



PROJECT BRIEF – Springboard Innovation

INTRODUCING: SPRINGBOARD SOCIAL INNOVATION FORUM

OVERVIEW

Springboard Innovation has two main goals: promote a new approach to social and environmental action called social entrepreneurship; and, help “ordinary citizens” launch actual programs like this for positive change in communities here and worldwide. There is a new role for each of us to play as we move into the future, and we need many new ways to get involved—Springboard creates multiple pathways for community members to get involved.

We'd like you to be involved in our newest avenue for change—a Social Innovation Forum—as a way to bring the community together to design solutions and work on real challenges.

*The new **Springboard Social Innovation Forum** will inspire with ideas, powerful stories, and the arts. It will provide concrete opportunities to create the future each of us wants. Springboard Innovation will provide technical assistance, expertise, success strategies, and just-in-time support for projects. The Forum will create a context to connect, learn, and take action around ideas that lead to tangible change—all in a venue designed for building community.*

FORUM GOALS

1. Increase the number of people involved in community-led community change.
2. Promote new strategies for taking on challenges in innovative ways.
3. Provide space and support for connecting and working on real projects.
4. Share models of success.

The Social Innovation Forum will be held on the third Thursday of each month, beginning September 19, 2008, from 6:00 – 9:00 p.m. The Urban Grind Coffeehouse in NE Portland will be our host.

AUDIENCE

The Forum is intended to attract people with a wide range of interests and backgrounds. We expect people from the business and non-profit community, investors, activists, volunteers, and anyone who is ready to take social change into their own hands. People who are already working on a project, have an idea, want to support change, or just want to know what's possible.

SUPPORTERS AND ALLIES

Organizations such as MercyCorps NW, Idealist, Life by Design, Young Women's Social Entrepreneurs, and others are on board as supporters, committed to helping publicize the Forum as well as provide resources, expertise, and topics. Additionally, successful local social entrepreneurs will be highlighted as exemplars for what can be accomplished here in Portland or worldwide.

WHAT HAPPENS AT A FORUM?

A focused agenda will structure and connect each Forum, but various topics will make each unique. We will draw ideas from real local projects as well as global issues. We will bring in experts, share models of success, and facilitate real work. For example, a budding social entrepreneur may launch a new idea, setting the stage for participants to roll up their sleeves and brainstorm solutions to fill remaining gaps in a real project. Every forum should enable learning, getting, and giving.

THEMES include: *Social Entrepreneurship, Sustainable Communities, The Arts as Vision, Social Justice, Shelter, Healthy Communities, Feeding the Hungry, Financing Good, and Youth.*

Models of Success: Drawing from success stories both local and global, we will highlight projects and people that are exemplary models of social innovation.

Success Strategies: To meet our goal of improving the practice of social change, we'll promote effective strategies of change such as how to sustain good work, how and when to scale or replicate, or how to find resources—strategies that are critical to the success of any idea.

Active Engagement: Small groups will work together to find innovative strategies to remove barriers from real community projects during the "Toad in the Road" breakout session.

Facilitated Networking: Fun activities will keep things lively, helping make connections between participants, and increase awareness about other projects in the community.

Impact Tracking: A Web site with a message board and information about the projects will be hosted on the Springboard Innovation Web site. Urban Grind will provide meeting space for continued collaboration on projects.

GALLERY EXHIBIT

Each month a unique kind of exhibit will open at Urban Grind during the First Friday Central Eastside Art Walk, and stay up through the Forum. The intent is to represent the Forum theme through the arts, multi-media, 3D installations, photojournalism, and interactive elements to leave a visual footprint of the stories and ideas coming out of the forum.

THE VENUE

With private meeting rooms, computer stations, audio-visual equipment, and a large open seating area with capacity for 150 people, the Urban Grind Coffeehouse NE is equal parts neighborhood community center and comfortable café. The Urban Grind is dedicated to the arts, community, and locally produced and organic food and drink, making it a perfect venue for creative thinking about social issues. The café will be open during the Forum, with a menu that includes locally made pastries, sandwiches, soups, salads, and of course, organic fair trade teas and coffee.

CONTACT

Please contact or Amy Pearl, Executive Director of Springboard Innovation for more information or how to get involved at amy@springboardinnovation.org or 503-407-8459.