

2gether08 conference
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Rochelle School in Shoreditch
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Speaking notes for the session: “Ideas into Action: What Comes Next”

The first Social Innovation Camp

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[FIRST SLIDE]

I am PhD student at the London School of Economics and Political Science and independent consultant.

- Anna Maybank and Paul Miller asked me to write a report on the event.

I agree with 9 lessons listed by Anna Maybank yesterday and there is no need to reiterate them here.

- Just to pick out one: "First impressions count."
- In the picture Paul Miller opens the Camp on Saturday morning by standing on a window bench. No microphones, chairpersons – not even chairs... The setting lacks the hallmarks of a conference.

[SECOND SLIDE]

- The difference is remarkable with even an innovative conference like this.

My report tries to open the special dynamics that emerged at the first Social Innovation Camp. What made the event tick in a different way?

[THIRD SLIDE]

- The event was driven by mood of engagement. This is quite different from conventional conferences.
- People wanted to make it happen. It was fun but at the same time competitive and serious.

The mood of engagement was enabled by successful balancing between organizing and self-organization.

- A lot of planning and organizing was behind the event.
- Why would I throw myself fully into a conventional conference when it is obvious that the event has been firmly scripted in advance?

[FOURTH SLIDE]

- Non-organizing is essential. To leave right things intentionally open – not just because you did not have time to think about them.

To put it short, out of \$25,000, 48 hours, 100 people and 6 ideas emerged 7 projects each offering to tackle a particular social need.

- In order to provide sustainable solutions, the mechanism needs, however, to be embedded in a comprehensive ecology of social innovations.