

Drivers What Open Badge need are you setting out to address? What problem are you trying to find a solution for in your territory?

Territory What geographical area does your territory cover? Eg a city, country, continent?

Business strategy

Will the network help you or other network members achieve a business aim?



Existing resources

Do you have existing partnerships or access to networks that you could leverage?
Can you access funds to support your work?

Who will be in your network?

It can be helpful to recruit representatives with a mix of perspectives that encompass the badge earner, issuer and consumer roles

How will the network communicate?

How, where and when will the network will communicate?

Network structure

Will the network be structured around a theme(s), badge tools, general badge uptake within a geographical territory?

Policy strategy

Is there a benefit at policy or government level for your badges?
Eg to support a disadvantaged group.

Commitment

How much time and resource are you able to commit?

How will you engage members?

Eg via events, social media, direct contact?

Sub-groups

Will you have sub-groups? Who will lead these?

Underpinning principles

What are the underpinning principles that define the network?

Engagement

How will you help people to understand what the network encompasses and how it could help them?

What will success look like?

How many people do you want to reach, how much active participation will be expected?
Other measurements of success?

Members

Make a note of initial members you would like to invite to join your network. You may want to group them under role types, eg earners, issuers, consumers.

 **Earners**

 **Issuers**

 **Consumers**