustainable society
- Unleash a new era of goodwill for a better world



CGS – The Business Model Mindset Shift

FROM



To

Public or private



Public / Private / Gov't Partnerships

NFP Mentality



Social Entrepreneurial

Hard Copy



Digitally Driven

No Connective Tissue



Collective IQ

Innovation Resistance



Innovation Transfer

Competition Based



Collaboratively-Based

High Cost of Entry



Reduced Cost of Entry

Project Oriented



Solutions Oriented

U.S. Dominated



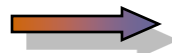
Globally Derived/Multi-lateral

Limited Access



Open Source

Single Sector Silo Model



Crossing Sector / Boundaries Models

CGS – The Organizational Mindset Shift

FROM



To

Resource constrained



Resource rich

High cost per volunteer



Realizing economies of scale

Little collective memory



Best practices captured & leveraged

One-way Communications



Two-way, multi-level communications

Limited accountability



Focused accountability

Limited transparency



Full transparency

Disconnected / Competing



“Communities of practice”

Professionally Driven



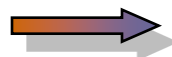
Professional + Amateur (Pro Am)

Top down strategies



Bubble Up + Top Bottom strategies

Single Issue Solutions



Root Cause / Whole System Solutions

Go it alone organizations



Collaboration across cultures/functions

CGS – The Volunteer Mindset Shift

FROM



To

Volunteering is Charity



Contributing to social progress/justice

Apply to one Organization



Universal application process

*Basic Training focused
on current assignment*



Core Curriculum supplemented by
“just in time” education & info

Episodic Involvement



Continuing involvement / contribution

*One-off experience with
unpredictable results*



An experience continuum designed to
support personal transformation

Traditional tools

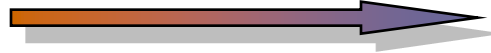


Seamlessly-linked Next Generation
technology tools (easy-to-use / access)



CGS – Community Mindset Shift

FROM



To

Volunteer interest focus



Community needs-based assessment

NGO defines assignment



Community defines the assignment (s) that could best meet their local needs

Uncoordinated and unaligned activity



Work collaboratively with NGOs, gov't and business to align activity

Uneven / unmeasured impact of outcomes



Targeted/leveraged outcomes across sectors: move to evidence based strategies and measurement

Marginal sustainability



Breakthroughs in sustainability and self-sufficiency



Functions in CSG Proposal

1. Wireless in developing world
2. User authored input
3. User friendly interface
4. User created market place
5. Web browser model
6. Social networks/communities of Practice
7. Virtual / collaborative problem solving
8. Podcasts / webinars
9. Open source
10. Volunteerism site
11. Geography maps
12. Experience reviews

Existing Analog

1. MIT Media Lab - \$100 computer
2. Wikis, e.g., Wikipedia/Sustainapedia
3. Amazon / Google / Facebook
4. eBay / Netflix
5. Salesforce.com
6. Sharepoint / My Space / Moveon.org
7. ThinkQuest / Oracle Foundation
8. Tech Nation / Skype
9. Drupal / EDUCASE / Sakai Project
10. www.idealists.org
11. Google Maps / National Geographic
12. Amazon / Open Table / CNET



Functions in CSG Proposal

1. Educational videos online
2. Video instruction
3. Simulations of in-country experiences
4. Service learning
5. Health / Security / Travel Advisory info
6. Online education
7. Global citizenship
8. Ranking and filters
9. Funding model
10. Registration with embassies
11. Leadership development
12. Environmental resources
13. Social entrepreneurship
14. Transdisciplinary learning

Existing Analog

1. World Food Prog. / Water for People
2. You Tube
3. Second Life
4. Oracle Fdn / ThinkQuest / Think.com
5. CDC / State Department
6. University Ext. / The Teaching Co.
7. www.worldcitizenguide.org
8. Google / Amazon / iTunes
9. www.path.org
10. State Department
11. International Leadership Assoc.
12. www.climatechange.org
13. Social Venture Net. / K.Schwab Fdn
14. Stanford Multi-Disciplinary Prgms