

Innovation of the week

Highlighting "Innovation: change that creates a new dimension of performance."
-Peter Drucker

July 30, 2010

In this week's Innovation,
we recognize [One Economy](#)



In a changing world in which the Internet and related technologies increasingly become the standard way of doing business and accessing opportunities (90% of the Fortune 500 companies accept only online applications and more frequently teachers require students to complete homework assignments using online resources), [One Economy](#) aims to ensure that every person, regardless of income and location, can maximize technology to improve the quality of his or her life.

Through the use of broadband technology, One Economy connects underserved communities around the world to vital information and resources targeting issues including health, jobs, money, schools and family.

When One Economy first began in 2001, their central premise was a hard one to sell—use technology to improve the lives of the underserved?

However, in the United States alone, 1/3 or 35% of the population did not have access to broadband. Because of One Economy's efforts to change affordable housing finance policies to include affordable broadband in low-income housing, more than 300,000 Americans now have free or low-cost broadband in their homes.



Not only does One Economy provide the technology, they employ



Mission: To strengthen the leadership of the social sector

RESOURCES



YOU ARE INVITED

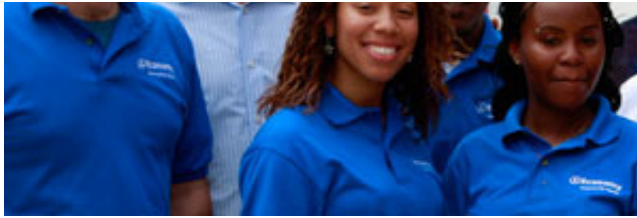
Leadership by Example:

A Webinar with Frances Hesselbein

Tuesday, August 10

[RESERVE](#) your place at this complimentary ONLINE global gathering. No fees.

PUBLICATIONS

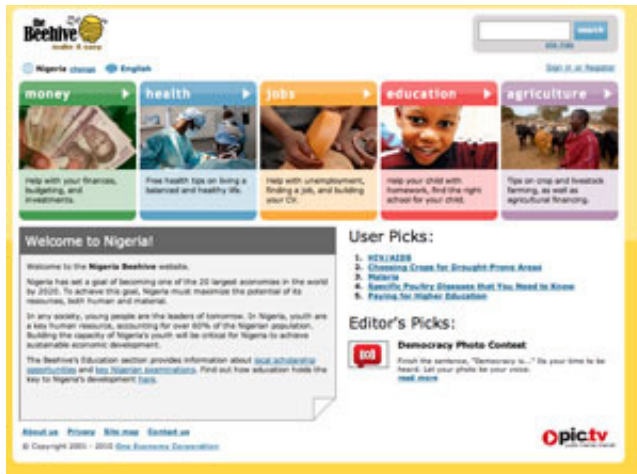


youth (ages 14-21), known as [Digital Connectors](#), to volunteer

about 8 hours each week at local schools, community centers or affordable housing developments, training community members to use broadband effectively and easily access education, job and health care content through [The Beehive](#), One Economy's signature online tool. The Beehive is a multilingual Web portal that houses financial and educational resources. In 2004, the Beehive Entrepreneur Center was launched, and within 45 days, 10,000 business plans had been created.

"Access to vital information on the Internet can mean the difference between prosperity and poverty," said Moustafa Mourad, Interim President and CEO of One Economy." One Economy and its partners are working hand in hand with these communities to connect them to 21st century technology and resources tools that are essential to economic development."

In 2004, One Economy expanded work overseas. Each project around the world begins with an intensive stakeholder engagement process. By developing relationships with local NGOs and other partners, One Economy identifies pressing community development issues and builds consensus around technological solutions. Then, One Economy hosts workshops in each country, convening community residents to gain a strong understanding of local issues.



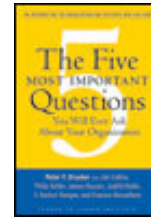
This active research promises that each Beehive provides culturally relevant, best-practice information and targets localized resources including

alternative sources of energy, small business financing, agricultural techniques, women's rights, employment, and health care.

Most recently, One Economy launched the [Public Internet Channel](#), or PIC.tv—a public-purpose website with videos and tools that empower viewers to take steps to improve their lives. Instead of focusing on the "how-to," PIC.tv takes a "why-to" approach, and provides resources that help viewers put their new knowledge to good use.



The award-winning journal, [Leader to Leader](#), offers cutting edge thinking on leadership, management and strategy with contributions by today's top thought leaders.



[The Five Most Important Questions](#) is a tool for self-assessment and transformation; answering these five questions will fundamentally change the way you work.

The videos on PIC.tv are about living healthy, taking control of your diabetes, managing your money, being a single mother, saving money by recycling, and many more important dialogues.

The United States Government has recognized the role broadband plays in strengthening our country and One Economy has received \$28.5 million in federal support.

One Economy is supplementing this federal support with \$23 million through public-private partnerships and plans to bring affordable broadband access to more than 50 communities nationwide; launch an awareness campaign; expand the Digital Connectors program to at least 80 communities; and expand online content.

To date, One Economy has launched on-the-ground programs in 42 U.S. states, six African countries, Europe, and the Middle East and have helped over 18 million people worldwide connect to educational tools and services to inform and empower people to improve their lives.

To learn more about [One Economy](#), please contact:

1220 19th Street NW
Suite 610
Washington, DC 20036
(202) 393-0051



The [Leader to Leader Institute](#), established in 1990 as the Peter F. Drucker Foundation for Nonprofit Management, furthers its mission by providing social sector leaders with the essential leadership wisdom, inspiration and resources to lead for innovation and to build vibrant social sector nonprofit organizations.

It is this essential social sector, in collaboration with its partners in the private and public sectors, that changes lives and builds a society of healthy children, strong families, decent housing, good schools, work that dignifies, all embraced by the diverse, inclusive, cohesive community that cares about all of its people.

