



CHECK OUT OUR GREEN PODCASTS

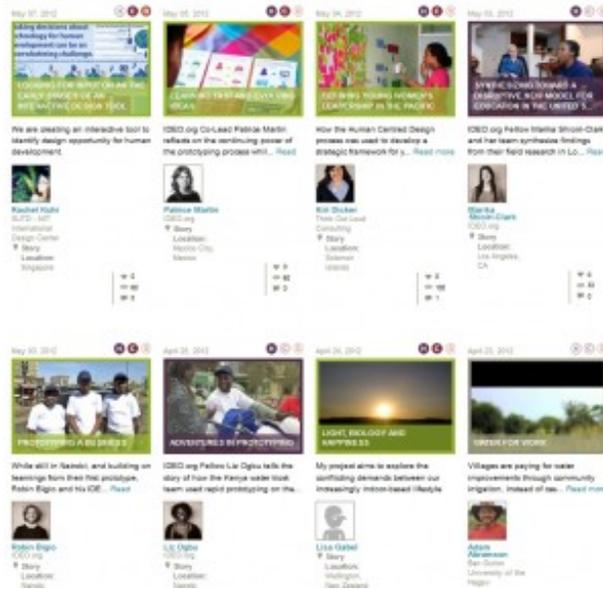


START HERE Upcoming Webinars Entrepreneur Interviews

## Crowdsourcing and Idea Co-Creation for Social Entrepreneurs via HCD Connect Online

Posted on Thursday, May 31, 2012 By [Maryruth Belsey Priebe](#)

Tweet



IDEO has developed yet another powerful solution to help social entrepreneurs crowdsource more effective, innovative solutions for solving social problems around the globe. We've already covered how [IDEO's Human-Centered Design \(HCD\) Toolkit](#) empowers social entrepreneurs to collaborate and create better solutions. Now [social entrepreneurs](#) can get even more inspiration and wisdom from their peers through the IDEO [HCD Connect](#) system online.

### Related Articles

## Employee Payroll

Search For Employee Payroll Reliable & Easy Payroll Processing.

Join Our Mailing List

Discover Sustainable Branding Secrets to Attracting a Fanbase of Customers Who Love & Promote Your Business

Crowdsourcing Social Entrepreneurial Ideas through HCD Connect

The HCD Connect brings together projects and the people who create them and stimulates collaboration and conversation to help encourage community that generates new ideas, opportunities, and solutions. This online platform is where participants share their stories and help each other implement better human-centered designs.

Launched in April 2012 with help from the Bill and Melinda Gates Foundation, HCD Connect participants get involved by answering some general questions about how they've used the HCD process for their project and share their stories. They can then interact with other participants, ask questions of the community, and so on. In some areas, participants are also able to apply for micro-grants for help with implementing their solutions.

At the time of writing, some of the questions being asked of the community include where to find speakers on sustainable design, how to update farmers on agricultural techniques using their mobile phones, developing RFID or QR codes for use in various programs, and how to empower youth to preserve their culture and environment.

Using the online tools, participants can browse other people's projects by region or by focus, which allows them to zero in on information that would be most useful to them. Focus areas include things such as agriculture, community development, education, energy, environment, financial services, gender equity, health, and water. And the regions cover Africa, Antarctica, Asia, Europe, India, North America, Oceania, and South America.



**The Sustainable Branding Kit**

Join our email list & get  
**7 Days of Powerful Marketing Tips  
PLUS the Sustainable Branding Kit**  
as a **FREE GIFT**

Your Best Email

**Get it Now**

The graphic shows a spiral-bound notebook titled "The Sustainable Branding Kit" with three hanging tags (recycling, leaf, and another) and two circular discs with similar branding. The background is green with a sunburst pattern.

### Coaching Programs for Entrepreneurs

**Subscribe to Green Marketing TV**      **Recent Posts**



- **Social Entrepreneurs Get Help from IDEO's Human-Centered Design Toolkit**
- **Cause Campaigns- Socially Mobilize Both Online and Offline**





- The Ultimate Guide to Online Productivity Tools For Green & Social Entrepreneurs
- Ushahidi: Spreading Information and Saving Lives By Crowdsourcing Crisis Mapping
- Top 15 Green Social Networks & Online Communities for Good



#### Green Marketing TV Readers Choices



This post was written by:



### Maryruth Belsey Priebe

Maryruth has been seeking the keys to environmental justice - both at home and at work - for over a decade. Growing up adjacent to wild spaces, Maryruth developed a healthy respect (and whimsical appreciation) for things non-human, but her practical mind constantly draws her down to earth to ponder tangible solutions to complex eco-problems.

