

In association with the RSA,
Banyak Films present

Us Now

Directed by Ivo Gormley

"there's a whole new model emerging
where we become part of the government"
- Don Tapscott



CONTACT

Hugh Hartford
Banyak Films
HMS President
London
EC4Y 0HJ
UK

++44 (0) 207 193 8082
++44 (0) 7730 803 801
hugh@banyak.co.uk
www.banyak.co.uk
www.usnowfilm.com

In a world in which information is like air, what happens to power?

Us Now is a documentary film project about the power of mass collaboration, government and the Internet.

It is a description of a world on the cusp of the greatest social change since the invention of the printing press.

Us Now tells the stories of online networks that are challenging the existing notion of hierarchy. For the first time, it brings together the fore-most thinkers in the field of collaborative governance to describe the future of government.

All of the material generated during the project will be available to view online and the project will culminate in a hour long documentary to be released in 2009.

SYNOPSIS

In his student flat in Colchester, Jack Howe is staring intently into his computer screen. He is picking the team for Ebbsfleet United's FA Trophy Semi-Final against Aldershot . Around the world 35,000 other fans are doing the same thing, because together, they own and manage the football club. If distributed networks of people can run complex organisations such as football clubs, what else can they do?

Us Now takes a look at how the internet could allow us to do away with politicians and run the government ourselves. It tells the stories of the online networks whose radical self-organising structures threaten to change the fabric of government for ever.

Us Now follows the fate of Ebbsfleet United; a football club owned and run by its fans, Zopa; a bank in which everyone is the manager, and Couch surfing; a vast online network whose members share their homes with strangers.

The founding principals of these projects; transparency, self-selection, open-participation, are coming closer and closer to the mainstream of our social and political lives. Us Now describes this transition and confronts politicians George Osborne and Ed Milliband with the possibilities for collaborative government as described by Don Tapscott and Clay Shirky amongst others.

Us Now is as transparent as possible. All of the rushes and material developed during the production will be available to view online.

www.usnowfilm.com

CONTRIBUTORS

Us Now contributors include:

Saul Albert
Giles Andrews
Lee Bryant
Alan Cox
Liam Daish
David Courtier-Dutton
Becky Hogge
William Heath
Shane Kelly
Ed Miliband
Paul Miller
George Osborne
Sophia Parker
MT Rainey
JP Rangaswami
Clay Shirky
Tom Steinberg
Matthew Taylor
Don Tapscott
Mikey Weinkove

Featured Examples/Characters:

Saul Albert + Mikey Wienkove

The People Speak <http://thepeps.net/> make tools for people to take over themselves.

Giles Andrews

Zopa <http://uk.zopa.com/ZopaWeb/> Zopa is a bank where people lend and borrow money to and from each other. It is a bank where everyone is the bank manager.

Lorayn Brown

Netmums <http://www.netmums.com/h/f/HOME/home/> is an online community for mums and dads to meet and share advice about childcare.

Lee Bryant

Lee Bryant is co-founder of Headshift <http://www.headshift.com/> - a social media consultancy.

Alan Cox

Linux <http://www.linux.org/> is an open-source operating system.

Liam Daish

Head Coach, Ebbsfleet United <http://www.myfootballclub.co.uk/> - a football club owned and managed by its fans.

David Courtier-Dutton

Slice the Pie <http://www.slicethepie.com/> lets music fans manage bands and produce albums.

Dean Harrison

Participatory Budgeting <http://www.participatorybudgeting.org.uk/> allows the public to manage the spending of council money.

William Heath

Ideal Government <http://www.idealgovernment.com/> discusses the possibilities of e-enabled government.

Paul Miller

School of Everything <http://schoolofeverything.com/> connects people with something to teach with people who want to learn.

MT Rainey

Horsemouth <http://www.horsemouth.co.uk/> allows people who are looking for advice to get in touch with people who have gone through a similar experience.



HMS President
London
EC4Y 0HJ
www.banyak.co.uk
info@banyak.co.uk

Alain Sato

Couchsurfing <http://www.couchsurfing.com/> is an online community where members offer a free sofa or bed for the night to each other. There are over 1,000,000 members worldwide.

