

Terms of Reference

Client: interrupcion*: Rafi Goldberg- Director, Michela Calabrese- Stakeholder
Communications Director

Consultant: PIA New School Practitioners- Miyuki Jokiranta, Jenna Petersen

Period: Fall 2005

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Background

Started in 2000 by a group of young entrepreneurs, interrupcion* is a community dedicated to the development and management of projects designed as tools in achieving social change through social work, consumption, investment and participation. These tools are organized over the concept of Social Responsibility.

Interrupcion's past projects include programs for Corporate Social Responsibility, education on democratic involvement, sustainable micro-enterprise and creation of a fair trade network. Due to the extent and scope of these projects, Interrupcion is in a process of streamlining their strategies and clarifying the interruptor*'s guide, a manual to the Interrupcion network. Because this manual is a living document, both the client and the New School practitioners will work on clarification of purpose in order to strategize Interrupcion's future work and mission.

Interrupcion uses the term "localization" to recognize that thinking globally and acting locally expands the membership, or stakeholder positions, in this network of responsible political, economic, social, cultural and environmental action. New School practitioners will work to develop points of access in North America with emphasis in major metropolises, and in South America with emphasis on regions of Argentina, Chile, Uruguay and Paraguay.

We understand interrupcion*'s primary mission is to be a market integrator linking - regardless of gender, age, accessibility or economic indicators - buyers, suppliers and service partners, providing benefits to all parties within the framework of social responsibility.

Objectives

Our goal for the duration of this project is to enhance and expand our client's business and communications strategies through research into membership expansion, specifically targeting localization. As a by-product of the use of an evolving technology, we anticipate suggesting improvements towards the usability of Interrupcion* member tools, e.g. Sharesafe, beta website, communications technologies, for strengthening the connection between increasingly diverse and conscientious consumers and the market place. Once we have developed a comprehensive understanding of the client's projects and their respective methodologies, we will focus on the following:

1. Research and analyze the external conditions for localization (identifying points of access and, consequently, providing short market analysis or an immediate impact approach for designated areas).
2. Deliver a comprehensive summary detailing specificities of each researched region and the method of best-approach in order to introduce Interrupcion*'s activities into each region.

Methodology

Using Interrupcion*'s brand strategy, existing knowledge base and data, the New School practitioners will fulfill the above objectives, through the implementation of the following:

- Understand Interrupcion*'s overarching philosophy, goals, objectives and business strategy.
- Evaluate consumer market environment for localization strategy.
 - Understand/evaluate current online accessibility and consequent behavior
 - Size market (and sites)
- Define (broad) target audience and preferences for the on-site experience (i.e., goals users want to accomplish on site, technology used, familiar features, and expected time on site, benefits, etc.).
- Through usage of Sharesafe software and the Interrupcion* website, provide input on existing design (i.e., site definition and design, including navigation- particularly enhancing member usability of www.freethe.net).

Deliverables

1. Localization Analysis Report
 - a) Summarizes evaluation of local areas of opportunities providing a detailed review of each location.
 - b) Analysis of best method of approach, including ranking of approachability.
2. Identification of customer segments/constituencies
 - a) Produce profile of constituencies as a tool for future contacts.

Timeline

This project will take place between September and December 2005. Below is a timeline of completion dates for the New School practitioners.

Major task/deliverable	Expected Completion Date
Review Interrupcion's current strategy	October 6
Create list of potential local areas of opportunity	October 11
Prepare draft list of recommended areas- identifying strengths and weaknesses of each, and corresponding interrupcion* communications strategy	October 18
Finalize compilation of potential sites for membership expansion, i.e. expand contacts and address book database, including initial contact with point people within each region	October 25
Present interim findings to client	November 1 – November 8
Obtain feedback	November 15
Incorporate client feedback in report	November 22 – November 29
Complete final recommendation report	December 6
Presentation to client	December 13

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September 2005

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