



Online co-creation to combat Innovation Panic Syndrome in the social sector.

November 26th 2008: The first stage of Innophoria, an online game that aims to encourage the use of innovation within social organizations, was met with enthusiastic responses from representatives from several international NGOs during its world release today.

“Innophoria is a game that boosts innovation within the social sector...Rocking its very foundations,” teases the opening page before inviting members of the social sector to take part in the creation of the game itself, due for release in March 2009.

The brainchild of marceloiniarra.com, an international creative consultancy that provides Innovation Development, New Media Mobilization and Strategic Creative Thinking to organizations all over the world, the idea behind the game is to push social organizations out of the rut of outdated policies and campaigning techniques and along the path to innovation.

*“The social sector is suffering from a terrible case of **IPS**, “ Innovation Panic Syndrome”. It’s a very creative community but it’s hard to transform creative, and sometimes disruptive, ideas into real projects. Rather than write a book, I decided that it would more helpful to develop an online game. Using an open source innovation model, we are giving every staff member and volunteer from social organizations around the world, the chance to share their experiences of this issue. Innophoria will be launched in March 2009, with input from colleagues from India to the US.”* (Marcelo Iniarra, TC - Tribe Chief at marceloiniarra.com

Innophoria follows the adventures of its social sector protagonists, Lucy and Joe, as they journey along the road to Innophoria where they discover novel ways to employ innovative ideas into their jobs and try to persuade their colleagues and organizations to become more innovative.

In an attempt to make the game as relevant as possible to all branches of the social sector, visitors are invited to submit their experiences and stories regarding innovation, or lack of it (!) which will be used in playing cards for the game to either help players progress or challenge their innovative spirit. Participants who submit stories that are selected will be given the option of having their name published in the game credits.

If you’d like to take part, simply visit www.innophoria.com and fill out the form...or pay us a visit anyway for a nose around! And don’t forget to come back in March 2009 for the launch of the game itself.

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