The *'so whats'* for Future Communities



What is it?

Community arises from our fundamental human need to **connect** with each other, to be together: **to belong**.

At its core **community is about people**, joined together by shared interests or characteristics in common. And with that connection comes a sense of **responsibility for others**.

GOOD INNOVATION

Why should I care?

Community was at the heart of global fight against pandemic. Our response to the COVID crisis was characterised by a remarkable spiritual **solidarity and practical collaboration**.

But the pandemic also exposed the **loneliness** that happens in the absence of community, and the yearning for the feelings of **belonging** and **connection** that community creates.

GOOD INNOVATION

So what?

In the wake of the pandemic we now face a ***climate emergency***, a ***housing crisis*** forcing migration, and ***debt tsunami***.

People are searching for **hope.** They need beacons to gravitate towards, and communities that will support and empower them. They need platforms on which to stand and support to have their voices heard.

How charities build, grow and support communities will be integral to how society meets the challenges of our time.

GOOD INNOVATION

You have the power to connect, organise and galvanise the passion of people to create the change we need.

You have the power to offer hope in the wake of crisis.

You have the power to build future communities.

GOOD INNOVATION

EMPATHY CRISIS

We're more technologically more connected and socially more broken than ever before.

Deep fractures are surfacing between communities and individuals, divided by politics, race, gender, finances and belief systems.

Our online echo chamber of the last 18 months have only affirmed our own world views and deepened existing societal divides.

We need to re-learn empathy to understand and connect with others. To build community and find hope.



So What?

- Byline & WhatsApp - People are desperate for connection & belonging - give them hope
- Depop & Byline - Continuously listen to and engage your communities

