



AMBASSADOR'S DUTIES

PROMOTE OST IN YOUR COUNTRY THROUGH:

- Website (create one in your own language if requested by Michael Tellinger) and keep it updated. Most likely, instead of a website, a page on the main OST website would be created for your country, for which you would be granted blog access. You would have to write an English copy and your home language copy of what you would like on the page.
- If not English, translate all official documents in your own language (from <https://www.onesmalltown.org/videos-documents>)
- Social media:
 - Facebook (official page will be created for your country). Post daily or every other day.
 - Create a YouTube Channel with OST video and presentations with subtitles in your own language (from <https://www.onesmalltown.org/videos-documents>)
 - Create an OST Telegram Channel or Group for your country to keep interested people informed (it might be easier to manage than a newsletter)
 - Post weekly on [onesmalltown.org/news](https://www.onesmalltown.org/news)

- Keep in touch with the Ambassadors's Team and Michael Tellinger participating to all Zoom meetings and communicating any important news

REPLY TO EMAILS:

- Giving general information about International and local OST progress
- Inviting people to get fully informed about OST strategy (reading website, documents, Ubuntu book)
- Inviting to become a Patron or to make a donation
- Inviting to give personal information (name, address, phone number, profession/job, skills, passions, etc) by signing up on the international OST website
- Inviting to keep informed through social media and website
- Inviting to share OST strategy

CREATE A DATABASE OF INTERESTED PEOPLE:

- Identify people that can form the National OST Task Team to support you as Ambassador (i.e.: legal, financial and political advisors, marketing, IT , etc). You are going busier and busier while OST strategy develops in your country. Have them sign up as a team member by having them complete the Team Member Application form here AND notify Helene McGinn and Giulia Butterly of the person and reason for signing them up.
<https://www.onesmalltown.org/teammemberapplication>
- Ensure that Team members have signed the necessary documents – eg NDA, code of conduct/letter of agreement. This is part of the Team Member Application process run by Helene and Giulia
- Invite interested people to form local groups that can promote OST under your supervision

CREATE GROUPS OF INTEREST:

- Start Zoom or public meetings with interested people (from your database)
- Identify which people can form the Local Implementation Task Teams – you will need one team per town, depending on circumstances/logistics.
- Identify a Group Leader

MANAGE AND DIRECT THE LOCAL GROUPS TO:

- Meet with International Office Advisor
- Identify key influencers – eg mayors, councillors, town leaders, local businesses and community groups
- SWOT analysis on town's infrastructure and resources, Undertake the OST Implementation Plan (Annex B Town Analysis, Annex C Business Analysis, etc)
- Liaise with global team about progress, resources, goals and milestones
- Ensure that group members have signed the necessary documents – eg NDA, code of conduct/letter of agreement
- Find business planners, project manager and subject matter experts to develop project plans and business plans for the community. These are essential members of your implementation teams

PROPOSAL TO MAYOR AND COMMUNITY:

- Lead the Local groups to set a presentation to the Mayor and Community as well as, businesses and investors
- Introduce the OST Implementation/Task Force Team
- Present business plans, project plans and launch plans

FOLLOW UP:

- Monitor the development