

A step by step guide to hosting
+U development days



MAKE/TIME
TO CREATE A BETTER
FUTURE TOGETHER

The text is presented in a bold, sans-serif font. The words 'MAKE/TIME' are in white, while 'TO CREATE A BETTER' and 'FUTURE TOGETHER' are in a bright yellow-green. Small black silhouettes of people are integrated with the text: one on a ladder leaning against the 'M', one on a swing hanging from the 'I', one on a ladder leaning against the 'E', one on a ladder leaning against the 'R', and one on a ladder leaning against the 'H'. A small figure is also standing on the top of the 'E' in 'TOGETHER'.

WELCOME

Sony has a rich heritage of being at the forefront of innovation, having developed numerous pioneering concepts over the years. We have learned over time the value of collaboration in tackling the most challenging tasks.

Open Planet Ideas was created to engage a global online community in the challenge to repurpose technology for social or environmental good – a true example of collaborative innovation. This journey has resulted in the launch of an open source volunteering app, +U, which we hope will be used by charities and organizations around the world to make volunteering easier, quicker and more social.

In the spirit of collaboration, we invite you to join us in trying to make this code into something new that works for you. We have created this guide so that you can get started right away. We look forward to hearing about the ways you change and improve +U for the greater good.

**Magdalena Wasowska, General Manager
of Technology and Software Centre at Sony**

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What is +U?

+U, is an exciting new mobile application which gives people easy access to potential volunteering opportunities in their local area. It was built in response to a growing number of philanthropic, yet time poor people. +U was developed as the final concept in Sony's Open Planet Ideas platform, in partnership with WWF & IDEO

Whose idea was it?

The brain behind the +U concept is French designer, Paul Frigout. On top of his normal every day job, Paul is passionate about making volunteering more accessible and engaging for people. He had his brainwave while at a tram stop one day, wishing that he and his fellow travellers could do something positive for the environment.

How does it work?

The +U app allows users to search on their Android phone for chances to volunteer their time for good causes. People can search based on location, amount of time and type of volunteering. +U has geolocation, social networking and gaming features. The app code is open source, enabling others to adapt it to suit their organisation's needs.

Who is it for?

This is for anyone in the UK who wants to volunteer or any charity that needs to recruit volunteers. YouthNet have teamed up with +U to run a pilot, offering volunteering opportunities via their national database Do-it.org, now synced to the app. But +U is designed to fit the needs of charities worldwide, hence its open source code.

"Around me I see challenges everyday. I want to see people help each other and be part of the solutions. One day I was waiting for a tram, there were a couple of people around me, and I thought for those ten minutes we could be doing something positive for the environment."

Paul Frigout, inventor of +U



“At TimeBank we are committed to exploring ways of engaging new audiences in volunteering. This use of cutting edge, social networking technology could be a powerful tool to enable volunteering to become part of the fabric of everyday life, anywhere in the world.”

Helen Walker, CEO of TimeBank



Developers

First thing's first, in order to repurpose the +U app code and customise it to your needs, you need some developers to help you. These people have amazing coding skills. The developer community is tight knit, cooperative, and passionate about what they do. We've provided pointers in the Make/Time library to help you access their world.

Customisation

Every charitable organisation is different and so it makes sense to give everyone the opportunity to develop the +U app according to individual needs. What's more you can use your own branding, tone of voice and incentives to make your +U app unique. This will help attract volunteers who are specifically passionate about what you do.



Content

The +U app has a basic framework which you can ask the developers and designers to play with. Some ideas include adding focused search filters, customised photo galleries, designing your own badges for the gaming feature, detailed geolocation information, personally worded invitations to events, and new incentives to join up.

Connections

It's good to remember that the +U is one of many social networking tools out there, so one key to success is developing ways of linking your app to other platforms like Facebook, Twitter, Pinterest, Google maps, Flickr, and even QR codes. The coders, designers and strategists can all help you decide which are the most useful for your organisation.

THE CONCEPT

INTRO TO DEVELOPMENT DAYS

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We've created this smart little Make/Time guide to help you and your organisation make the most out of the Sony +U app and customise it for your specific purposes. The only thing you need is some enthusiastic developers, designers and strategists to work with you. The best way to get them on board is to host a development day event. These are swiftly becoming popular formats for dynamic collaboration, enabling talented people to get together and make amazing tools for you in a short space of time. We like to call this 'coding for good'.

