











# Transition Web Project: from a tower block...



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*“... In my view any attempt at central coordination/support/management/control of this global movement is almost certainly doomed to fail - it is simply too big and moving too fast...”*  
*(‘Ning’ workspace discussion)*



... to an ecology...



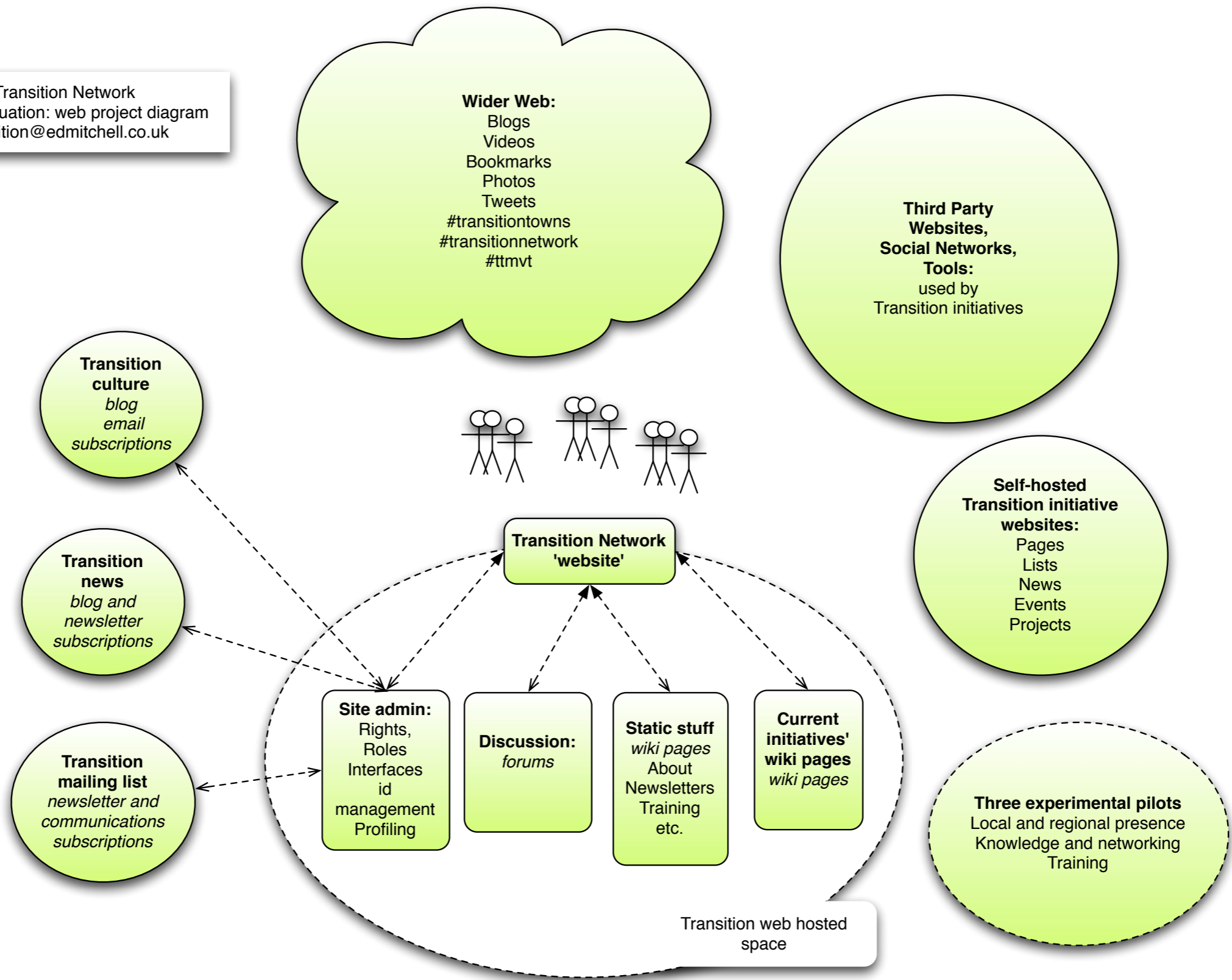


... to an ecology...

*“... Transition is bigger, wider, deeper more diverse and creative than Transition Network or TT or TM. It shouldn't be can't be "siloed", organised, made efficient, channelled.”  
(Survey)*