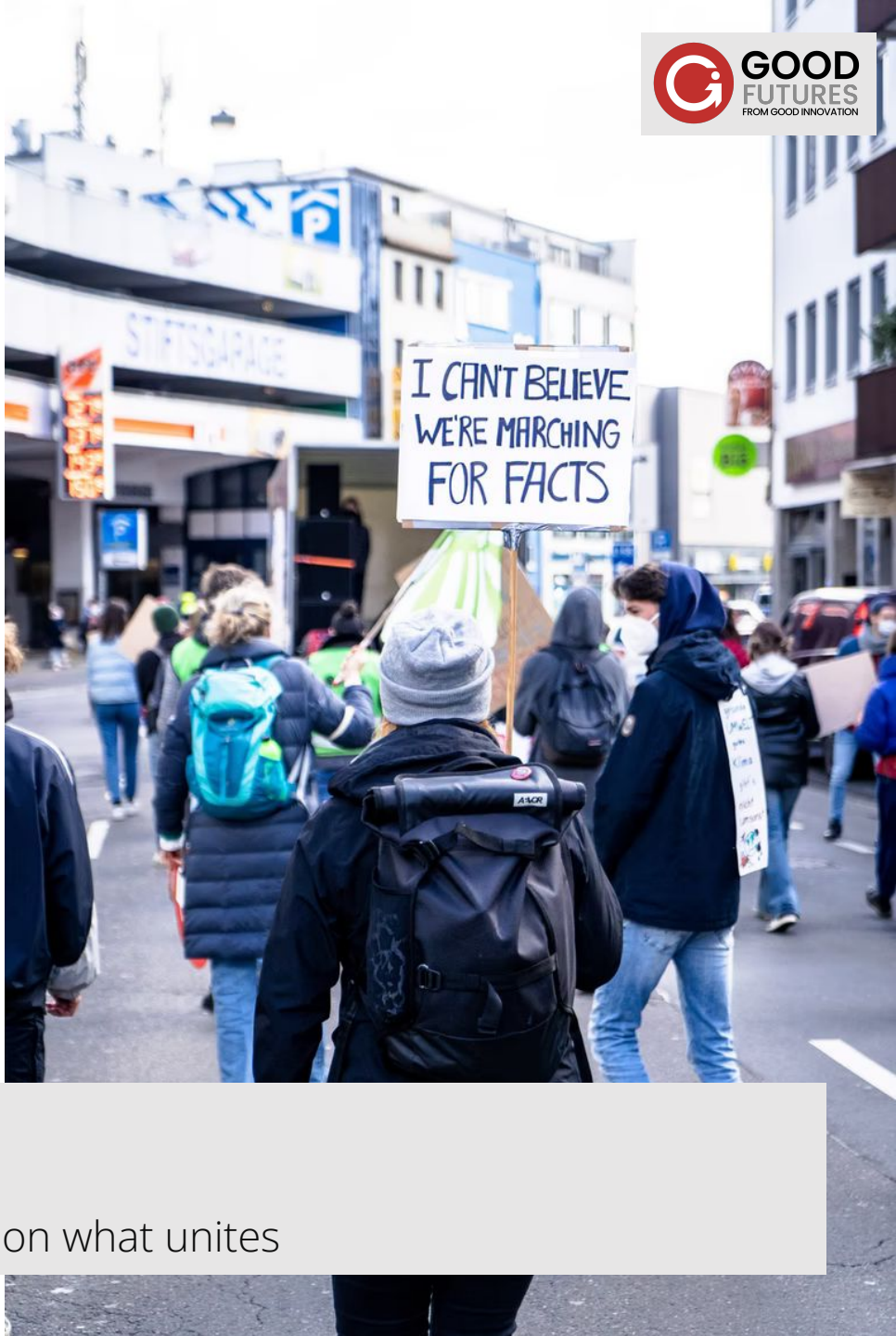
POST-TRUTH

In the wake of Trump's legacy of misinformation, distrust and fake news, widespread disbelief in conventional politics and scientific evidence is now the norm.

It's becoming increasingly difficult to declare what is "true", and what isn't.

Fake news has affected elections, referendums, and our response to the pandemic. It continues to polarise people around the world.

The coronavirus pandemic has created a perfect petri dish for misinformation and false narratives to run wild.



So What?

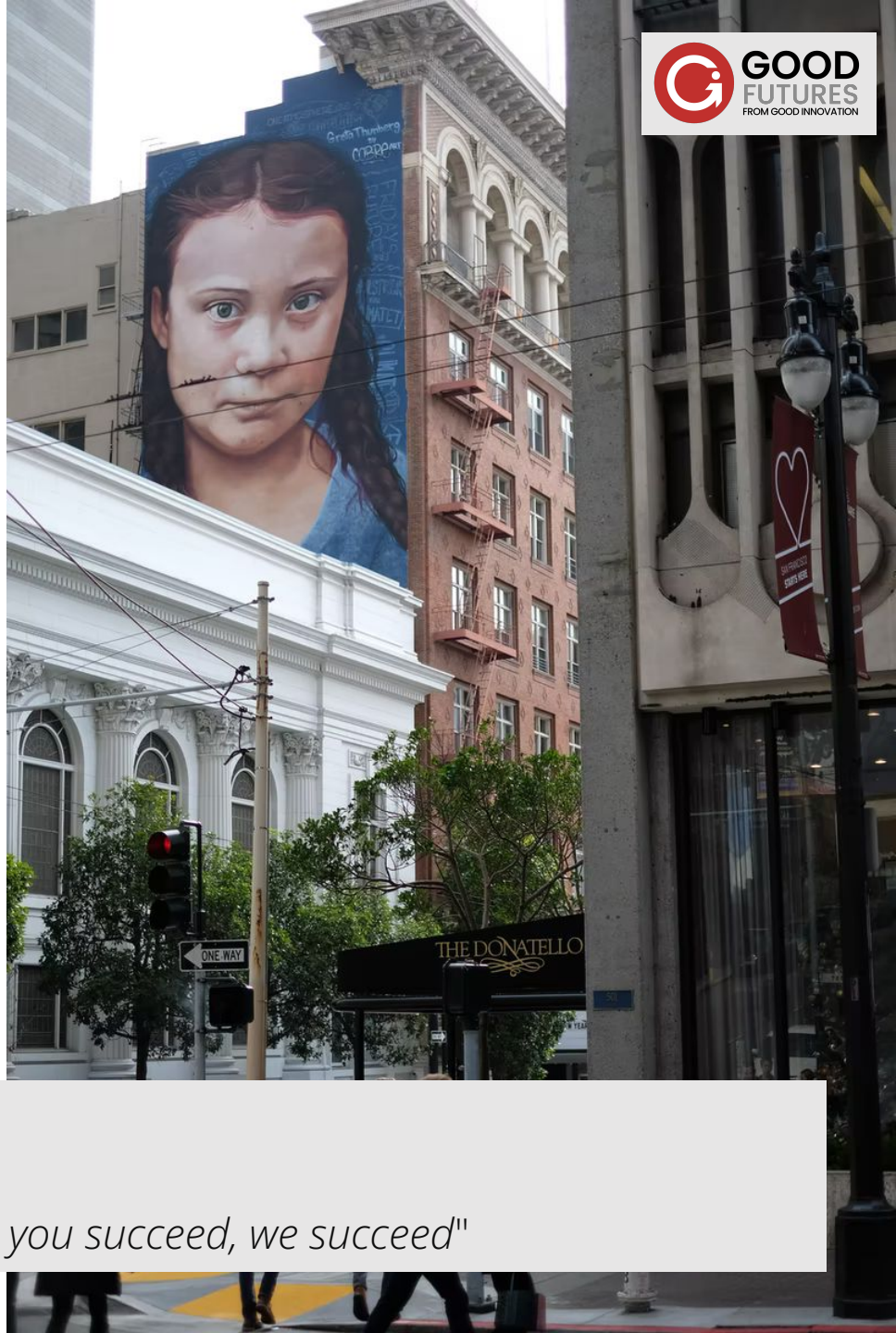
- BBC - Peer to peer connection
- BBC & Depop - Find the intersections & focus on what unites

