

DIF 2016

CONTRIBUTORS'

GUIDE V1

dif

**DISRUPTIVE
INNOVATION
FESTIVAL**

7-25 NOVEMBER 2016

CURATED BY:



**ELLEN MACARTHUR
FOUNDATION**

WELCOME TO THE DIF 2016 CONTRIBUTORS' GUIDE

This guide contains information for contributors on the different elements of the Disruptive Innovation Festival, including the Ellen MacArthur Foundation Stage, universities and institutions hosting a Big Top Tent and Open Mic contributors.

If you have no idea what the Disruptive Innovation Festival (DIF) is about, take a look at the [website here](#), but in summary:



Why?

The economy is changing under pressure from resource prices and availability, environmental concerns, a burgeoning middle class worldwide, rapid expansion of the information technology revolution, widespread unemployment and the aftermath of the financial crisis of 2008. The shape of the future economy is not known but the economic and business opportunities presented are already visible in outline. The DIF is a chance to explore these opportunities in one condensed period (7 - 25 November 2016) with informed input, commentary and facilitation. It offers help with the question 'the economy is changing, what do I need to know, experience and do?' The DIF also invites you to contribute - hence the guide.

Who?

The Ellen MacArthur Foundation is a charity established in 2010 with the aim of accelerating the transition to a circular economy. The four main areas of work for the Foundation are Business & Government, Education & Training, Insight & Analysis and Communications.

The DIF is an initiative run by the Foundation's Education team, whose team lead is Jules Hayward and Project Manager, Becky Hurley.

Contact: thinkdif@ellenmacarthurfoundation.org

The DIF steering group consists of Ken Webster, (DIF Creative Director) and Joss Blériot (Head of Editorial).

View the core elements of the DIF overleaf.



HEADLINERS

The must-see thinkers and thought-leaders streamed live.



ELLEN MACARTHUR FOUNDATION STAGE

Ellen MacArthur Foundation curated content around the latest big picture themes, trends and opportunities to watch.



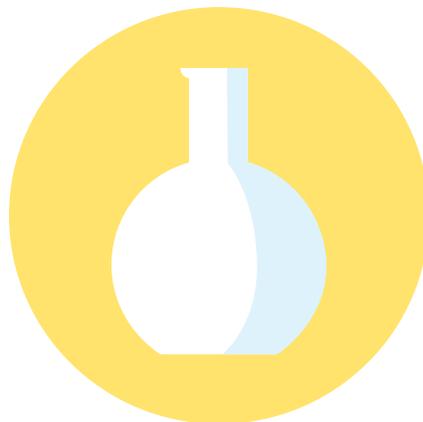
BIG TOP TENTS

University, or institution-led online learning programmes based on the shift to a regenerative economy.



OPEN MIC

Online as well as physical events and contributions from people like you all over the world - register to get involved.



FESTIVAL LABS

Take part in a live, simultaneous Teardown Lab at participating FabLabs and makespaces around the world, or watch online as attendees explore the hidden value of everyday objects.

WAYS TO CONTRIBUTE

1. Open Mic

Anyone can apply to put on an Open Mic event. The DIF team will help you on your way to hosting an online session which will be featured on the full schedule, carry the 'Open Mic' DIF logo and be eligible for follow-on activities, or promotion as a featured event.

2. Big Top Tent

If you are representing a university or institution, within the Ellen MacArthur Foundation's Network University group, which is organising a short course or other structured input this would feature in the DIF as a Big Top Tent. Sessions for a short course or MOOC can be repeated and/or available for playback.

BEFORE YOU REGISTER FOR AN OPEN MIC OR BIG TOP TENT:

Download the Communication Requirements, they cover:

- Branding and logos
- Speakers
- Funding
- Advertising
- Social Media and PR

Have a look at the table of Format and Delivery Options opposite. You can then find the specific part of the Technical Guidelines, which contains advice on how to get the best quality session from your chosen format. These include:

- Webinars
- Live streaming
- Google+ Hangouts
- Documents & collaborative / shared documents
- Blab events (similar to forum takeovers)
- Podcasts
- Original YouTube videos
- Physical events

1. OVERVIEW OF FORMAT AND DELIVERY OPTIONS

TYPE OF CONTENT	EXAMPLE/ DESCRIPTION	ORGANISATIONAL REQUIREMENT	DELIVERY FORMAT
PRESENTATION	One or more speakers delivering a presentation to an audience	Coordinating speaker(s), audience, A/V setup, venue and potentially ticketing	Physical event / YouTube video / Live webinar / Blab
PANEL DISCUSSION/ ROUNDTABLE	A chair and panel of contributors engage in discussion around a specific topic	Coordinating panel members, A/V setup, venue, potentially audience and ticketing	Physical event / Live webinar / YouTube Video / Podcast / Forum Takeover / Google+ Hangout / Blab
WORKSHOP	A workshop session featuring a facilitator and participants engaging in hands-on activity	Developing activity, venue and attendees, potential A/V setup	Physical event/ video upload / online facilitation / Livestream / Blab
PIECE TO CAMERA	A solo presentation on a particular topic	Prepare presentation, arrange suitable AV	YouTube video
ANIMATION	Animated video, which could be created in a number of ways - stop-motion, hand drawn, animation app, etc.	Develop visuals, record audio	YouTube video
POSTER/ INFOGRAPHIC/ PRESENTATION	Graphical representation of a complex idea / data or a collaborative / shared document, which the audience can contribute to	Develop visual / document	PDF, PPT or collaborative / shared document
PODCAST	Recorded content to explore topic area	Suitable recording, upload, potential forum takeover	Podcast with potential forum takeover for discussion and debate

