

Tackling our grand challenges through mass collaboration

Ordnance Survey

Situation

Ordnance Survey has been providing accurate, reliable and detailed geographic information for more than 200 years. Today Ordnance Survey is a dynamic, modern organisation employing over 1400 people. As the recognised market leader in their field, their name is synonymous with mapping expertise. At the heart of the organisation is a vision that they, together with their partners, will be the content provider of choice for location-based information in the new information economy.



Ordnance Survey provides progressive thinking in how geographical information can help solve grand challenges. Everything happens somewhere – that's geography. Geography is the stage on which all natural and human activity plays out. So when it comes to tackling the major challenges humanity faces, geographic information is a vital ingredient. Ordnance Survey's 'TERRA future' in February 2009, at the Royal Geographical Society was a leading conference to collaborate in addressing sustainable living and working, climate change and sustainable transportation.

Ordnance Survey, as a member of the H-I Network, asked us to use our experience in facilitating collaborations and bring to the programme our knowledge of key challenges and venturing.

Objectives

The objective of H-I's Tailored Programme for Ordnance Survey was to provide support to the 'TERRA future' team and work on building ideas to:

- understand new approaches to collaborations between corporates
- provide insights to the topics of climate change, transport and sustainability
- help generate at least 10 quality ideas for OS and partners to progress.

Approach

H-I Network used its Open Innovation framework and leading corporate connections with the Ordnance Survey to structure thinking by:

- actively participating in the preparation for 'TERRA future'
- leading an H-I Thought Leadership Forum meeting during which Dr Chris Parker and the Ordnance Survey team presented their approach
- providing output notes and guidance from the TLF to adjust the 'TERRA future' ideas session
- facilitating the Transport Idea generation and building sessions at 'TERRA future'
- presenting 'Venturing in Corporates' at a 'Pecha Kucha' (each presenter is allowed 20 images, each shown for 20 seconds each) session
- providing output notes and follow-up on ideas.

The output from the day will be progressed by Ordnance Survey and its partners to help solve the grand challenges.

Results

The programme achieved the objectives and received very positive comments from the 'TERRA future' Champion:

"Can I thank you Andrew for your significant help, advice, contribution and facilitation in getting the ideas generation component off the ground at 'TERRA future'.

This is the element that I wanted to get going at 'TERRA future' and your contributions and discussions beforehand were a really important part of that.

We have 30 ideas to build upon as a result of the 'TERRA future 2009 activity to date"

Dr Chris Parker, Product Marketing and Propositions, Ordnance Survey.



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