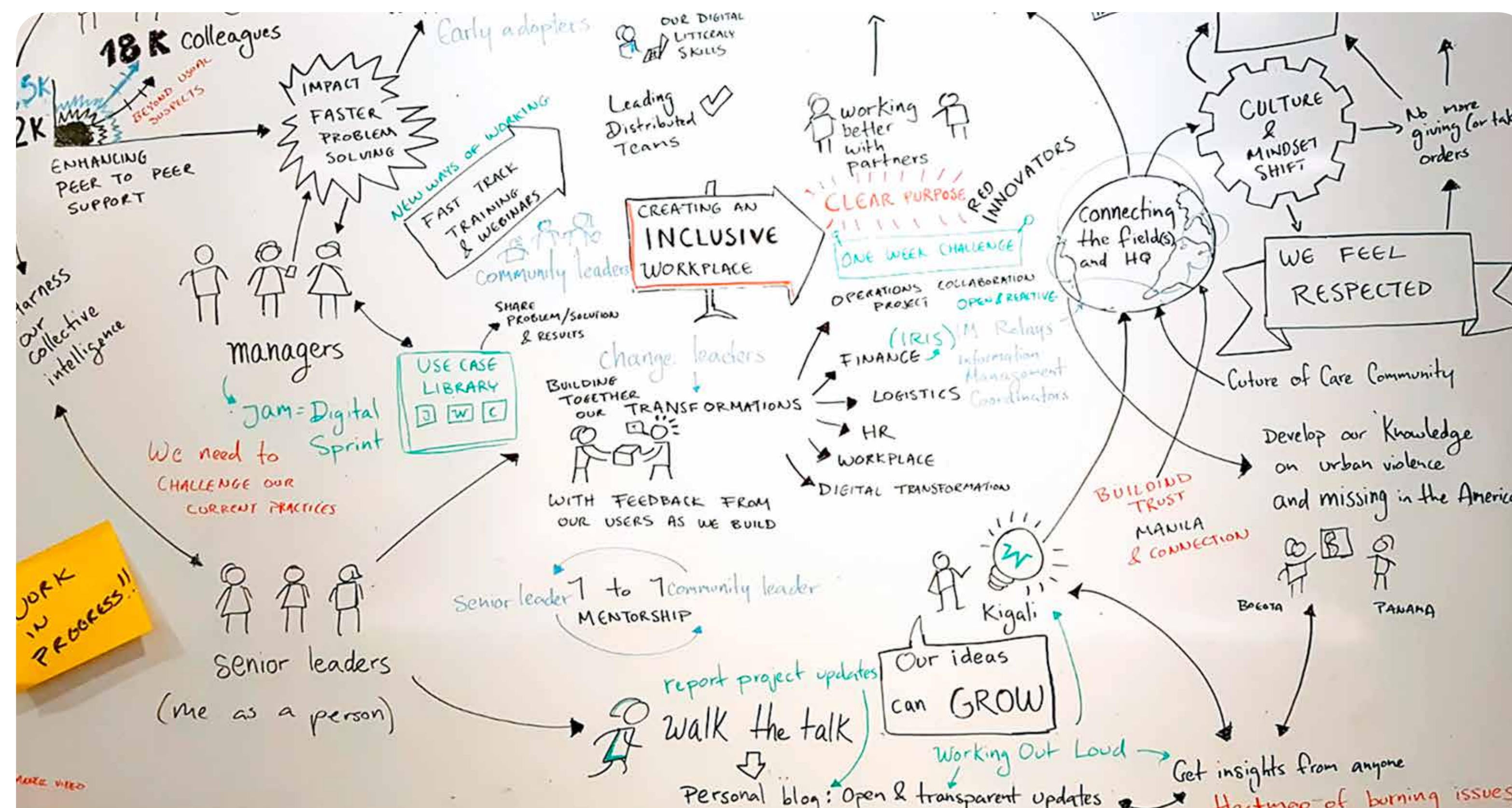


“Our system of communities helps us save time, connect colleagues worldwide and become more efficient as a network.”



Ernesto Izquierdo

Global community manager – change adviser



Building communities: week challenges, digital sprints, minimum viable products.

The story I want to share

ICRC started its innovation process with three objectives:

- work together better,
- connect HQ and the field,
- enhance peer to peer support.

We moved from a centralized support system to a networked organisation.

We built 160 online and offline communities.

- How to find answers to questions at ICRC? Ask the digital Q&A network system.
- How to co-create solutions to problems? Discuss them in a community, get feedback and iterate.

At ICRC, we engage communities.

- How to define a new institutional strategy? Develop it through a “one week challenge”, a digital forum to get community inputs!
- How do we measure the attractiveness of a new product/service? Through the “AB testing”, which allows for co-creation involving interested communities!

We are constantly developing the community mindset.

Lessons learnt

- Communities are a valuable resource. They help us to transform the organisation and our projects by getting feedback from staff and partners with an iterative approach.
- Of course, it takes some time to build them; you need to plan for at least 2 years to consolidate your community efforts.



What is a digital sprint?

- In an agile approach, a sprint is a set period of time during which specific work has to be completed by a team.
- At ICRC, it consists of inviting people for a one-hour session where they reply to questions online. Each participant speaks at the same level, people from the field brainstorm together.
- It is a fast way to collect and build on inputs; it is collective intelligence.

