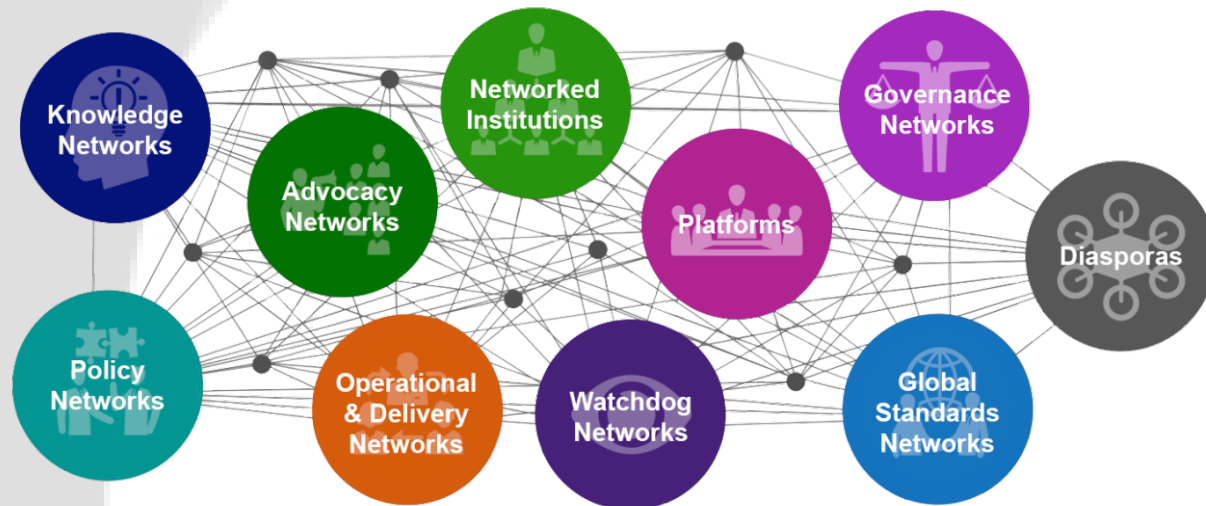


A FIELD GUIDE FOR NETWORK LEADERS

SECTION TWO: IMPLEMENT



Welcome to the GSN Field Guide

Section 2: **IMPLEMENT**

This handbook, drawing key implications from three years of GSN research, is designed for global problem solvers at every stage of GSN development.

The **IMPLEMENT** section of the Field Guide will help network leaders to:

- Review the GSN approach.
- Understand building blocks for GSN success.
- Develop an implementation action plan.

What Must be Considered?



When building a GSN consider these questions:

- Who are stakeholders?
- What are funding options?
- Which technology options?
- Who are key orchestrators?
- How to achieve legitimacy?
- What are the metrics for success?

Who are the Stakeholders?



GSNs are made up of some combination of any of these stakeholder groups:

- The state (government at any level or government agencies).
- Business and the private sector.
- Individuals.
- Civil society (NGOs, academia, foundations).

Strategies for Funding a Network



A variety of strategies can be applied to funding a network:

- Crowdfunding.
- Philanthropy.
- Revenue generation.
- Public funding.
- Private funding.
- Microfinancing.

What Technologies are You Planning to Leverage?



Technology is a definitive element for a successful GSN. Consider the applicability and impact of:

- Internet access.
- Mobile devices.
- Social media.
- Big data.
- Crowdsourcing.
- The “cloud”.

Strategies for Going Mobile:



Harness the power of people who have already harnessed the power of mobile technology.

- Create platforms for mobile innovation and multi-stakeholder collaboration.
- Establish a technology vanguard.
- Offer incentives to build public good application for mobile platforms.
- Partner with leading innovators to foster public good application.



