

MITx u.lab & WWF & Impact Hub



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

Global challenges, rising divides

Context of collaboration



This collaboration responds to an alarming rise in divisive forces around the world.

As we face increasingly complex and urgent global challenges, we seek to enable action driven not by individual interests but by whole-system awareness.

MITx u.lab

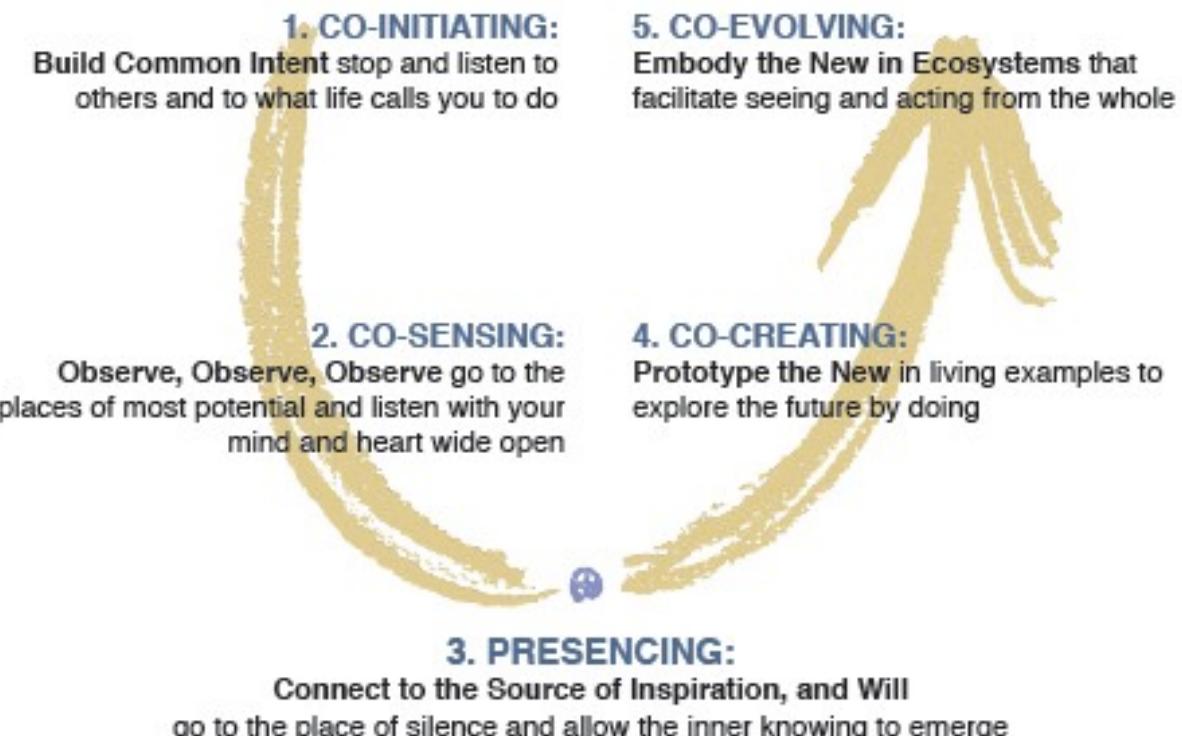
At a glimpse

MITx 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 often becomes a vehicle for turning local ideas into action. u. lab has proven transformative around the world, across public, private, and citizen sectors. Applications include:

- The **Scottish national government** chose u.lab as a platform for citizen engagement and public 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%).



The u.lab Method

MITx u.lab @ Impact Hub

Partnership History

Since the launch of MITx u.lab in 2015, **44 Impact Hubs** have facilitated groups engaged with the course, infusing the proven change leadership methodology into **communities** of activists, entrepreneurs, and innovators

"u.lab lights up our community, asking our members to take an active look at their work. The course has the power to be transformational."

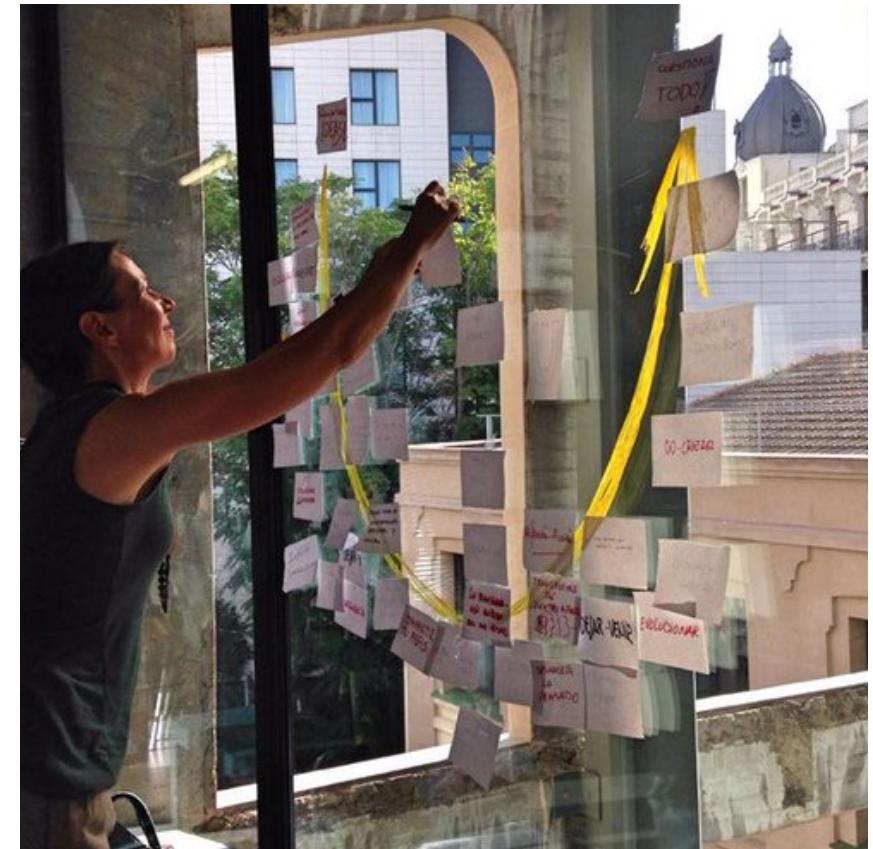
– Founder, Impact Hub Boston, USA

"u.lab has changed a lot of people, helping them to have insights and move forward"