With interests that range from green living to green business, sustainable building designs to organic gardening practices, ecosystem restoration to environmental health, Maryruth has been exploring and writing about earth-matters for most of her life. Of special interest is the subject of ecopsychology and the role the natural world plays in the long-term health and well-being of humanity. You can learn more about Maryruth's work at [www.JadeCreative.ca](http://www.JadeCreative.ca).

#### Connect With Us!



# Advertise Here

## Enjoy this post?

Use the social buttons below to add it on your favorite social sites or send it via email. Also, subscribe to posts via RSS or by email to get the latest on blogging tips, social media, and other information for successful bloggers.

[Tweet](#)



## About Green Marketing TV



greenmarketingtv

Green Marketing TV a business blog for green and social entrepreneurs - entrepreneurs who care about people, profits, and the planet.

Our mission is to provide socially responsible entrepreneurs with marketing strategies, tips and tools that help them grow their small to

medium sized businesses. We offer insightful entrepreneur interviews, news coverage of inspiring organizations, actionable marketing advice, and useful guides on how to start and grow a triple bottom line business, without going crazy.

## Follow Us On Twitter

## A Shout Out To Our Friends

You will rock our world!

## Get Featured on Green Marketing TV



### Are You an Aspiring Green Entrepreneur?



Get **PROFITABLE** green business ideas emailed directly to you for **FREE**, plus tips on how to launch a successful change making business.

Jumpstart your business with the Green Startup Action Plan – our **FREE** gift to you. To Your Success!

## The Green Business Entrepreneurs Success Summit



Dear Readers,

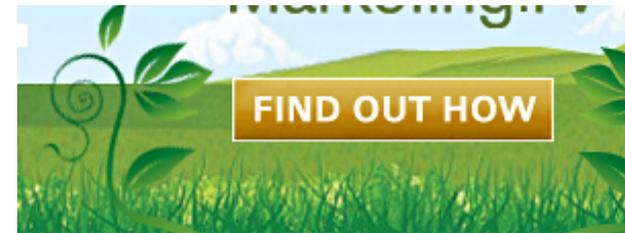
You are invited to the Green Business Entrepreneurs Success Summit - a virtual, week long, **alternative Green MBA** designed to take you through the stages of green entrepreneurship, while providing you with practical strategies, tactics, and tools to

succeed.

Whether you are an aspiring green entrepreneur or have a sustainable business you want to take to the next level, you will get valuable information just by attending this event series.

You'll discover how these fascinating people came up with brilliant ideas, and against all odds, succeeded at **creating successful sustainable businesses and social enterprises** that are transforming the world.

[Click Here to Attend this FREE Event](#)



### Tags

[advertising](#) [blogging](#) [business plan](#) [crowdfunding](#) [crowdsourcing](#) [design](#) [ecommerce](#) [Facebook](#) [funding](#) [geolocation](#) [marketing](#) [going green](#) [green business ideas](#) [green certification](#) [green consumers](#) [green entrepreneur](#) [green jobs](#) [greenwashing](#) [interview](#) [marketing plan](#) [organic SEO](#) [social networking](#) [startup](#) [tools](#) [Twitter](#) [women entrepreneurs](#)

### Comments

**Stephen Brand** says:

Saturday, June 2, 2012 at 8:39 pm



It's good to see crowdsourcing taking off! I first learned of it through Wikispeed, which is trying to use crowdsourcing to create an inexpensive 100+ MPG car.

## Speak Your Mind

Name \*

Email \*

Website

Post Comment

Notify me of followup comments via e-mail

*Advertise Here*

### CATEGORIES

[Entrepreneurs for A Change Podcast](#)

[Go Green](#)

[Green Branding](#)

[Green Building](#)

[Green Business](#)

[Green Business Opportunities](#)

[Green Careers](#)

[Green Entrepreneurs](#)

[Green Home Business](#)

[Green Marketing](#)

[Green Products](#)

[Green Tech](#)

[Green Videos & Podcasts](#)

[Nonprofit Innovators](#)

[Recycling](#)

[Social Branding](#)

[Social Change](#)

[Social Entrepreneurs](#)

[Social Marketing](#)

[Social Media](#)

[Solar Business](#)

[Tutorials](#)

© 2011 Green Marketing TV All Rights Reserved



Tweet



t