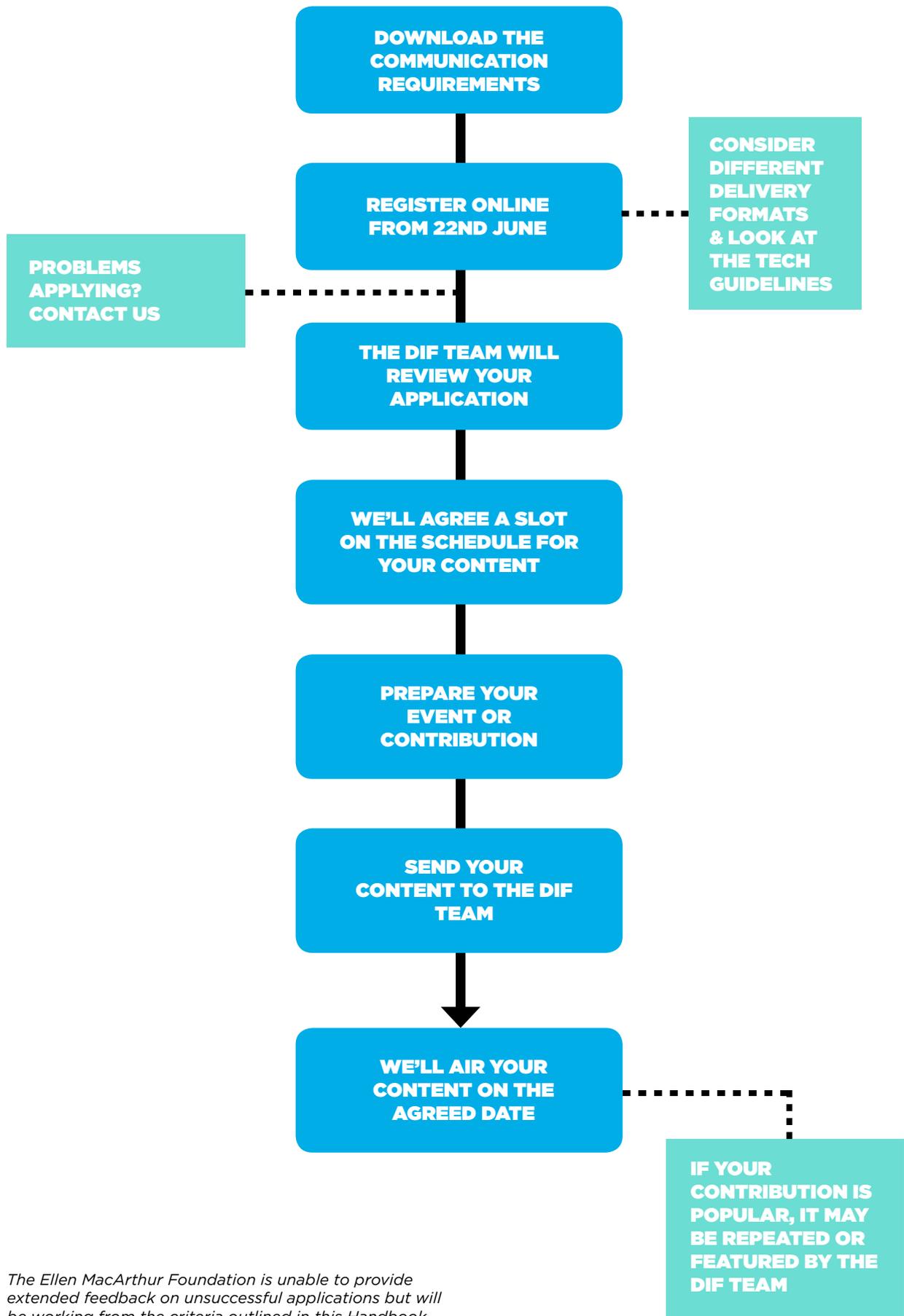
2. TOP TIPS

1. Don't get stuck on a small range of delivery formats, e.g. short videos. We want to share infographics, podcasts, animations, forum takeovers and many other elements.
2. The ideal session length is up to 30 minutes. If you intend to submit a video remember that you will need a verified YouTube Account with good standing to be able to upload large files longer than 15 minutes, (this would make a nice, concise video anyway). You should also set your camera to film in widescreen, 16:9. See the Technical Guidelines for full details.
3. It's important that you consider the copyright implications of any content you create or use especially if you want to be eligible for inclusion on our website. Please reference work correctly.
4. The DIF particularly wants to share ideas that have the potential to catalyse systemic - big picture - change.
5. When choosing content please bear in mind that this should not be used as a platform for profit-making or commercial activities.
6. All DIF sessions will appear in the schedule and have a dedicated session page. We will highlight different sessions to specific attendee groups (e.g. designers, academics, business etc.) but you will need to promote your session to your networks too. This should include as many channels as possible such as email, social media and news/links on your own website.
7. Make sure you read the relevant Communication Requirements, Technical Guidelines and Facilitation Advice in order to create accessible content that is enjoyable and interesting for your audience.

You may find the following examples useful in identifying your potential contribution to the DIF:

TOPIC	TYPE OF CONTENT	SHARE METHOD
3D Printing	Roundtable discussion	YouTube video
Alternative currencies	Presentation + audience participation	Live webinar and shared document

3. THE REGISTRATION PROCESS



The Ellen MacArthur Foundation is unable to provide extended feedback on unsuccessful applications but will be working from the criteria outlined in this Handbook.