



## Terms of Reference for the Mission-Oriented Innovation Network (MOIN)

### Section 1: Overview

1. This document outlines the membership and governance structure of the **Mission-Oriented Innovation Network (MOIN)**. It will be periodically reviewed and amended as appropriate.
2. The **Mission-Oriented Innovation Network (MOIN)** sits within the Institute for Public Purpose (IIPP) at University College London (UCL). The ambition of IIPP is to change how public value is imagined, practised and evaluated to tackle societal challenges. With this aim in mind, MOIN is a collaborative knowledge sharing initiative aimed at advancing knowledge of purpose-driven and mission-oriented innovation. The network does this by sharing experiences, working jointly on lessons learned and building a commitment to exchange knowledge and learning across organizational, sectoral and geographic boundaries.
3. We invite members to join as part of a policy network affiliated with IIPP and you may be invited to participate in research and teaching programmes, events and share data and experiences of purpose-driven and mission-oriented innovation to develop content and learning materials for the platform for supporting this innovation.
4. **The Mission Oriented Innovation Network (MOIN)** has three primary functions:
  - to act as a forum for collaborative knowledge sharing for a group of public agencies to share experience of Mission-Oriented Innovation in their respective domains;
  - to provide a learning platform for members, bringing together insights from IIPP and leading global policy-making institutions, and identifying the challenges and opportunities they face when trying to create, nurture and evaluate public value
  - to provide members with regular connections with each other and with IIPP.

### Section 2: MOIN Structure

1. **Membership criteria.** MOIN is open to public agencies who are engaged in innovation for public value. Private sector and third sector organisations may be invited as guests to events and to host placements, but do not make up the core membership.
2. **Criteria for selection**
  - Members of the MOIN network are from a variety of public bodies with budgets to invest in innovation for public value or public purpose (From local to national government, research and innovation funders, public banks and cities)
  - MOIN consists of members from the following types of organisation.



<b>MOIN member types</b>
Cities, municipalities and regional agencies
Public banks
Strategic and design agencies
Research and Innovation agencies
Digital agencies
Space agencies
International organisations
Government departments

- Members are not from philanthropies, private sector firms, consultancies or academic bodies, although the network may partner with these groups on an ad hoc basis.
- Governance is overseen by the IIPP Policy Team. The IIPP Policy Team sets the overall direction, strategy and annual work programme of MOIN.
- The Policy Team oversees membership selection and defines the workstreams and establishes the processes for evaluating progress.

**Section 3: Member Status and Admission**

- Prospective Members shall submit at any time a completed MOIN application form to IIPP explaining their interest in MOIN (including commitment, eligibility and areas of interest) and requesting Membership status.
- Prospective Members must demonstrate a commitment to supporting mission-oriented innovation. This can be done through current ongoing activity or demonstrated through a forward-looking strategy. Members provide a Statement of Intent in this regard.
- On a monthly basis, the IIPP Policy Team shall review prospective MOIN Member applications. If accepted, the applicant will be invited to become a MOIN Member. Membership is renewed annually.

**Section 4: Member Rights and Obligations**

- There are no fees associated with being a member of MOIN.
- Members will be subscribed to the MOIN newsletter.
- Members will be asked to provide details of a Primary and Secondary contact within the member organisation with whom we will correspond



4. Members' organisational logos' will appear on the MOIN pages of the IIPP website alongside the organisation's Statement of Intent regarding mission-oriented innovation. The biography and photo of the primary contact will also appear.
5. Members are invited to participate in events, workshops and research workstreams hosted by the IIPP under the Chatham House Rule. Members may be asked to speak at such events.
6. Members are encouraged to contribute to the development of IIPP research – and they may be asked to consent to interviews or surveys or share data and experiences of innovation in their respective markets by the IIPP research team.
7. Members are encouraged to share case studies of their work with the MOIN network and in some cases write blog content for the IIPP Medium channel.
8. Members are encouraged to engage in the Institute's Masters in Public Administration student placement programme, where policy students actively work with MOIN members on their mission-oriented innovation strategies.