Clay Shirky

New York University <http://www.shirky.com/> . Shirky is a lecturer at New York University.

Tom Steinberg

My Society runs <http://www.mysociety.org/about/> democracy and transparency websites TheyWorkForYou, WriteToThem and No.10 e-petitions.

Don Tapscott

Author 'Wikinomics' <http://www.wikinomics.com/blog/> . Tapscott is an established authority on economics and collaboration, he is working on a research project on "Government 2.0".

QUOTES FROM CONTRIBUTORS

Us Now contributors describe social and political change.

"The industrial revolution took quite a while to change the world, I don't think the Internet revolution will take any less time."

Alan Cox – Linux Kernel

"I think this participative technology, social software as people call it can transform individual lives, firms, government and it is not all about sort of broad capitalist attitudes. I think it can affect some of the things people really care such as health, education, and welfare."

JP Rangaswami

"Government has to understand that the internet is growing up and changing the way that citizens and the state interact with each other and also changing the power relationship between citizens and the state because citizens now have access to all sorts of information they did not before."

George Osborne

"I do not think human beings ever intended not to share. I think sharing comes with being human. When we lived without having a written culture, people shared, people passed things on."

JP Rangaswami

"I think there is a much more radical thing that is going to happen which is basically that people go around the side of representative democracy and rather than going through the due process, talking to their representative, getting their representative to make a kind of approach to the department for education or whatever it might be, I think people will use online tools to set up their own school. That is basically the kind of thing it will be."

Paul Miller

"If, as Ebbsfleet, the fans pick the team, they have to accept that they cannot moan if the team does not do well, that is kind of part of the culture of the organisation."

Matthew Taylor

DIRECTOR'S STATEMENT

“I used to think that my generation was deprived of any meaningful and legitimate ideology. We were taught about the failures of any kind of socialism and we grew up witnessing the failures of global capitalism and its effects on the developing world.

What I started to see emerging as a teenager in the late 90s, was a kind of ideology or movement that did not negate or conflict with either of these ideologies, one that had emerged out of our desire for products but one that was increasingly starting to exhibit socialist or anarchic tendencies. I was seeing people providing things for free, people sharing for the public good, giving things away that they could have sold. All of which I had been taught were impossible or nonsensical on a large scale.

I wanted to find out how these systems work; why are these people giving for free? How do the organisations that support this work? Why is this happening now? I was also sure that there was something bigger emerging, and that these cultures of giving and the increasing amount of knowledge freely available in the public domain had profound implications for the distribution of power. I wanted to explore these emerging internet cultures with this in mind, how is this freedom of information and the diverse motivations of millions of global participants, going to effect power and how is it going to affect our notion of government?”

Ivo Gormley



CREW BIOGRAPHIES

HMS President
London
EC4Y 0HJ
www.banyak.co.uk
info@banyak.co.uk

Ivo Gormley - Director

Ivo has worked in media and the public sector for four years since graduating with an MA in Social Anthropology. Ivo has worked on projects with the BFI, the Open University, BBC and Channel 4. Working at thinkpublic, he has led numerous projects in the public sector aiming to increase participation in public services across health, education and social care.

Hugh Hartford – Producer

Trained both as a biologist and anthropologist Hugh now produces and directs documentary for broadcast. He is a founding member of PocketVisions, an organisation set up to bridge the gap between the media and academia. In 2005, off the back of a film about searching for the missing link in the jungles of Sumatra, he set up Banyak Films. Banyak have worked with the BBC, Channel Four, National Geographic and Aljazeera.

Mark Atkins – Editor

Mark is an experienced feature documentary editor. He has cut films for Nick Broomfield including 'Kurt and Courtney' and 'Biggie and Tupac'. Marks last film was Chris Waitt's feature documentary 'A Complete History of My Sexual Failures'.