So what is involved in a Development day? And how do you host one? Well that's what we're going to tell you in this step by step guide. In brief the idea is this: you bring together up to 40/50 brilliant minds in a one space, you deliver them a brief of what your needs are. Then, basically, you let them get on with experimenting, coding and creating. In the meantime they'd like you to feed and water them and provide general encouragement. Usually this takes place over one or two days of a weekend. By the end of that time you should have some incredible ideas and tools which you can take away and use to improve your organisation. In the case of developing +U this is what you can do...

"Development days are about taking the energy of an online collaboration offline into the real world. If you bring together real people, a tight timeframe and a tough challenge, amazing things can happen."
Susanna Halonen, Sony



THE FORMULA YOUR BASIC INGREDIENTS

04

10 DEVELOPERS



10 DESIGNERS



10 STRATEGISTS



3 BRIEFS



ONE SPACE



WIFI



ENERGY



COFFEE



PIZZA



MUSIC



ONE WEEKEND



AN AMAZING FULLY CUSTOMISED +U APP THAT WILL HELP BRING MORE VOLUNTEERS TO YOUR ORGANISATION



THE PROCESS

WORKING TOGETHER

05

Leave egos behind

One of the most important things to remember about hosting a development session is that people are coming from all different backgrounds. It's good to encourage people to leave their professional and personal egos at the door. This is no time for grandstanding. There is no hierarchy. Everyone is equal in this space.

Break the ice

The majority of people won't know each other. The first moments of a development day can be socially awkward for people. Especially for those who are not as confident as others. The best thing you can do is be amazing connectors. Introduce as many people as possible to each other and facilitate an ice breaker activity that relaxes people.

Working groups

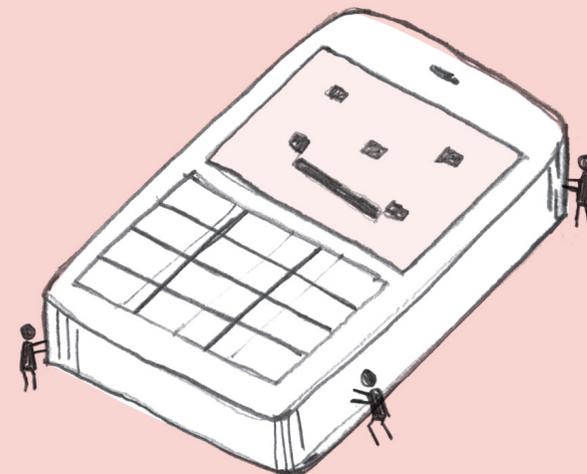
It's a good idea to present a variety of creative briefs to the whole group. This way people will have a choice of what they can work on. This builds enthusiasm and participation. When the group has divided themselves amongst the project briefs encourage them to divide again into smaller working groups. This will help productivity and focus.

Coordinate

The trick on your part as host is to find the right balance between letting people get on with it while also gently steering the process. It's helpful to check in with each team at regular intervals. Do encourage the groups to also coordinate themselves and have midway group meetings, to make sure every one knows who is doing what.

“One of the things that IDEO has consistently valued from day one is bringing together eclectic groups of people to solve complex problems. I often think of value being created at the intersects of disciplines. In some ways, we're reaching our capacity for solving problems inside specific disciplines alone.”

Tom Hulme, IDEO



THE HOW

TOOLS OF THE TRADE

A space

It may seem obvious, but don't underestimate the importance of securing a good space in which to host your event. Whether it's your own office building, or one that has been kindly donated, it's vital that you have a large space with plenty of tables for people to work at and comfy areas where people can chill out when they need to take a break.

Tech kit

Talking of laptops and smart phones, it's good to remind people that this is a self-sufficiency exercise. All attendees need to bring their own tech kit with them. Remind people to bring laptops, phones, cameras, scanners, drawing tablets, pens, pencils, etc. As host it would be great if you could provide scrolls of paper for sketching and planning.