DECENTRALISED POWER

As truth has become eroded, trust in the big institutions that have traditionally shaped society has been eroded. New sources of power and influence are emerging.

From political movements like Extinction Rebellion, and new models of open access science and information sharing. To big tech now holding more influence and capital than many governments and nations.

At its core, decentralised power is the opportunity to buck the system, leverage your assets and harness the full power of community to create change.



So What?

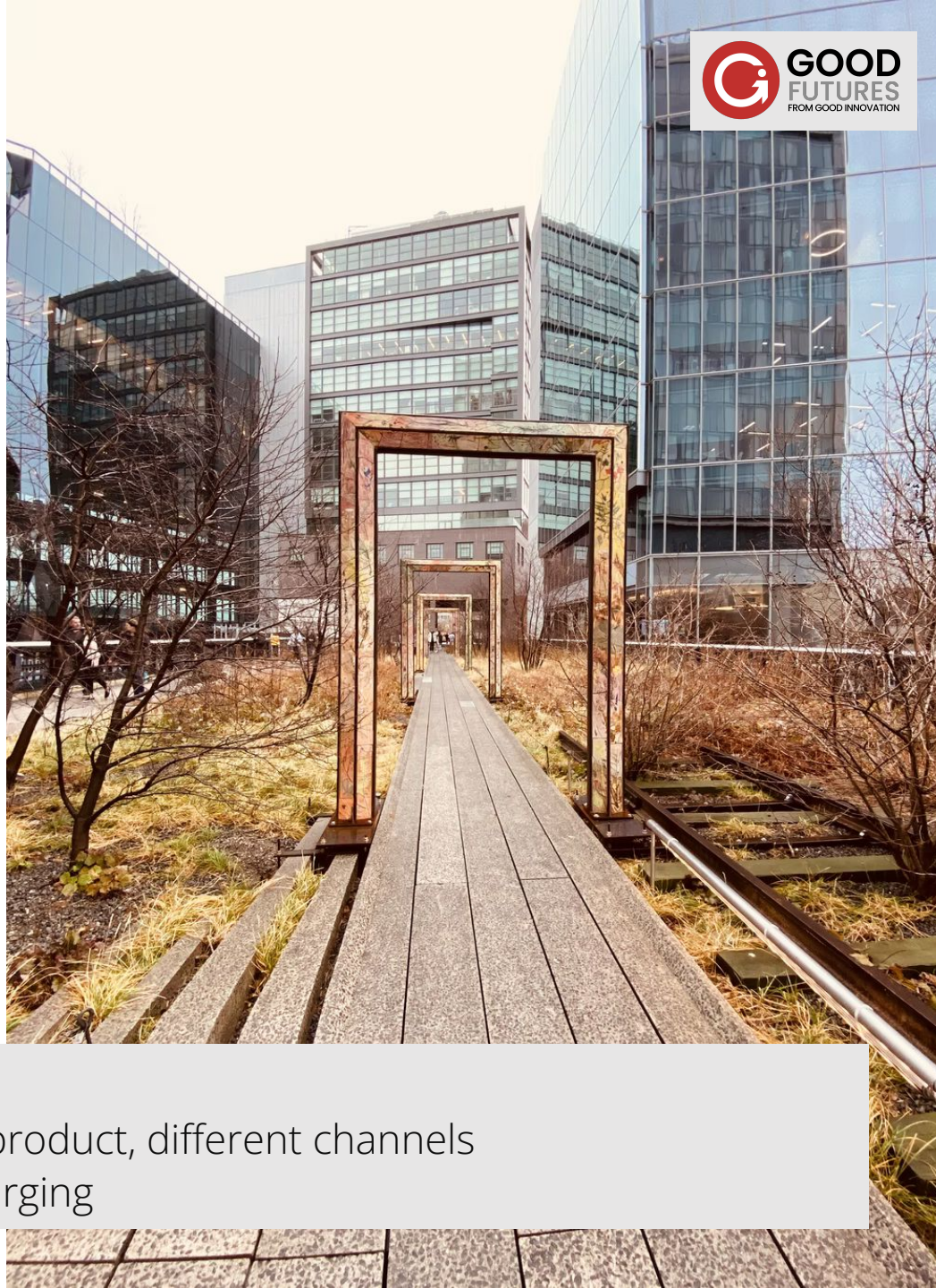
- Depop - "*It's not ours*" - You don't own it.
- Byline & Depop - Hand over to control - "*When you succeed, we succeed*"