Director
Ivo Gormley

Producer
Hugh Hartford

Editor
Mark Atkins

Camera:
Robin Fox

Music
Orlando Robertson

Sound:
Daniel Owen

Additional Camera:
Stein Stie
Anson Hartford
Jake Corbett

Researchers:
Matan Rochlitz
Geoffroy Noel

Runners:
Harry Dwyer
Olivia King

Edit Assistant:

Alexis Hatto

Online:
Ross Birkbeck

Soundmix
Marco Martini

Timelapse photography:
Guy Gormley

Additional Music Composition:
Dan Harle

Transcription:
Adam Moon

Supported by:
thinkpublic

Music:

Richard Wagner 'Ride of the *Valkyries* '

Pete and the Pirates "I Won't Lie to You"

Walk Don't Walk - "Bus Driver"

Fugi - "Don't Quit"

Oystar - "I Fought tThe Lloyds"

WEBSITES REFERENCED

The following websites are featured/referenced by Us Now.

Social Circles visualisation

<http://www.marumushi.com/apps/socialcircles/socialcircles.cfm>

Bestiari

<http://www.bestiario.org/>

Walk Don't Walk Myspace

<http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendID=36229160>

Couch Surfing

<http://www.CouchSurfing.com>

Bebo

<http://Bebo.co.uk>

Facebook

<http://www.facebook.com>

Blogger

<http://www.blogger.com>

Technorati

<http://www.technorati.com>

Digg

<http://www.digg.com>

Google

<http://www.google.com>

Twitter

<http://www.twitter.com>

Twitter Vision

<http://www.twitvision.com>

Slice the Pie

<http://www.slicethepie.com>

Debate Mapper

<http://debatemapper.com/>

Tag Galaxy

<http://taggalaxy.com>

BBC Sport

http://news.bbc.co.uk/sport1/hi/football/teams/g/gravesend_and_northfleet/results/default.stm

Dorchester Town FC

<http://www.dorchestertownfc.co.uk/season/200708/reports/ebbsfleet-h-fat.shtml>

Times Online



<http://www.timesonline.co.uk/tol/travel/article2806754.ece>
BBC News

<http://news.bbc.co.uk/1/hi/england/london/3610291.stm>

Daily Mail

<http://www.dailymail.co.uk/news/article-1019954/Couple-held-hotel-deaths.html>

The Point

<http://www.thepoint.com>

"China's Largest Bank switches to Linux"

<http://www.vnunet.com/vnunet/news/2127256/china-largest-bank-switches-linux>

"Royal bank of scotland embaraces open source"

<http://news.zdnet.co.uk/software/0,1000000121,39248923,00.htm>

"Banking software goes open source"

http://www.theregister.co.uk/2001/01/30/banking_software_goes_open_source/

Zopa Forums

<http://talk.zopa.com//index.php?&&showtopic=2235&h!-film>

Money Saving Expert

<http://www.moneysavingexpert.com/reclaim/bank-charges>

BBC News

<http://news.bbc.co.uk/1/hi/business/7587840.stm>

This Is Money

<http://www.thisismoney.co.uk/bankcharges>

Youtube

<http://www.youtube.com/watch?v=j-Ps7fJm7rk>

"Extremist and hate websites rise by 300 per cent"

<http://networks.silicon.com/webwatch/0,39024667,39120553,00.htm>

"Hate on the net"

<http://www-cse.stanford.edu/classes/cs201/projects/nuremberg-files/hate.html>

MyFootball Club

<http://www.myfootballclub.com>

Microsoft

<http://www.microsoft.com>

Zopa

<http://www.zopa.com>

They Work For You

<http://www.theyworkforyou.com>

www.usnowfilm.com

HMS President
London
EC4Y 0HJ
www.banyak.co.uk
info@banyak.co.uk

FURTHER READING:

The Wealth of Networks -Yochai Benkler

We-Think - Charles Leadbeater

Democratizing Innovation - Eric Von Hippel

Swarm Creativity: Competitive Advantage Through Collaborative Innovation Networks
(Hardcover)
by Peter A. Gloor

Wikinomics: How Mass Collaboration Changes Everything by Don Tapscott, Anthony D.
Williams, and Alan Sklar

The Long Tail: How Endless Choice Is Creating Unlimited Demand by Chris Anderson
(Hardcover - 6 Jul 2006)

The Wisdom of Crowds: Why the Many Are Smarter Than the Few by James Surowiecki

The Tipping Point: How Little Things Can Make a Big Difference by Malcolm Gladwell

Open Business Models by Henry W Chesbrough (Hardcover - 1 Nov 2006)