Presentation

So you've got most things ready now. One last thing you don't want to forget is a good presentation set up. You'll want to introduce the briefs at the start of the event and the group presentations are the highlight at the end. You need a good projector, maybe a microphone, whiteboards or flipcharts are useful, and possibly a camera to film it all.

Wi-fi

Right, this one is non negotiable. After booking your space, making sure it has a strong wi-fi connection with lots of bandwidth is your next top priority. Essentially everyone is going to arrive with a laptop and a smart phone. They will all want to be able to work as fast as possible. As with most things these days that involves the internet.



“Prototyping, even in complex systems is absolutely possible. We live in a time when there’s almost no excuse for not prototyping anything in some way within 48 hours, often by soliciting fast feedback from one of the amazing social media platforms.”

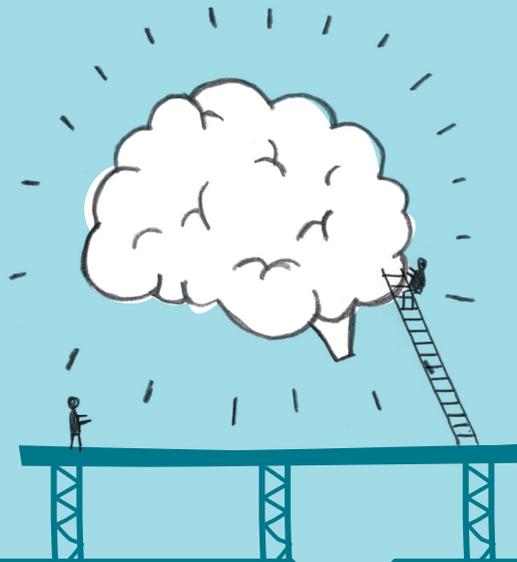
Tom Hulme, IDEO



THE WHO

GETTING PEOPLE INVOLVED

07



Engagement

So you might have all the tools of the trade raring to go, but what happens if no one turns up to your development day? We hope this doesn't happen, because, obviously, people are what you need to make this whole thing work. Having an engagement strategy is a huge priority. Tapping into the design and tech community is a must.

Social media

We're sure you're aware of the benefits of social media being more than gurgling at friends' baby photos on Facebook, but nevertheless here we are with a quick reminder. Twitter, Facebook, LinkedIn, Google+, these are all key platforms to start the promotion of your event. The word will spread fast through 'likes' and 'retweets'.

Newsletter

You also want to appeal to your regular audience, those who read your newsletters and who are part of your online community. This is a good place to announce your development day event. You could also create a facebook invite, or a bespoke website (e.g. ning) for the event. Eventbrite is brilliant to use as a reservation or ticketing system.

Ambassadors

Finally it's a great idea to identify key people in your network as ambassadors for the event. Choose influential people who are savvy with social networking and have access to the tech community. Once they know what's going on they can reach out to their own networks and help drive traffic to your event page, so that more people sign up.

“Spreading the word and getting attendees is the main challenge, though social media and word of mouth seems to be the most successful method - get key people along and they will advertise to their networks.”

James Smith, Greenhackathon

THE WHY

MOTIVATION IS WHAT YOU NEED

Networking

Here's a question: why would anybody want to come to your event? Not to put a downer on things, but it is a valid question and one that you should think about. People are offering their time up for free, admittedly for a good cause, but also because it's of benefit to them. One good reason is because it's a great networking opportunity.

Fun

It's the weekend, people! It's a rare thing that only happens two days a week. It's precious to people who work hard for a living. So it's important that everyone feels like they're going to enjoy their time with you. People will work hard on a development day, but this is NOT work. Your success lies in making that distinction clear. Make it fun.

Kudos

People like being given the chance to help other people. It's human nature. It makes us feel good to think that we are making a positive contribution. Very few people get that feeling from their everyday jobs. People also like to share the feeling of doing good and will be proud to say they have worked on your project. Make the most of that.

Learning

Another good reason is because they might learn something. One of the best bits of development days is watching lots of different people coming together and interacting. They all have a variety of skills to share with each other and more often than not people find themselves teaching and learning from each other.

We make it fun without too much interference, but we are strict about timings. Although they might moan at 2pm on day 2 when they have 1.5 hours left, they ultimately love the challenge and the fact that it is all over and they can go home or to the pub by 6pm.