SPACES, REIMAGINED

From the local church to the Reddit forum, communities have always needed meeting points to gather, galvanise and act together.

As we enter a post-pandemic world, communal interaction has never been craved more. Yet the act of meeting in groups and gathering in public spaces will now follow different rules and customs.

As our living and working practices adapt to the new normal, we are all being forced to rethink how we use our spaces - from offices, to warehouses, to shop floors - to make them fit for purpose.



So What?

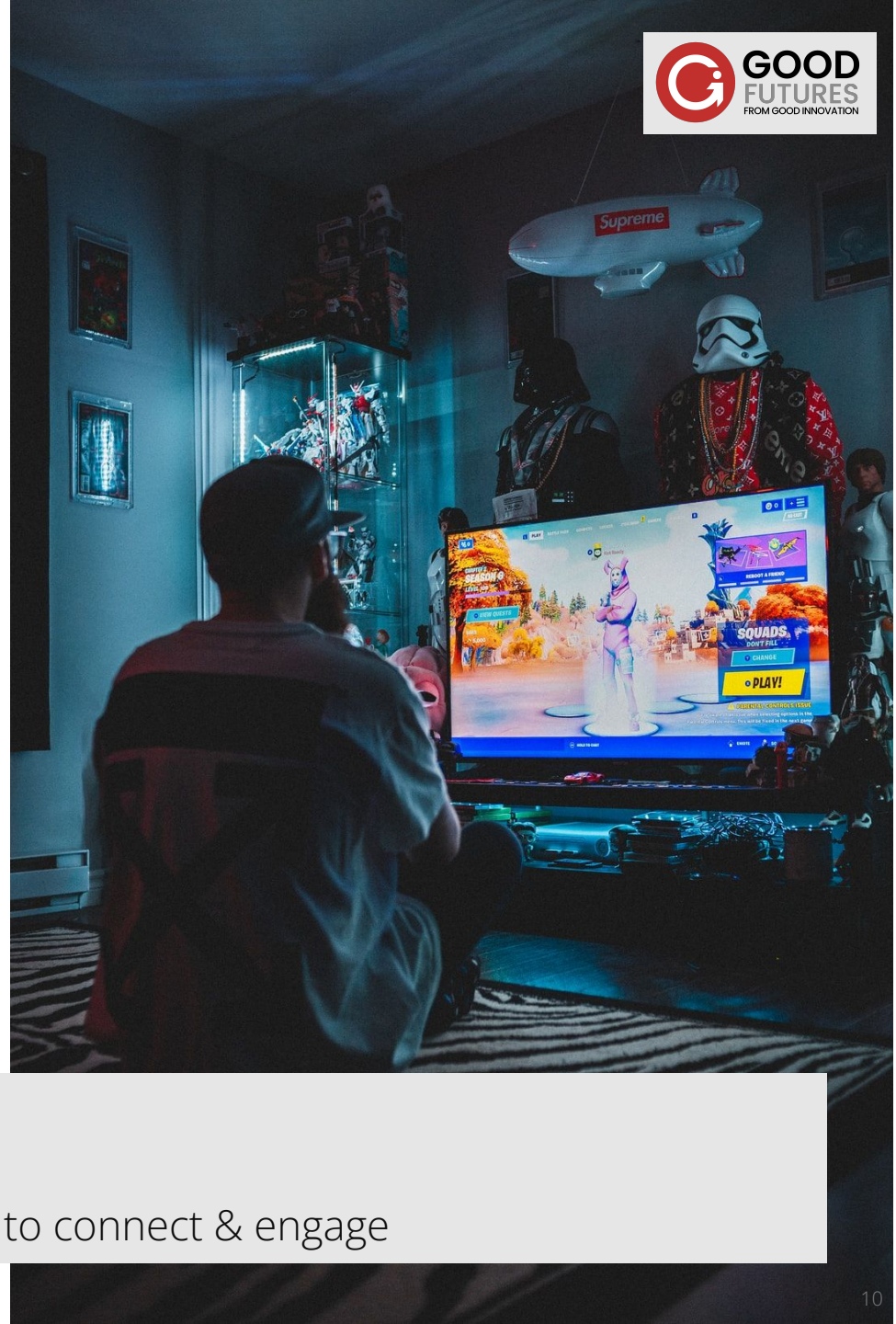
- Byline - Build a universe for them - same product, different channels
- Depop - Understand the hyperlocal & emerging