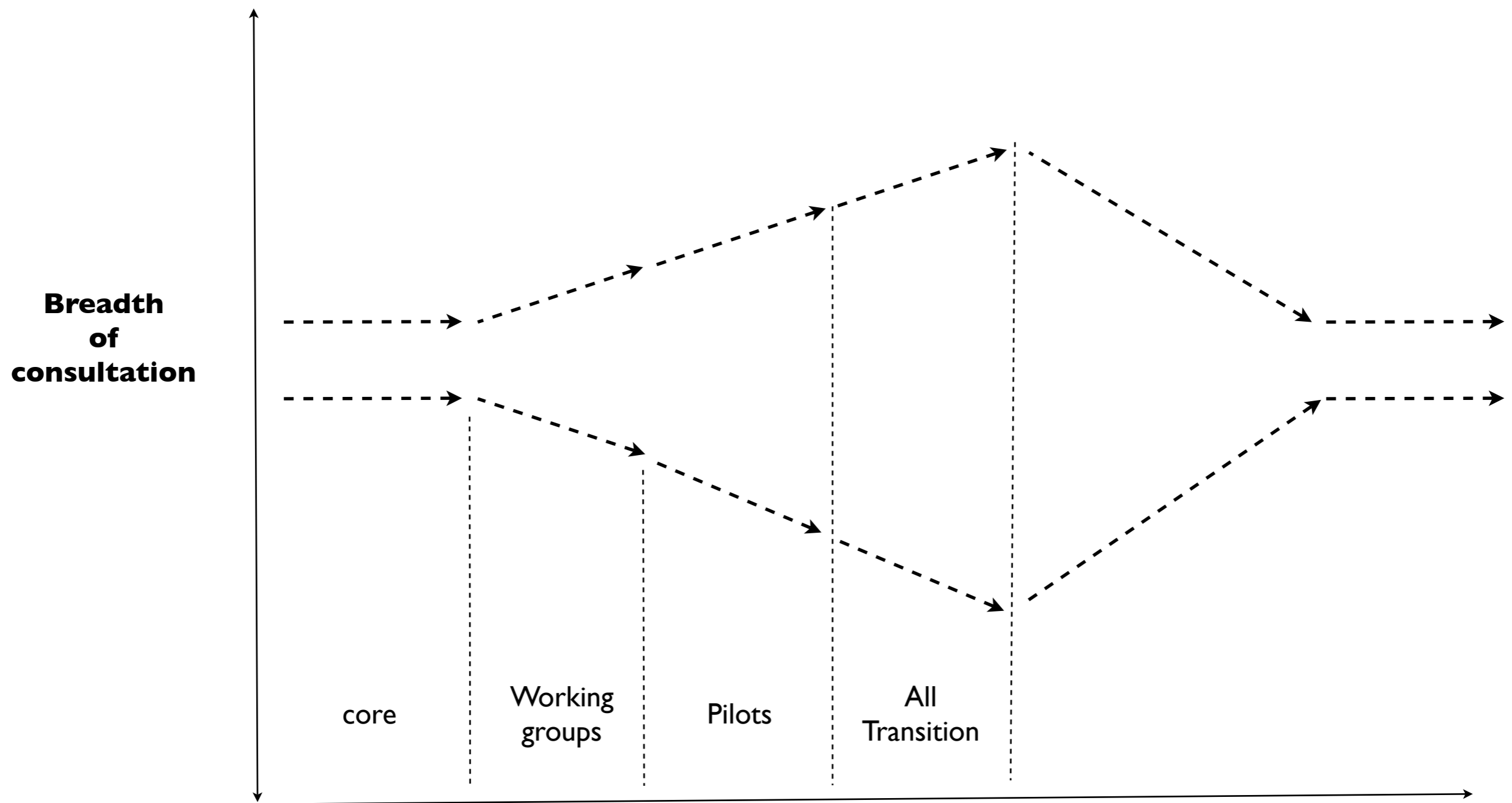
# Transition web stuff as it is now

Transition Network  
 Current situation: web project diagram  
 transition@edmitchell.co.uk





# Research process: the consultation range as the project progresses



core      Working groups      Pilots      All Transition

## Activities

Planning      Modelling      Doing      Surveying      Analysing and Evaluating      Reporting

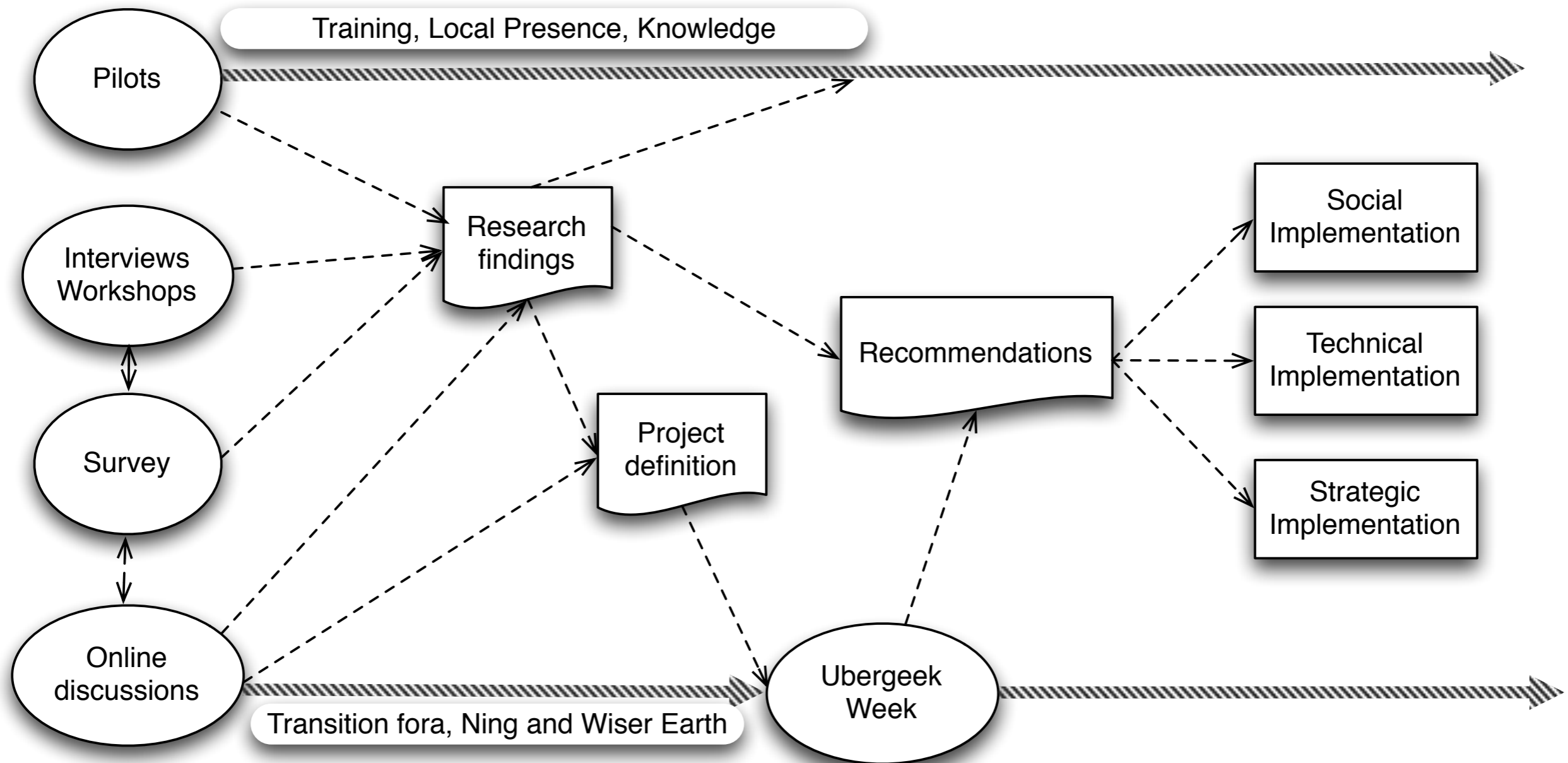
## Month

January      February - April      May      May/June





# Project process: blending multiple research and action streams



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Web project process diagram  
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# Learning Connections pilot: School of Everything partnership

