

The Institute for Social Inventions

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The Global Ideas Bank can be seen at www.globalideasbank.org

INSTITUTE PATRONS: Anita Roddick / Diana Schumacher / Fay Weldon / Colin Wilson / Brian Eno

DIRECTORS: Margaret Chisman / Guy Dauncey / Hilde Rapp / Tanya Schwarz CONSULTANTS: Tyrrell Burgess / Ken Campbell / Dr David Chapman / Dr Alice Coleman / Dr Alec Dickson / Norman Glenn / Dina Glouberman / Professor Charles Handy / Keith Hudson / Professor Keith Jackson / Roger Knights / John Papworth / John Southgate / Professor Meredith Thring / HONORARY FELLOWS: Edward de Bono / Tony Buzan / Marilyn Ferguson / Miles Kington / Ernest Hall

September 23rd 2004

Dear *Daniel,*

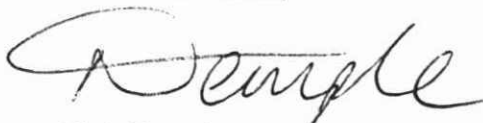
Your idea/project has been included in our new compendium of ideas, the 300 page *The Global Ideas Book* which the Institute for Social Inventions sends out annually to its members and subscribers, and sells online. The book features summaries of all the most imaginative, interesting and potentially transformative ideas and schemes for improving the quality of life that have been notified to the Institute by its network of members and correspondents around the world during the previous 12 months. I enclose a photocopy of the relevant page.

In addition, this letter is to inform you that your idea was **nominated** for the annual **Social Innovation Awards**. Every year, a certain number of the most inventive ideas are nominated to receive one of six awards. While your idea did not win an award this year, it was one of just eighteen ideas out of many hundreds which made it to the nominee shortlist. The judges, details of whom are attached along with the nominees and award-winners, all wrote to say that the standard of entries was exceptionally high this year.

You will shortly be receiving an invitation to an event to be held in London on November 2nd 2004 at which the *Social Innovation Awards* will be presented. This should prove, we hope, an enjoyable and stimulating occasion, providing an opportunity to meet, network and compare notes with a number of other socially innovative and committed individuals, as well as representatives from many organisations in the field and members of the press. Please note the date in your diary: we'd be delighted to see you there.

For those of you who are unfamiliar with what we do: The Institute (aka the Global Ideas Bank) is a charity devoted to promoting and disseminating social inventions: good, creative, non-gadget ideas to improve society. It also aims to encourage creative problem-solving amongst the general public, and provides information for those wishing to take their idea further. This work is done via our website (www.globalideasbank.org), via our publications and via workshops and events.

With best wishes,



Nick Temple
(ISI Director and Editor, *The Global Ideas Book*)

global:ideas:bank

Social Innovations Awards 2004

Nominees:

- A) **Nepal Wireless Networking** – aiding yak farmers
- B) **Bendigo Community Bank** – local franchise banking
- C) **TheyWorkForYou.com** – interactive Hansard
- D) **Shyam Telecom** – rickshaw phone access
- E) **Emmaus (France)** – homeless internet space
- F) **Multikulti** – multi-language welfare documents
- G) **Brent Council** – local crime alerts bytext and e-mail
- H) **The People's Pub** – pub gives profits to local charities
- I) **Amber Response** – personal journey alert system
- J) **Freecycling (Deron Beal)** – mailing list prevents landfill
- K) **Rupert Sheldrake** – science centre for alternative research
- L) **Daniel Bassill** – computer mapping for focused charitable services
- M) **Elliott Cannell** – taxing companies who use animal ads
- N) **John Tunney** – lottery ticket tick-box for charity
- O) **Kerry Channing** – product footprint information
- P) **Avi Blau** – matching these with organisations' needs
- Q) **Louisa de Prey** – screaming booths for public rage
- R) **Tom Pickerell** – wind-farm fisheries

Judges:

- Joanna Brown**, head of creativity, Prime Minister's Strategy Unit
- Mark Davies**, director, Grassroots Innovation Network (Design Council)
- Michael Norton**, founder, CIVA and trustee, UnLtd
- Adam Short**, Changemakers and 'Young People Change the World'
- James Smith**, social sector consultant (Monkey Mosaic)
- Nick Temple**, director, Global Ideas Bank

Use of computer mapping to distribute charitable services effectively

Daniel F. Bassill

I am piloting the use of Geographic Information Systems (GIS) in a project I lead in Chicago. I am collecting data on non-profits that offer various forms of tutoring and mentoring services. I map this data using a GIS. My maps show concentrations of poverty, poorly performing schools, and other indicators of needs. Anyone looking at such a map can see where programmes exist and where there are gaps. I put this information on the internet and use a public awareness campaign to draw volunteers and donors to the website, and then to the various charities in the database. Thus I create a more even distribution of resources to every neighbourhood where help is needed.

‘Only a few high-profile programmes are consistently funded, in a few neighbourhoods’

Without this process, media stories on poverty, violence or poor schools tend to focus on only a few neighbourhoods, and only a few high profile programmes are consistently funded. I believe this application could not only work in any city of the world, it could work for any form of charity that is access driven (meaning the service must be near where the client can access it.) Furthermore, by linking websites of many cities who use this process to support mentoring, I feel we can draw donors from different parts of the world to tutor/mentor programmes in other parts of the world as we recruit higher profile advocates to draw visibility to our websites and our maps.

Daniel F. Bassill is president and CEO of Cabrini Connections and the Tutor/Mentor Connection, based in Chicago. He combines a 17-year advertising career with 28 years of leading a tutor/mentor programme. His aim is to build a world-class infrastructure to support tutor/mentor programmes in every urban area of the world.

