openIDEO

Starting an OpenIDEO Outpost

This toolkit will help you get started with launching your first OpenIDEO Outpost.

What is an OpenIDEO Outpost?

OpenIDEO Outposts are a lighter version of our Chapters program. It allows anyone, anywhere to be a part of creating an impact with OpenIDEO in your local community.

Our Outposts program gives you hands-on experience with building a local OpenIDEO community. You'll also identify leaders that you can collaborate with. If you're interested in starting an OpenIDEO Chapter in your city, you must first launch an Outpost.

To start an Outpost, you'll need to launch one of these events in your city.

Build a local community around OpenIDEO's programs and challenges

Workshop an Active OpenIDEO Challenge

Pick one of our active challenges on the OpenIDEO platform. After introducing OpenIDEO and the topic, support participants with submitting research or ideas— depending on the current phase— onto the online platform.

Host an OpenIDEO Local Event

A few times a year, we ask our community to simultaneously launch events worldwide about a single topic during a specific time frame. This is a great way to engage your local community in a collective, global effort.

CASE STUDY

#LetsTalkAboutDeath

During our End of Life Challenge, we asked our global community to launch storytelling events that encouraged people to talk about death and dying. At least 64 events were launched in 32 countries.

"I appreciated the honesty and openness of the participants who shared their personal experiences."

—*Singapore Outpost*

Bring human-centered design or creative confidence into your local community

Facilitate a Creative Workshop in Your Community

Facilitate a crash course on design thinking or focus on one part of the process, such as design research or ideation. You can also help people embrace their creative confidence. For those applying to start an OpenIDEO Chapter, we require at least one person from the organizing team to have mastery of human-centered design.

Bring People Interested in Design and Impact Together

Host a social event that brings together a diverse group of people in your community. Facilitate activities that build authentic relationships between your participants. This is the most informal type of event, and wi usually takes place in a local co-working space, café or bar.

CASE STUDY

Design Workshop in San Francisco

During our Higher Ed Challenge, a group facilitated a workshop on human-centered design. Participants applied their learning by using the process to create and upload contributions onto the OpenIDEO platform.

"I'm enjoying my experience here with both youthful and experienced people."
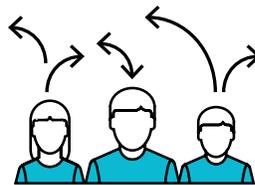
—*San Francisco Participant*

How do I get started?

We recommend working with at least one other person to launch your OpenIDEO Outpost—together is better. You'll need to find a venue and market your event to the local community. To us, size is less important than bringing together a diverse and committed group of people. Learn as much as you can about OpenIDEO and our Chapters program before your event. You'll want to capture the contact information of participants and think about the questions below:
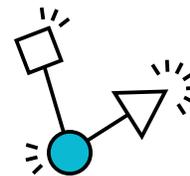
BETTER UNDERSTAND YOUR COMMUNITY

Who showed up for the event?

Did you identify participants that could join a leadership team to support you with building your Chapter?

What skills are present in your community?

What excites your community?

Who are the partners in your community that you'd like to work with?

Do they understand what OpenIDEO is?

FOCUS ON PEOPLE AND COLLABORATION

Did you kick off your event with an activity that connects everyone to each other?

How might your community best collaborate together to address challenges?

How did the community gel together? Do you think they'd want to collaborate with each other on a monthly basis?

HAVE A CLEAR PATH FORWARD

How was your experience launching an OpenIDEO Outpost? Would you be happy to do it again?

Is there enough interest from your community to continue?

RELATED TOOLKIT
Need help marketing your Outpost event?

Planning your event is just the first step. We've created a guide to help you promote your event to your local community.