**Transition Learning Connections - The Pilot**

Sign up here

**FEATURED TEACHERS**

**SEARCH THE NETWORK**

**USER GUIDE**

**TRANSITION LEARNING CONNECTIONS - THE PILOT**

Subject	Examples
Personal development	Peer mentoring, Peer support, Peer review, Peer feedback, Peer assessment, Peer evaluation, Peer observation, Peer support, Peer review, Peer feedback, Peer assessment, Peer evaluation, Peer observation
Health & Wellbeing	Health awareness, Health promotion, Health education, Health training, Health coaching, Health mentoring, Health support, Health review, Health feedback, Health assessment, Health evaluation, Health observation
Employment	Work experience, Work placement, Work shadowing, Work mentoring, Work coaching, Work support, Work review, Work feedback, Work assessment, Work evaluation, Work observation
Enterprise	Business plan, Business model, Business strategy, Business development, Business growth, Business innovation, Business leadership, Business management, Business operations, Business performance, Business results, Business impact, Business value, Business reputation, Business brand, Business identity, Business culture, Business ethics, Business social responsibility, Business sustainability, Business resilience, Business adaptability, Business flexibility, Business agility, Business speed, Business efficiency, Business effectiveness, Business productivity, Business quality, Business excellence, Business innovation, Business leadership, Business management, Business operations, Business performance, Business results, Business impact, Business value, Business reputation, Business brand, Business identity, Business culture, Business ethics, Business social responsibility, Business sustainability, Business resilience, Business adaptability, Business flexibility, Business agility, Business speed, Business efficiency, Business effectiveness, Business productivity, Business quality, Business excellence





# Local and regional presence pilot: self-built and hosted

The screenshot shows the homepage of the Transition East website. The header features the 'TransitionEast' logo in white and orange on a blue background. To the right of the logo are links for 'Site Map', 'Accessibility', and 'Contact'. Below the logo is a navigation menu with 'Home' (highlighted), 'People', 'Groups', 'Forums', and 'Resources'. A search bar is located on the right side of the header. The main content area has a grey sidebar on the left with sections for 'Log in' (with links for existing members and new members), 'Welcome!' (with text about a discussion on First Steps and a report from a Regional Meeting), and a photo of a group of people. The main content area features a large heading: 'Transition East: Supporting the Transition Network in the East of England'. Below this is a detailed illustration of a town with wind turbines. The text below the illustration discusses the challenges of peak oil, climate change, and the recession, and asks if this is a bleak future or a golden opportunity. It mentions that many towns in East Anglia are now Transition Towns or working towards it. A small map of East Anglia is visible in the bottom right of the text area.

# Knowledge and networking pilot (food): self-built and hosted



## Transition Food Pilot

[HOME](#)[CASE STUDIES](#)[FORUM](#)[ABOUT THE PILOT](#)[CONTACT](#)

Home



EDMITCHELL

- My account
- Create content
- Log out

KEYWORD SEARCH

SEARCH [More options](#)

GUIDED SEARCH

### Case Studies

#### MASTT Vegetable Sundays

- MASTT vegetable Sundays

Categories: Technology(Yorkshire and the Humber)Great Re-skilling Workshops

Selma and Duncan gave the first 2 hour workshop explaining growing techniques, composts, raised beds, simple permaculture ideas.

Demonstrations and Starter kits to take away. Refreshments, chat and good company.

Session One March 2009.

Preparing Growing Beds-Demonstration sowing broad beans and planting potatoes.

Sowing seeds to take away including tomato plants, p...

#### Green Town Project, Blaenau Ffestiniog

- Green Town Project, Blaenau Ffestiniog

Categories: Allotment Provision and Growing(Green Town)Technology(Wales)Back Garden Growing

The Green Town Project (Y Dref Werd) was established under the wing of Bwyddi and Rhw Communities First, to enable the people of Blaenau Ffestiniog to use their local environment as a resource. During our first year we facilitated community planning



# Research findings: high level patterns from all inputs

## Face to face

*"Frankly we are trying to build community and I just like to talk to people" (Survey)*

## Locality and diversity

*"Uniqueness of locality.. what's right for your place..." (Norfolk meeting)*

## Community, not individual, networking

*"Transition is a community of communities" (Sydney workshop)*

## Support is needed

*"... find ways of making local communities aware of what IT can do and let them suggest the best ways of using it." (TT fora)*

## Web project fits into social processes

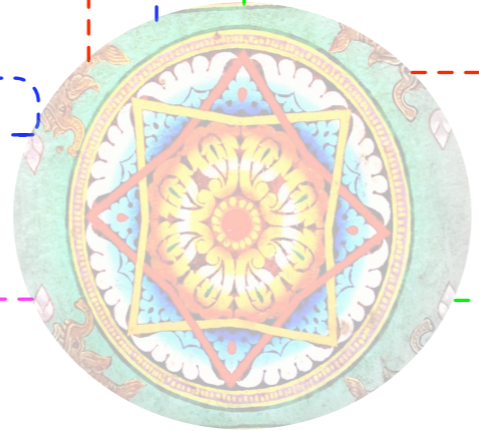
*"IT structure needs to be secondary to people and overall decision making... open space needs to be reflected in IT... first decide the governance, second decide IT to support that model..." (Bristol interview)*

## Process

*"...don't start out to solve everything from the word go. Start simple and add functionality organically." (TT fora)*

## Aggregation

*"...e.g. a newsfeed that can be embedded on a local initiative's webpage that shows what other groups are doing (inspiring, + fosters a sense of connectedness)." (Survey)*



Transition Network  
High level research findings  
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# Research findings: interviews/workshops: key points

## Local (Montpelier) initiative

*"too much social network and not enough regionality..."* (Fernandez)

- Regionality and context: vital
- Support as a de-centralised facilitated space not a directive from a 'core'
- IT follows, not leads local groups' processes
- Get out into the street!