– Founder, Impact Hub Donostia, Spain

"The stakeholders working together through u.lab have potential to change the reality of our city."

–u.lab lead, Impact Hub Florianopolis, Brazil



MITx U.Lab @ Impact Hub Madrid

Common Vision

Grow what works: Local -> Multi-Local Impact

The success of u.lab in the last few years demonstrate that a u.lab programme combined with the convening power and enabling infrastructure of Impact Hub can create **powerful grassroots and institutional action**. What will happen if we add WWF to this combination and build a course that focuses on environmental challenges that every region is facing?

We seek to **amplify this impact**, systematically joining Impact Hub communities with u.lab methodology and WWF knowledge to generate solutions that are both embedded in local context and connected to wider global needs.

Together, we empower personal transformation, powerful solutions, and on-going **communities for change**.

Communities for Change

Program structure



Design & Training

- Impact Hub, MITx u.lab, and WWF partner to design a program focused on environmental conservation
- Impact Hub facilitators 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 theme
- Program is facilitated by Impact Hub staff trained in MITx u.lab methodology
- Integrating proven MITx u.lab methods, the program is designed to generate a collaborative community and spark solutions for systems change
- WWF shares their knowledge and experience on the theme



Global Community

Enabled by the MITx 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

- Successful prototypes are enabled with resources to sustain themselves and grow.
- Learnings and key outcomes are disseminated to enable the replication of both process and solutions



Communities for Change

Essential program elements

- 5 – 10 Impact Hubs each convene 20 key local stakeholders around environmental themes, tailored to their local context
- Impact Hub facilitators trained in MITx u.lab methodology run 8-week innovation program in parallel
- Regular connectivity amongst participants across geographies
- Resources focusing on the environmental challenges addressed and prototype development provided
- Knowledge capture and dissemination to inspire innovators around the world + enable replication of process and outcomes
- Visibility for successful prototypes to create opportunities for growth and scale

Communities for Change

Local process

1. Select environmental theme and prepare materials
2. Map and convene key, influential stakeholders
3. Follow U process:
 1. Week 1: Co-initiating
 2. Week 2 & 3: Co-sensing
 3. Week 4: Co-presencing
 4. Week 5, 6 & 7: Prototyping
 5. Week 8: Co-evolving
3. 6 weeks later: Reconvene to celebrate and scale impact

Communities for Change

Invitation to partners

Inspire and incubate

grassroots, sustainable innovation working toward your organization's objectives



Strengthen your presence
in the social innovation / start-up scene



Position your brand
generate great stories and attractive content



Inspire and engage
your staff and partners in a transformational practice



Create a portfolio
of cutting-edge innovations to collaborate with in the future

Spotlight: Systems Change in Lambeth

MITx u.lab @ Impact Hub Brixton, London, UK: Grow Your Own Leaders, September – December 2015

After engaging a first u.lab process around the future of their neighborhood, participants raised funds to develop an action-oriented u.lab program to drive change in their local food system.

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



"I'll never face challenges in the same way again. u.lab has given me a whole new way to think and do."

—Member, Impact Hub Brixton

The former partners

Emerging Future

We are global movements of innovators, entrepreneurs, activists, and change-makers built to bridge divides and cultivate collaborative action.



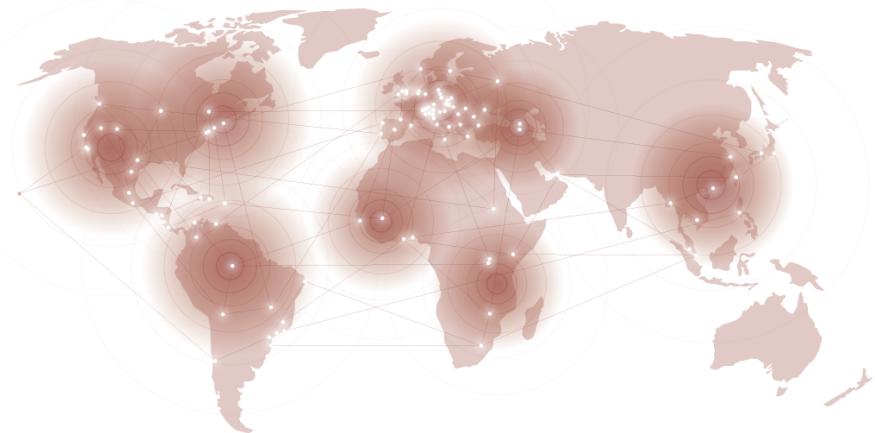
Global network of collaborative spaces, entrepreneurial communities, and capacity building programs that inspire, connect and enable impact.

15,000 members • 90 cities • 50 countries



Global action learning platform and Massive Open Online Course (MOOC) introducing “Theory U” change leadership methodology, delivered through MITx & edX.

90,000+ registered participants • 180 countries





Thank you.

www.impacthub.net