Emma Mulqueeny,
Rewired State



THE SCHEDULE

TIMING IS EVERYTHING



09

DAY ONE

9 AM **MORNING SESSION:**
EVERYONE ARRIVES, CHOOSES THEIR SKILL SET
BADGES AND FINDS THEIR NAME TAG

10 AM BRIEFS ARE PRESENTED TO WHOLE GROUP

11 AM PEOPLE CHOOSE WHICH BRIEFS TO WORK ON

12 PM GROUPS GET TOGETHER AND START PLANNING

1PM LUNCH

1.45PM **AFTERNOON SESSION:**
BREAK OUT IN SMALLER WORKING GROUPS TO
FACILITATE BRAINSTOMING AND PROTOTYPING

6PM **EVENING SESSION:**
DRINKS AND PIZZA

DAY TWO

9 AM **MORNING SESSION:**
GET STARTED AS EARLY AS POSSIBLE ON DAY TWO:
GROUPS MIGHT WANT RE-ORGANISE THEMSELVES
AND PLAN WHO IS DOING WHAT?
CONTINUE WITH PROJECTS

12.30PM LUNCH

1.15 PM **AFTERNOON SESSION:**
CONTINUE WITH PROJECTS
CHECK IN ON EACH GROUP'S PROGRESS
ENCOURAGE THEM TO DECIDE WHO WILL BE
PRESENTING THEN RAMP UP THE MUSIC

4/5PM FINAL PRESENTATIONS OF WORK

6PM **EVENING SESSION:**
GO DOWN THE PUB TO CELEBRATE

THE SUMMARY

RUN A SUCCESSFUL EVENT

10

1. SPREAD THE WORD THROUGH YOUR NETWORKS
2. CHOOSE A GOOD SPACE WITH PLENTY OF WORKING ROOM
3. MAKE SURE YOU'VE GOT A STRONG WI-FI CONNECTION
4. FACILITATE INTRODUCTIONS AND BREAK THE ICE
5. DELIVER A SPECIFIC BRIEF OUTLINING YOUR NEEDS
6. CREATE AN UPBEAT POSITIVE ATMOSPHERE, MUSIC HELPS
7. GET OUT OF PEOPLE'S WAY; LET THEM SELF ORGANISE
8. ENCOURAGE SMALLER WORKING GROUPS
9. NUDGE TEAMS IN THE RIGHT DIRECTION
10. PROVIDE FOOD AND DRINK TO FUEL THE CREATIVITY

“It’s important to balance steering the teams and letting them openly explore. Sometimes teams can get bogged down with discussions and decision making, it’s important to nudge them at the right moments towards capturing their thoughts and plans. Having the right tools in place will help.”

Haiyan Zhang, IDEO

IDEO - Make-a-thon **Haiyan Zhang**

The act of collaboration is vital for creating and nurturing new ideas. Through collaborating with others we grow our ideas in terms of fresh perspectives and new ways of expressing those ideas. Plus it's great to bring more people along on the journey in realising a new idea.

Try to find collaborators who have complementary skills or those who are passionate about the idea as you are. A visual designer might be able to sketch out the experience where a coder could bring it to life through a rough-and-ready prototype. Each collaborator can add a new facet to the idea in order to make it compelling and real. I'm very passionate about fostering an environment where people can unlock their creativity and do their best work. Seeing so many already talented individuals come together and have the freedom to explore new ideas and create some great work together is very gratifying.

Designing an event, like designing a web platform, is about creating the right framework in which people can be optimistic, collaborative and creative.

Rewired State **Emma Mulqueeny**

Our fundamental purpose is to code a better country. We're a (growing) community of over 600 developers aged 19+ and 200 developers aged 18 and under. We run 'appathons' and mentoring programmes for programmers.

Young Rewired State is our philanthropic arm, focused on broadening opportunities for young people who choose programming/computer science as a study, lifestyle or career choice.

People with the skills will repurpose technology for their own good, regardless of whether they are given the forum to showcase what they have done. By enabling the collaborative and showcasing opportunities through 'appathons', their talents and skills are challenged and shared for everyone to benefit.