WELCOME TO THE METAVERSE

During lockdown physical contact was replaced with online presence.

Even as COVID-19 restrictions start to ease and many seek to return to old ways of working, our lives and our communities have been fundamentally altered. The virtual domain has become an all-encompassing space where business, retail, education, entertainment, wellness, work and community can be created, accessed and nurtured.

As people spend more time online, digital spaces are becoming the new hangouts, hot spots and hubs.



So What?

- BBC - Meet them where they are
- Byline - Create multiple touch points for them to connect & engage

SHARED SIGNALS



Language can create shared points of reference, signals and codes to connect and communicate within a community.

From oppression to empowerment, our shared signals can communicate hidden languages, function as propaganda or distinguish one person's preference from another's. They are a way of imposing or expressing beliefs, identity or preference before we have even spoken.

When used respectfully and with intent, shared signals can be a powerful tool for change, for inclusion. Shared signals can build community.

So What?

- Depop - Build for inclusion now to repeat the benefits long term
- BBC - Use storytelling to connect & build community

RESILIENCE

Resilience, in its simplest form, is the ability to adapt to situations or events that don't go to plan. Instead of allowing events to negatively impact you, or your organisation, learning to be resilient allows you to see things objectively and move forwards with a positive growth mindset.

As our world continues to change in large and unpredictable ways, we need to build and nurture resilience. The ability to take lessons from setbacks and adapt accordingly

Resilience in ourselves, our missions, our organisations and our communities.



So What?

- Depop - Embrace discomfort. You're not going to get it right all of the time.
- Byline - Create a safe space to experiment (aka "*try shit out*")

The ‘So Whats’ of Future Communities

1. People are desperate for connection & belonging - give them hope
2. Continuously listen to and engage your communities
3. Communicate through peer to peer connection
4. Find the intersections & focus on what unites
5. “*It’s not ours*” - You don’t own it.
6. Co-leadership - Hand over to control & give them agency
7. Build a universe for them - same product, different channels
8. Understand the hyperlocal & emerging
9. Meet them where they are
10. Create multiple touch points for them to connect & engage
11. Build for inclusion now to repeat the benefits long term
12. Use storytelling to connect & build community
13. Embrace discomfort. You’re not going to get it right all of the time.
14. Create a safe space to experiment (aka “*try shit out*”)

Now, over to you.

GOOD INNOVATION