

Content that could be shared.

(* for those that may prove controversial)

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|--|---|
| Successful grant applications | Recruitment techniques |
| Effective practices | Reports - consultant / heavy |
| Program design | Reports - for public readership |
| Logic models | Model of Engagement |
| Polling data* | Engagement methodology |
| Innovative program design | Organizational policies |
| Evaluations | HR frameworks* |
| Client info* | KPIs |
| Experience | Non-financial reporting |
| Relationships | Graphics / Visuals |
| Research | Templates |
| Educational materials | Media |
| Campaign strategy* | Things produced by program participants* |
| Budgets* | Physical materials |
| Approach to working with youth | Workplans |
| Photos of program participants* | Strategic plans |

"I know what I want to see - I'm just not sure others will want to share"

"We invested all our resources on building this - we lose that if we just give it away"

What about those content types gives you a sense of hesitation that they might be shared?

Client privacy

Investing \$ (information on how much, or where invested), resources

Salary info

Can't charge money

IP (intellectual property) is what we have to enterprise with

'Opponents' may undermine strategy work

Respect for children / children's work

Informed consent / lack of consent

Trust between those who use the works, reciprocity

Loss of control

Negotiation power dynamic if info is public

Competition

Need to retain IP (intellectual property) to compete with private sector and others in the same space

“Intellectual property is our social enterprise potential”

Opportunities that may arise from sharing this type of content

Not repeating mistakes

Not spending donor money on something already created by another org

Innovation, one idea triggers another one

Avoiding duplication

Problems are complex, share what we know, find out what's working, collective impact

Access, excel, raw budgets, design files

Not about what is shared but how

Small learns from big (more reassured)

More informed sharing, relationship building

Capacity building

Fulfill donor intentions

Vision, mission, movement growth

Change the world!

Rising tide floats all boats!

“Imagine how much more productive we could be if we just shared what we've already done!”

What might the most serious Risks be?

Losing good stuff

Campaign strategy undermined

Client lose out on best services

Clients disrespected, negative reputational impacts of things going wrong

Trust broken between community clients, orgs, and public

Poaching, ideas and staff

Mitigation strategies for risks:

Use non-adaptable licenses (there are six levels available)

Ongoing consent

Only for content, and deliverables

Grantees know from the start about this requirement

Don't share applications to avoid strategic or IP losses if valuable to an org

Alternative options would help for those that need it

Knowing clearly from the start that licenses would be applied would be a good start

Most of the risk is in the application stage - could that reveal be delayed?

“If someone else takes your plan and succeeds, isn't that good?”

What's Possible?

Less duplication

More cooperation

Connections

Change of perspective - building something more, someone else could take the work forward

Deepen our learning

More quality thinking, planning and effort if you know the work is going to be shared in the world

All players would be more engaged

New levels of collaborative impact

Scaling up, reproducing effect overall - non profits, funders, businesses, corporations

Idea spread to other places

Reduced isolation, chipping away at issues, sharing ideas, technologies, methods

“A rising tide floats all boats”

What is most important for VF to hear?

- Share ideas not info
- Be clear about purpose and scope
- Provide flexible options, license levels
- Concept is overdue/timely
- The goal is not CC licensing, but collective impact
- Make it easy to access, comply and find the work
- Focus on original purpose of grant
- Don't make it an administrative burden
- Not sharing for sharings sake
- Spend lots of time working on the risks for different varied groups
- Be flexible!

“We would love it if a great idea just starts happening, locally, nationally and beyond”

Vancouver Foundation, 2016

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