We hold developers at the heart of everything we do, and that is not just a saying. We have a whole steering group dedicated to making sure that the needs of developers are protected and nurtured as we grow.

'Appathons' show the relentlessness of possibility, based in reality.

Green Hackathon **James Smith**

I decided to run the London event after attending the first one in Stockholm. We wanted two things; to give developers a place to innovate around a specific theme, and to support the developer community, helping them get to know each other.

For AMEE, our service requires an interested community of developers working on sustainability apps, so it was a great opportunity to stimulate our own market as well.

Running an international series has a number of advantages. Developers can attend an event near them or run their own. It also gives the whole series higher visibility than just a one-off.

Expect a 40% dropout rate on the day, that seems to be pretty normal. Make sure the wifi connections are good, easy to use, and with no port restrictions. 100 developers will use a lot of bandwidth!

Give people some guidance; we defined 5 themes to give people ideas on the day. Build in time for team building, and help people mix. Assume nobody knows anyone else - help break the ice.

Good For Nothing **Dan Burgess**

We're inspired by the work of the awesome grass-roots innovators and change makers. We got bored seeing so much amazing talent working flat out supporting creaking, industrial age business, propping up the materials based production and consumption economy.

Good for Nothing was and still is an experiment about bringing talented people together and seeing what happens. It's also about exploring new, faster, fun, collaborative and better ways of working. We're always in total awe of everyone who comes to a gig. We do put energy into the experience, trying to create a vibe which doesn't feel like work.

The space is important, good food and drink helps. And not forgetting the soundsystem, DJ's and music. It should feel a bit like a party. GFN has been called creative collaboration meets rave - which we quite like.

The time pressure is also a buzz, it makes you feel alive. It encourages more spontaneity, of being truly yourself.

Our +U Partners

www.sony.co.uk/+U
<http://www.do-it.org>
<http://www.wwf.org.uk>
<http://www.ideo.com>

Our Featured Organisations (people who can help you run a development day)

<http://www.goodfornothing.co/>
<http://goodfornoth.ning.com/>
<http://rewiredstate.org/>
<http://www.peoplefund.it/young-rewired-state/>
<http://www.openideo.com/>
<http://www.greenhackathon.com/>

Other Online Development Day Guides

<http://simonwillison.net/2009/Jul/28/tools/>
<https://sites.google.com/site/hackathoninabox/Home/guide>
<http://www.blackberrycool.com/2011/08/22/10-tips-to-running-a-successful-hackathon-blackberry-or-other/>
<http://rosshill.com.au/hack-day-howto/>
<http://hackforchange.com/>
<http://vimeo.com/38344703>

Why People Share Online

The Barbarian Group - <http://bit.ly/xAbwTp>

On Collaboration

What's Mine Is Yours, by Rachel Botsman and Roo Rodgers
<http://amzn.to/b5G8Gt>
<http://collaborativeconsumption.com/>
<http://www.wired.co.uk/news/archive/2011-10/13/rachel-botsman-wired-11>
<https://twitter.com/#!/collcons>

Online Forums for Collaboration

Connect - <https://connect.innovateuk.org>
Random Hacks of Kindness - <http://www.rhok.org/>
Social Innovation Camp - <http://www.sicamp.org/>

Volunteering Trends

<http://www.thirdsector.co.uk/go/news/article/1120138/number-charity-volunteers-rose-9-per-cent-2010-11/>
<http://www.guardian.co.uk/voluntary-sector-network/2011/may/27/volunteers-week-opportunity-business-sector>
<http://www.3s4.org.uk/drivers/trends-in-volunteering>

Cognitive Surplus

(or how people use their free time)

http://www.wired.com/magazine/2010/05/ff_pink_shirky/all/1
http://www.ted.com/talks/clay_shirky_how_cognitive_surplus_will_change_the_world.html
<http://bigthink.com/ideas/20746>

“Focus on the creation. Ideas are good, but unless they get done they are not worth much. Focus the evaluation on both the idea and the implementation, accept that they will be still prototypes. Don't try to have huge events, around 40/50 is good, otherwise all presentations at the end will be exhausting ”
Jorge Zapico, Greenhackathon

A step by step guide to hosting
+U development days

PARTNERS

SONY
make.believe