## Bristol projects

- Projects are not necessarily about 'doing'; also doing less.
- Information overload a real issue
- Locality vital: projects are local and trust is built
- Web fit into process rather than govern it

## Norfolk regional group

- Face to face most important
- Web as anonymous (intimidating) for some
- Can 'lose' conversations on the web
- Maybe a role for web point of contact
- Want to do things; not talk too much!
- Language a barrier - watch that bull!

## Bristol web team

*"... unless you know each other, you're not going to do anything..."* (Weisselberg)

- Local: noticeboards in neighbourhood
- Local: evolution of personal intra-connections
- Projects underway already without web: need indicators
- Too busy for web
- Web: needs a role and good for research

## Sydney web team

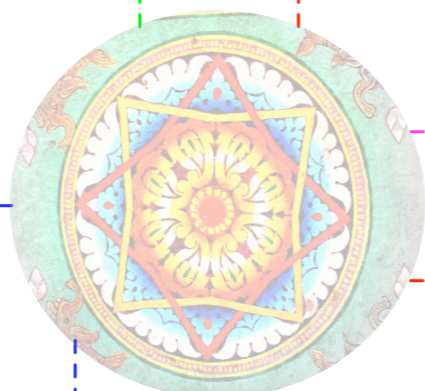
*"Local personal interaction is vital to local site design"* (Byrne)

- Initiatives' need super-simplicity first
- Support and education space needed
- Peer to peer de-centralised model

## 'Ecojam' outside advice

*"lot of time spent looking after it"* (Fortnam)

- Management is important
- Design is important
- Keep the technology simple and a pool of technical staff



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Web project: workshops outline  
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# Survey: to identify tool use, importance and changes over time

First, a couple of questions about you and your initiative that'll really help us with the analysis of the responses.

## 1. Please confirm the following details:

Full name

Email

Name of initiative

Location - eg town

Location - country

## 2. How long have you been involved in your community's Transition (or Low Carbon) Initiative?

- Just joined
- Less than 6 months
- More than 6 months

## 3. What's your level of web technical competence?

- Luddite (is that what a computer looks like?)
- Novice (just about mastered email)
- Competent (email, surfing, skype - all in a day's work)
- Proficient (Twitters, edits wikis, ftps, partial to pepperoni pizza)
- Uber Geek (willing to wrestle with code in my chosen language/platform)

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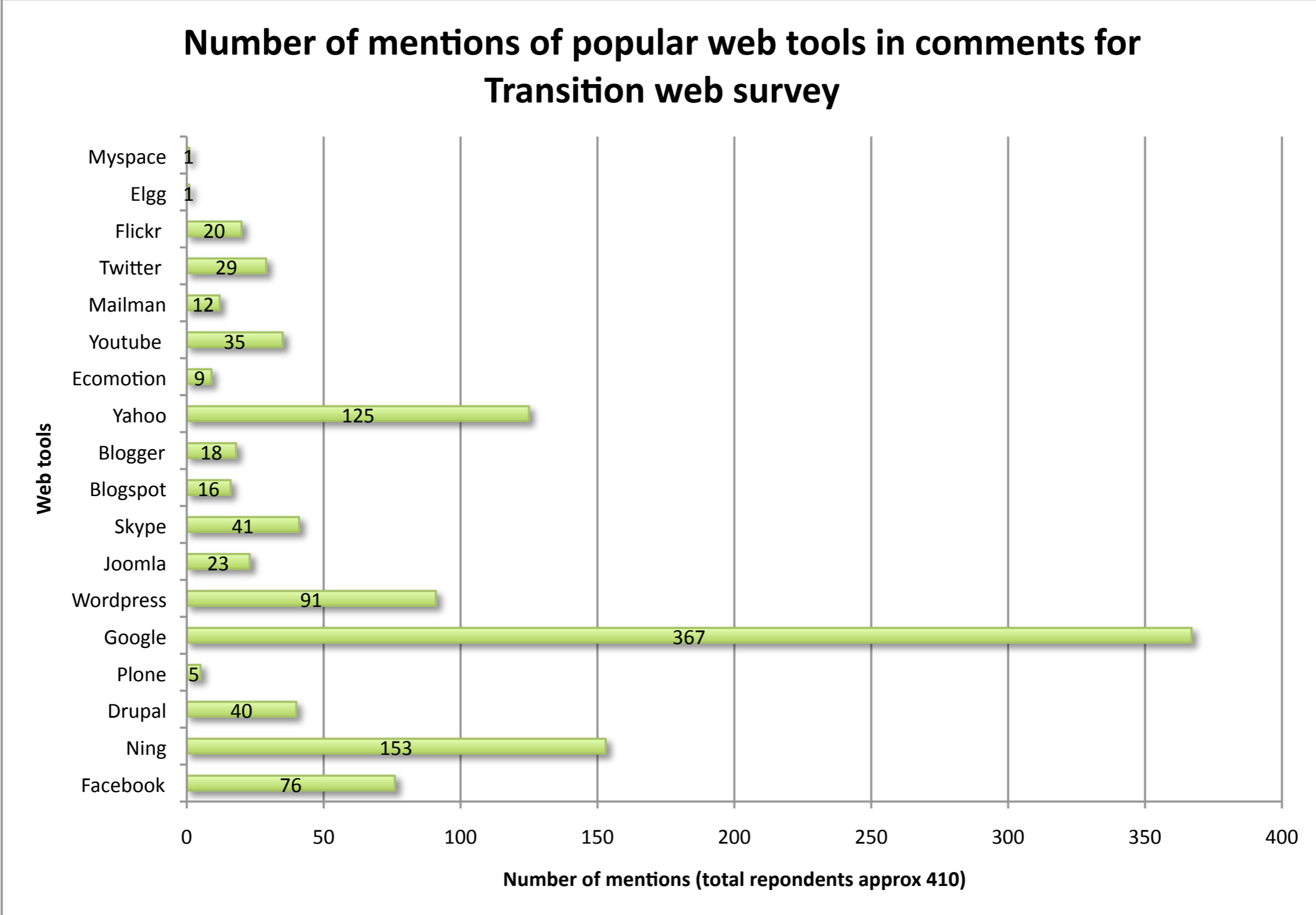
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Four sections of enquiry:

- Communications tools
- Online presence tools
- Collaboration tools
- Support tools



# Research findings: comments: number of mentions of web tools



# Research findings: survey: key points about tools

## Online presence tools

*"As we progress, I am sure that web tools will become more important. We would be interested in learning from others what has worked and how..." (Survey)*

- Email lists, newsletters and simple website pages are the most used and important
- Personal profiles least used and least important
- Green hosting: not used much but considered important: indicator of need
- With maturity: email lists, newsletters and website pages become more used and important
- With maturity: calendars and file storage become more used and important
- With maturity: personal profiles become less important

## Communications tools

*"Main problem is not many people get round to looking at the website and wait to hear word of mouth or via e- newsletter" (Survey)*

- Wide array of sometime contradictory use of technologies and experiences, issues, successes and failures
- Local physical (not web) presence significantly the most used and important
- Newsletters and mailing lists the most used and important online tools
- With maturity: these all become more used and important
- With maturity: online chat/teleconferencing less used and important

## Support tools

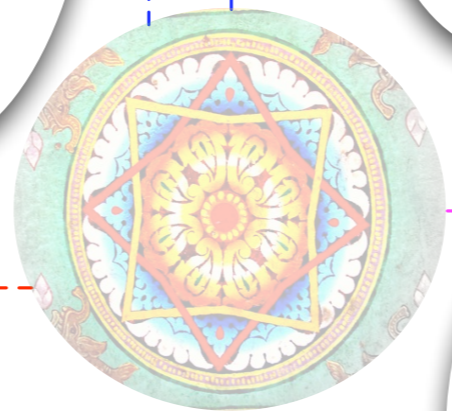
*"big help would be for guidelines, starting points, briefing specs, suggestions for SIMPLE ways of doing things..." (Survey)*

- Not much use (there is not much formal support provision currently)
- Most important is seen as regional, face to face and telephone support
- With maturity: support goes up in use and down in importance

## Collaboration tools

*"... has a paper list, we pop round to each others houses" (Survey)*

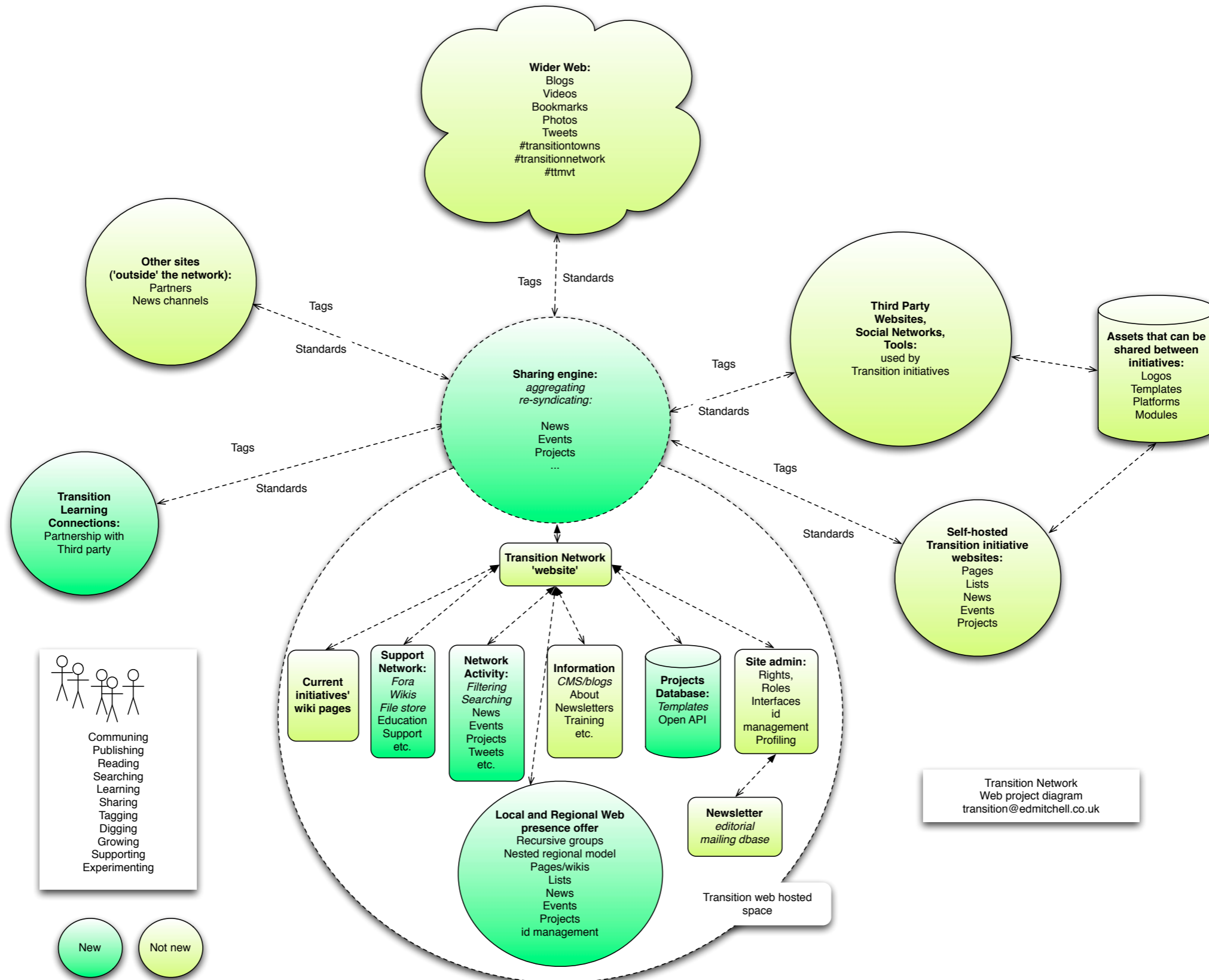
- Shared documents and membership lists relatively used and important
- With maturity: some take up with maturity but not massive



