

u.lab & Impact Hub & WWF



Communities for Change

“Let go of any illusion that the necessary changes of our time will originate from the White House or any other top-down structure. They will come instead from a new global movement of local and multi-local change makers that apply the mindset of, “open mind, heart, will,” onto the transformation of the collective.”

- Otto Scharmer, Co-founder, MITx u.lab; Senior Lecturer, MIT Sloan



Communities for Change

Program vision

Communities for Change infuses Impact Hub's global network of innovators and activists with Presencing Institute's ground-breaking innovation program, u.lab, joining efforts to generate transformative solutions to an environmental challenge.



Consider for example...

A fight against climate change that engages agricultural innovation in Accra, electric car engineering in Zurich and ocean protection in Manila, bolstering each local effort with real-time learnings from their counterparts across the world



Communities for Change

Program structure



Design & Training

- Impact Hub, u.lab, and WWF collaborate around program design
- Impact Hub facilitators are trained in u.lab methodology



Selection

Impact Hubs apply to participate. 5-10 are selected based on their experience, networks, and the relevance of the shared theme in their local context.



u.lab @ Impact Hub

- Approximately 20 key stakeholders per Impact Hub participate in an 8-week innovation program around a shared environmental theme
- Program is facilitated by Impact Hub staff trained in u.lab methodology to generate systems change
- WWF shares their knowledge and experience on the theme
- Successful prototypes emerging from the program are enabled with resources to sustain themselves and grow



Global Community

- Enabled by the u.lab platform, the program opens and closes with a live session linking participating Impact Hubs.
- Regular touchpoints are facilitated throughout to enable exchange and collaboration.



Visibility & Scale

Learnings and key outcomes are disseminated to enable the replication of both process and solutions



Harnessing the power of two influential networks

Who are we

Impact Hub, u.lab and WWF constitute powerful networks of innovators, entrepreneurs and activists:



Global network of collaborative spaces, entrepreneurial communities, and capacity building programs that inspire, connect and enable impact.

15,000 members • 90 cities • 50 countries



WWF is one of the world's largest conservation organisations with the mission to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature

6,200 employees • 13,000 projects • 80 countries



Global action learning platform and Massive Open Online Course (MOOC) introducing "Theory U" change leadership methodology, delivered through MITx , edX and the Presencing Institute.

90,000+ registered participants • 180 countries



Impact Hub Network

Track record

- entrepreneurs*
- activists*
- creatives*
- artists*
- innovators*
- professionals*
- advisors*
- investors*
- students*
- campaigners*
- executives*
- leaders*
- disrupters*
- thinkers*
- makers*
- doers*



2,100 Start-ups founded in Impact Hubs last year

5,300 New jobs (FTEs) created by our members last year

2.2M Customers benefited from our members' products and services

54M People have been informed, influenced or inspired by our members' activities and campaigns



u.lab

Track record

u.lab teaches a framework and methodology that individuals, teams, organizations, and even larger social systems can use to respond to disruptive change with compassion, curiosity, and courage.

The 8-week online course with 90,000+ registered participants since 2015 is complemented by offline convening at 600+ “hubs” around the world (including 44 Impact Hubs). The course’s offline component is a vehicle for turning local ideas into action. u. lab has proven transformative around the world, across public, private, and citizen sectors.

- The **Scottish national government** chose u.lab as a platform for citizen engagement and public sector transformation.
- **Jaipur Rugs**, an Indian company, used u.lab to transform how they listen to their stakeholders, including both weavers and high end customers.
- **Concordia University (Montreal)** used u.lab to bring together local community partners and students (for course credit)) to develop social innovation.

According to u.lab exit surveys, 93% found the experience “inspiring” (60%) or “life changing” (33%).



u.lab @ Impact Hub

Track Record

Since the launch of u.lab in 2015, 44 Impact Hubs have supported 850+ participants who engaged with the course, facilitating u.lab's proven change leadership methodology for communities of activists, entrepreneurs, and innovators

CASE STUDY: Changing Lambeth's food system; u.lab @ Impact Hub Brixton, London, UK

PARTICIPANTS

Local food activists, entrepreneurs, engaged citizens, city council representatives

PROGRAM FLOW

- Map current needs, institutions, actors and power distribution in the Lambeth food system.
- Evaluate ideal future power distribution and identify what to collectively let go of and let come in to get there.
- Find local examples that show seeds of ideal future
- Rapidly prototype solutions to move the system collectively from A to B.

PROTOTYPES

- [The People's Fridge](#) - A community fridge to manage food surplus so that excess food can be taken from the fridge by those in need. (Enabled by community crowdfunding and featured in mainstream press, including Jamie Oliver's TV show.)
- Creation of the Brixton Food Surplus Network
- Vertical growing project in a local community garden, including a series of regular community garden practical design workshops
- A group of 25 people continue to meet regularly to develop collaborative projects

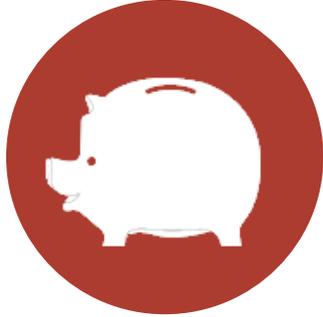


MITx u.lab @ Impact Hub Brixton



Communities for Change

Unique value proposition



Cost Efficient

The program optimizes existing resources: u.lab's proven course material + Impact Hub's expansive global network of committed spaces and communities



Effective

Lessons learned over 3 years of collaboration shape the program's design



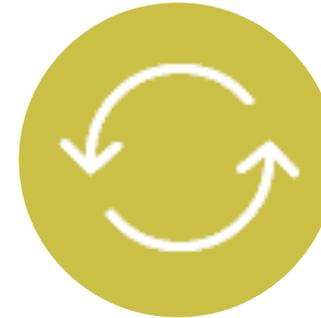
Resource Light

Strong existing networks of key stakeholders and experienced staff means minimal resources committed to convening actors and training program staff



Globally Linked

Global Impact Hub network + u.lab platforms are unique assets in raising solutions to shared challenges and connecting stakeholders with shared focus



Sustained

Embedded entrepreneurial communities are positioned to maintain prototypes and other on-going activity after official program closes



Communities for Change

Invitation to partners

Prototype

a new way of generating locally rooted, globally connected solutions

•

Join

an emerging movement of organizations shifting current paradigms

•

Empower

your staff to become innovators

•

Inspire and engage

your staff and partners in a transformational experience that 33% of participants characterize as “life-changing”