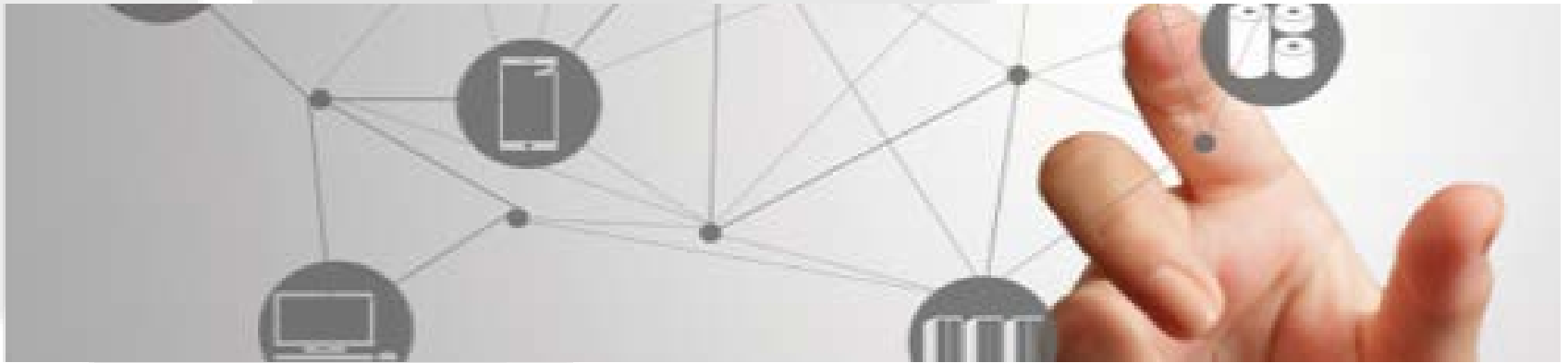
Strategies for Harnessing Big Data:



Increased trust and participation will deliver concrete outcomes unavailable to government or industry.

- Create an evidence base to establish trust among stakeholders.
- Source really advanced data skill on an *ad hoc* basis.
- Create partnerships to share the effort of learning from “big data”.
- Involve data scientists and invest in data literacy training.
- Technology and human capital are complements, not substitutes.

Strategies for Network Orchestration:



Harness the power of orchestration to create solutions.

- Create an organizational culture of entrepreneurship.
- Focus efforts on areas where state capacity, or its leaders, is weak.
- Orchestrate a multitude of types and solutions to address complex issues.
- “Network of networks” boosts efficacy and efficiency, reduces redundancy.
- Recognize grassroots community orchestration efforts, organize locally.



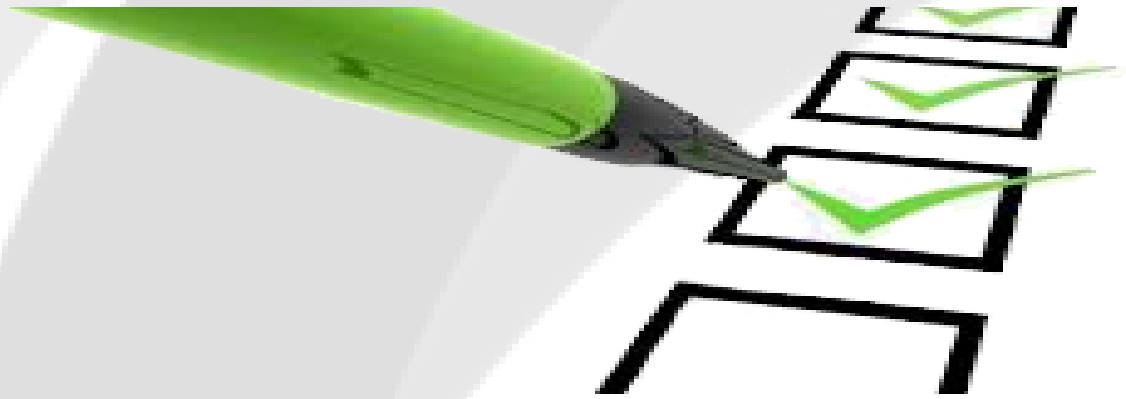
Strategies for Achieving Legitimacy:



Consider authority, diversity, inclusivity, transparency and efficacy to build legitimacy.

- Solicit input and engagement from all geographic areas.
- Build inclusive processes to foster network legitimacy.
- Encourage participation by ceding some control over policy issues.
- Use transparency and evidence to bolster legitimacy.

Accountability and Measuring Success.



Built-in accountability enables performance measurement.

- Build accountability into the network.
- Use randomized scientific evaluations to guide investments in programs and services.
- Create metrics to assess the efficiency and effectiveness of GSNs.
- Assign responsibility for driving change, and report regularly on progress.