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Web project: survey results outline  
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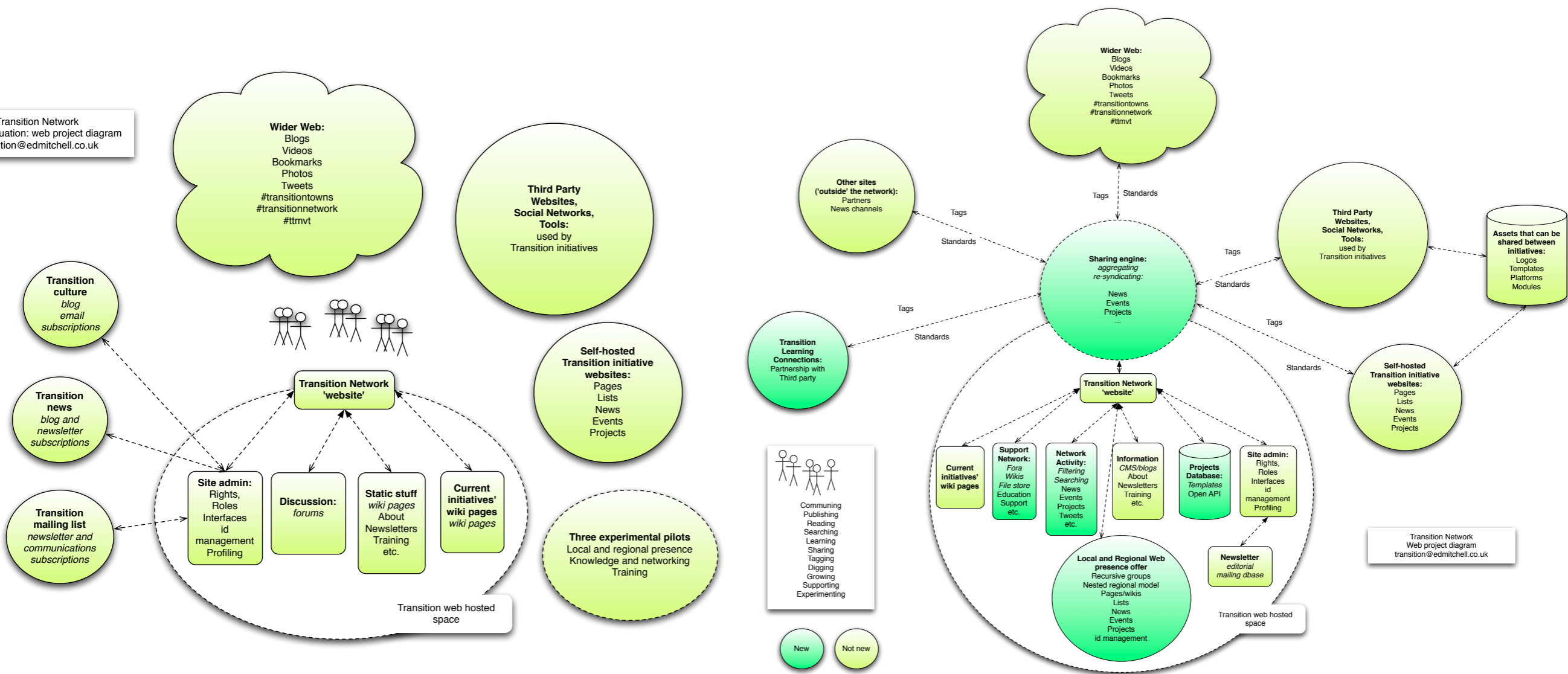