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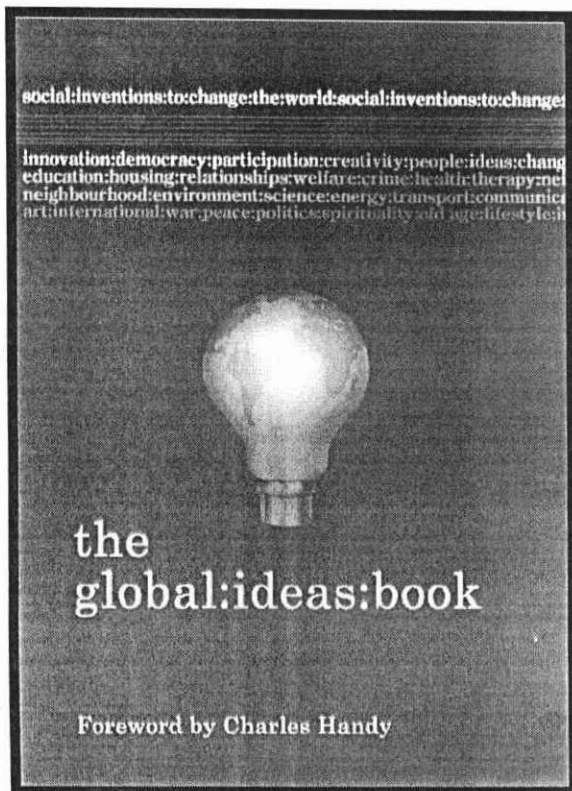
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the:global:ideas:book is, in a world where problems seem to multiply year on year, a book that shines light into the dark. It features inspiring social inventions: projects and ideas using creativity to change things for the better.

What separates humans from other species is that we can imagine how things might otherwise be. This book contains hundreds of examples of individuals using that imaginative power to change lives.

“A great cornucopia of social inventions that talks of possibilities not problems” – Charles Handy

the:global:ideas:book includes:

- 300 pages of categorised ideas and innovations
- the 2004 Social Innovations award-winners
- a foreword by Charles Handy, social scientist and author
- a dedicated book reviews and essays section
- information and contacts for each featured project
- “why there’s no such thing as a bad idea” introduction

Social inventions in the book include: *slow cities, amphibious houses, rickshaw phone systems, a library hotel, wireless Nepalese networking, an eco-dollhouse competition, speaking litter bins, intrapreneurship, open source democracy, franchise banks, tribally-owned turbines and many more.....*

THE BOOK IS AVAILABLE FOR £15 (£17 OUTSIDE UK) FROM: THE INSTITUTE FOR SOCIAL INVENTIONS, 6 BLACKSTOCK MEWS, LONDON N4 2BT (T: 020 7359 8391; F: 020 7354 3831; WEB: WWW.GLOBALIDEASBANK.ORG; E: IDEAS@GLOBALIDEASBANK.ORG).

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What we do:

- The Global Ideas Bank aims to promote and disseminate good creative ideas to improve society. It further aims to encourage the public to generate these ideas, to participate in the problem-solving process. These ideas we term **social inventions**: non-technological, non-product, non-gadget ideas for social change. These are a mix of existing projects, fledgling initiatives and new bright ideas.

- In this way, the Global Ideas Bank (hereafter GIB) is part-suggestions box, part-ideas network and part-democratic think-tank, giving the "ordinary" person a chance to have their creativity recognised, rewarded and even put into practice.

Where we came from:

- The GIB's origins lie in the **Institute for Social Inventions**, which was set up in 1985 by Nicholas Albery, social inventor and visionary extraordinaire. From small beginnings (a network of inventors, a quarterly newsletter), the Institute grew into a fully-fledged organisation. In 1995, the Global Ideas Bank (itself an idea originally suggested by an American correspondent) was first established online, and has since become the name for the entire project's work. The GIB is a project of the Nicholas Albery Foundation, regd UK charity 1091396 (www.alberyfoundation.org)

Contact Information:

www.globalideasbank.org

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How we do it:

- The GIB's work is led by its **website**, www.globalideasbank.org, which has a database of nearly 4000 ideas online. Hundreds of ideas are submitted each month by people from all over the world, and over 160,000 visitors have voted on the site with a rating, which allows the best ideas to rise to the top democratically. It currently attracts a quarter of a million unique visitors annually.

- The GIB publish an **annual 300-page compendium** of the best social inventions from that year. These have, over the years been called, "The kind of thing that will make our futures" (Brian Eno on *A Cornucopia of Ideas*), and "A splendid book...which brings hope for tomorrow" (Jay Walljasper on *The World's Greatest Ideas*). Last year's compendium, *Setting the World Alight: Ideas for Social Change*, was described by Anita Roddick as a "manifesto for social creativity, for the inventive impulse to make things better".

- The GIB give out **annual Social Invention Awards** to the finest ideas of the year in various categories. The overall winner receives £1000, while the others reap the benefit of the publicity and exposure they receive as a result. The 2003 award-winners, and those from previous years, can be viewed online via the homepage of the website.

- The GIB also runs **social invention and creativity workshops** with groups of young people: giving them an opportunity to use their creativity to devise solutions to real-world problems that affect them and their community.

- Further to the above, the GIB has helped to **foster links and networks** in the world of social innovation and entrepreneurship. At an organisational level, with the European Social Innovations Exchange, the Norwegian Ideas Bank (based on the GIB), the School for Social Entrepreneurs, the Centre for Innovation in Voluntary Action, UnLtd and many others. On an individual level, the subscribers to the annual publication also form, along with members of the web audience, a powerful network of social inventors around the world.