

For More Information:

Lindsey Zouein
lzouein@ideo.com
(650) 289-3582

Debbe Stern
debbe@debbestern.com
(650) 274-7000

IDEO.org Announces Solar, Early Learning, and Health Education Projects

Nonprofit Organization Introduces 2012-2013 Fellowship Class

Aug. 14, 2012 – San Francisco, Calif. – Today IDEO.org announced its initial projects for the upcoming year and its second annual class of fellows. Building on the relationships and impact the organization created in the inaugural 2011-2012 fellowship year, IDEO.org will continue to spread the methods and processes of human-centered design through the social sector with the aim of improving the lives of people in low-income communities around the world.

The group will engage in three projects initially:

- Future opportunities for in-home solar products: IDEO.org is working with d.light, an international social enterprise serving households without access to reliable electricity, to define future product opportunities for consumer solar energy in an off-grid context.
- New offerings to break the cycle of intergenerational poverty: IDEO.org and Community Action Project (CAP) are working together with low-income children and their parents to design new offerings in support of CAP's mission to break the cycle of intergenerational poverty.
- Redesigning the health education volunteer experience: IDEO.org is working with Peer Health Exchange to redesign the college volunteer experience for teaching health education in public high schools.

This year's fellowship class includes seven fellows, including four from outside of IDEO and three from inside of IDEO. Together, they will work with IDEO.org's core team and client partners to tackle challenges in low-income communities. IDEO.org's fellowship model is designed to cultivate leaders at the intersection of design and the social sector, and give them the tools they need to spread human-centered design in their next career steps.

Pier 28, The Annex
The Embarcadero
San Francisco, CA 94105

info@ideo.org

Global fellows, who come from outside of IDEO, include Danny Alexander, an industrial designer, social entrepreneur, and educator; Carla Lopez, a seasoned global health specialist who most recently worked in Haiti; Molly Norris, an interaction specialist and social sector strategist; and Cris Valerio, a former broadcast journalist. IDEO fellows include Matteo Signorini, a mechanical engineer from IDEO Munich; Joerg Student, a product designer from IDEO Palo Alto; and John



Won, a communication designer and data-visualization specialist from IDEO New York.

In 2011, IDEO.org was born out of IDEO's work in the social sector. As a global design and innovation firm, IDEO has helped its client organizations, which span the private, public, and social sectors, approach some of their toughest and most systemic challenges through human-centered design.

In the 2011-2012 fellowship year, The IDEO.org team completed 13 projects across a diverse set of challenges and focus areas, including youth employment, early childhood learning, scalable solutions for water and sanitation, and financial inclusion. IDEO.org team members spent time in the field in nine countries and worked with organizations including Bezos Family Foundation, Digital Divide Data, Mastercard Foundation, CGAP, Rockefeller Foundation, the Global Alliance for Improved Nutrition, and Water and Sanitation for the Urban Poor.

Many of IDEO.org's projects from the past year are in the process of going to market. The work the group did for Unilever and Water and Sanitation for the Urban Poor is currently being piloted with 100 families in Kumasi, Ghana. They team plans to scale to 10,000 families by 2014.

About IDEO.org

IDEO.org works directly with nonprofits, social enterprises, and foundations on their pressing innovation challenges to get solutions to market faster and increase their impact and effectiveness. It aims to spread the methods and processes of human-centered design through the social sector and improve the lives of people in low-income communities around the world.

IDEO.org emerged from IDEO's experience working in the social sector, including project partnerships with organizations like Acumen Fund, The Bill and Melinda Gates Foundation, and Nike Foundation. IDEO uses a human-centered, design-based approach to help organizations in the business, government, education, and social sectors innovate and grow.

###