# The web project from space



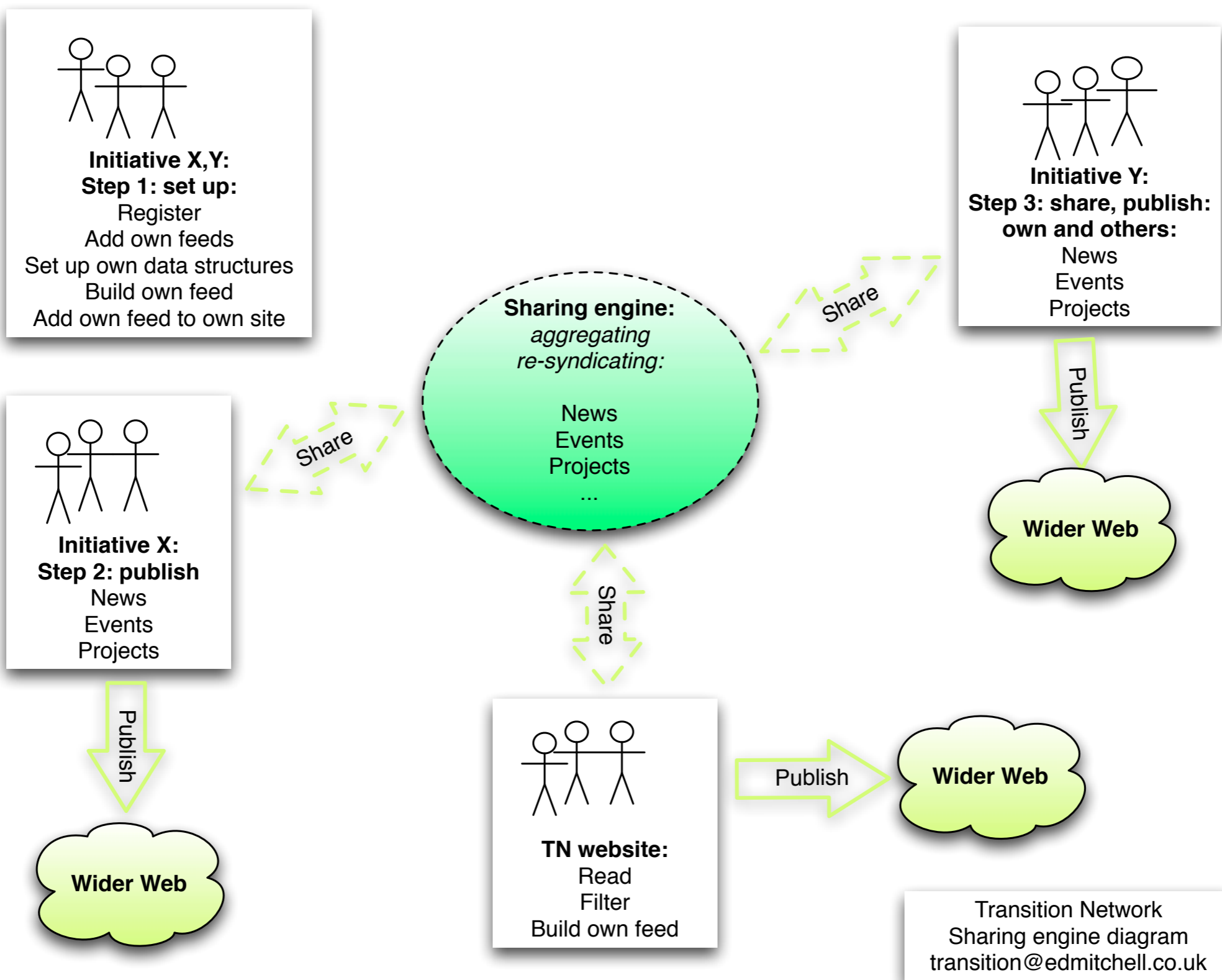
# Current and proposed for comparison

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Current situation: web project diagram  
transition@edmitchell.co.uk





# The Sharing engine in a little bit more detail





And onward...





**And onward...**

***“it’s about joining up what’s already there...  
Transition is about linking these things up... sharing  
what is already there... we need to link into  
expertise on our street and other streets...  
with a few more people we can have more  
impact...”  
(Montpelier interview)***



# Research findings: high level patterns from all inputs

## Face to face

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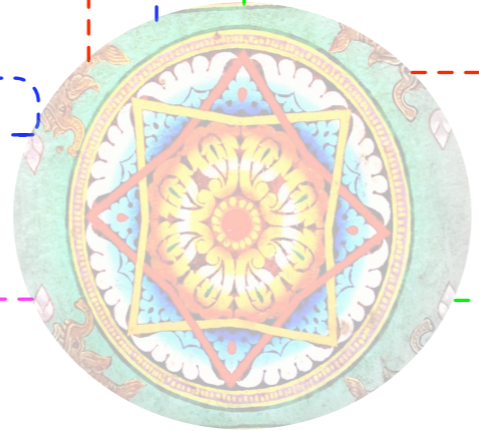
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High level research findings  
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# Recommendations: the what?

## Transition Network site: develop

- Draft outline accepted as on Wiser Earth
- Use Drupal for core functions

## Sharing engine: develop

- Draft outline as on Wiser Earth
- Sharing platform with site (Drupal)

## Training marketplace: currently in beta

- Draft outline as on Wiser Earth
- Public beta in partnership with School of Everything

## Local and regional presences: currently in beta

- Draft outline as on Wiser Earth
  - Public beta on LRP pilot and at hub
- Strategic support from Transition Network**

## Projects database: move to beta

- Draft outline as on Wiser Earth
- Sharing platform with site (Drupal)

## Support and education network

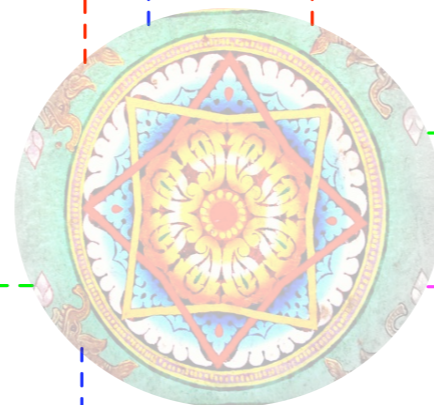
- Draft outline accepted as on Wiser Earth
- Use Drupal for core functions
- 'Blended' approach: on and offline

## Process/approach

- Simplicity as our watchword
- Face to face as key priority
- Gradual modular delivery of technology
- Facilitation for balance between community and technical delivery
- Community building as key activity
- Monitoring and evaluation: research ongoing

## Roles and responsibilities

- Community volunteers
- Web manager
- Technical lead
- Developers and designers (build and maintenance)



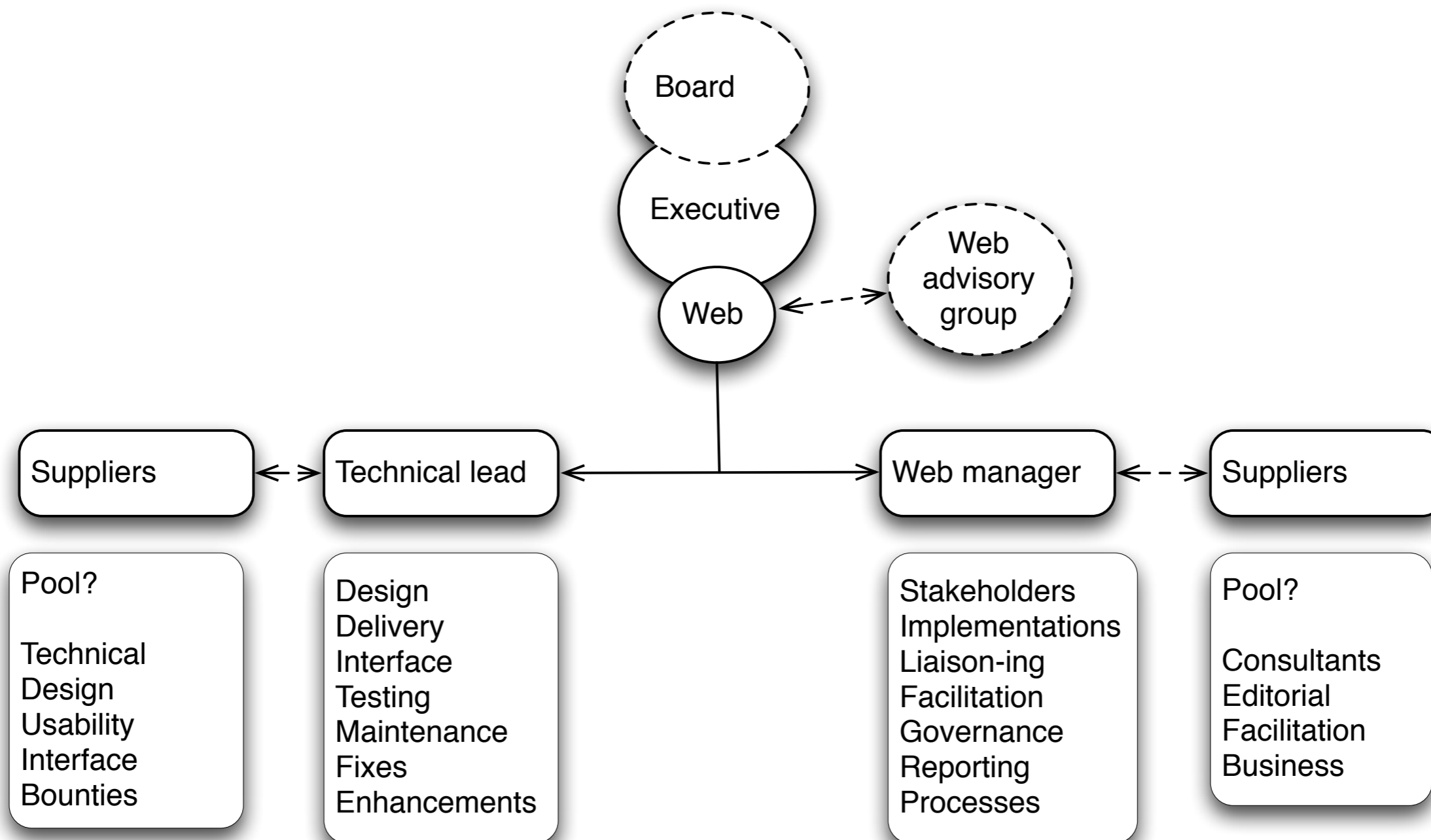
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Web project recommendations  
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# Recommendations: the how?

	June	July	August	Sept
Facilitation	<ul style="list-style-type: none"> <li>• Update on work via newsletter etc</li> <li>• Mapping exercise: Stakeholder groups</li> </ul>	<ul style="list-style-type: none"> <li>• Other networks outreach               <ul style="list-style-type: none"> <li>• Drupal</li> <li>• National hubs</li> <li>• Social networks</li> </ul> </li> <li>• Transition               <ul style="list-style-type: none"> <li>• 'Governance' groups networking and set up</li> <li>• Champions set up</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Call for testers</li> <li>• Survey (sharing engine population)</li> </ul>	<ul style="list-style-type: none"> <li>• Training on beta site</li> <li>• Events support:               <ul style="list-style-type: none"> <li>• Local/Regional</li> <li>• Training</li> <li>• Other communities</li> </ul> </li> </ul>
Organisation	<ul style="list-style-type: none"> <li>• Move on from recommendations</li> <li>• Specs and criteria for tenders</li> <li>• Public call for applications</li> <li>• National hubs group kick off</li> </ul>	<ul style="list-style-type: none"> <li>• Tenders out</li> <li>• Applications in</li> <li>• Commission</li> <li>• Objectives</li> <li>• Goals</li> <li>• Governance sorted</li> </ul>		
Technology	Following approval, assessment: Current technology: <ul style="list-style-type: none"> <li>• usage stats</li> <li>• Participation stats</li> </ul>	<ul style="list-style-type: none"> <li>• Tender applications</li> <li>• Specification workshops</li> </ul>	<ul style="list-style-type: none"> <li>• Build</li> <li>• Survey</li> </ul>	<ul style="list-style-type: none"> <li>• TN site first build</li> </ul>

# Recommendations: the who?



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 Web project roles diagram  
[transition@edmitchell.co.uk](mailto:transition@edmitchell.co.uk)

# Thank you!

Gary Alexander  
Jon Walker  
Nick Osborne  
Daniel Harris  
Graham Mitchell  
Matt Fortnam  
Sophie Hewitt  
Alejandro Fernandez  
Ben Branwyn  
Peter Lipman  
Inez Aponte  
Ciaran Mundy  
Angela Raffle  
Kristin Sponsler  
Christine Byrne  
Sean Fitzgerald  
Stan Ward  
Andrew Wilford  
David Gravina and the Digital Eskimo team  
Ben Cooper  
Janine Wheatley  
Mark Wheatley  
Gary Bruton  
Pauline and Gary  
Patricia Wolf and the Unbla team  
Rick Hurst  
Darren Beale  
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Steph Bradley  
Oliver Bradley  
Matt Moore  
Josiah Meldrum  
Lucinda  
Claire Appleby  
Matt Walker  
Jane Chittendon  
Nigel  
Betsy  
Charlotte  
Christine Way  
Sam Simpson  
Darren Beale  
Martin  
Tully Wakeman  
Luci Ransome  
Les Squires  
Gerri Smyth  
Ric Lander  
Audaye  
Joerg Baach  
Linda Gomila  
Michael Brownlee  
Melissa Worth  
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Dan Dixon  
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Sambris  
Josiah Meldrum  
Pamela Gray  
Make Hay Jez  
Spirit Quest  
Cathy King  
Robert Cheeseman  
Low Carbon Diary  
Steve Creedon  
Rimu  
Hoonteo  
Jim Wolff  
Peter A  
Geoff  
Steve Atkins  
Marc Palmer  
Greenman  
John Webb  
Josef Davies Coates  
Tomma100  
Millymop  
...  
if you're not here oops sorry and thanks!