BE COM LAB
INSTITUTIONAL LEADING LABS

DESIGN TO INNOVATE AND INNOVATE TO TRANSFORM

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Just *'coming up with cool ideas'* is not enough for innovation to be sustainable. We combine creative ideas with viable business models that solve real problems to come to a sustainable business model. Be com is a global innovation lab. We bring people together to develop and test new methods to address challenges across the international development and sustainable response sectors.

We identify innovative, scalable, implementable solutions, supporting disruptive ideas, and accelerating development impact.

We open people up to new ideas, help them to experiment with new approaches, and free them up to support the development of social entrepreneurs working on shared goals.

Simply put, with us, innovation is finding and applying new approaches to address existing problems or serve unmet needs. From a development perspective, an innovation is a new solution with the transformative ability to accelerate impact.
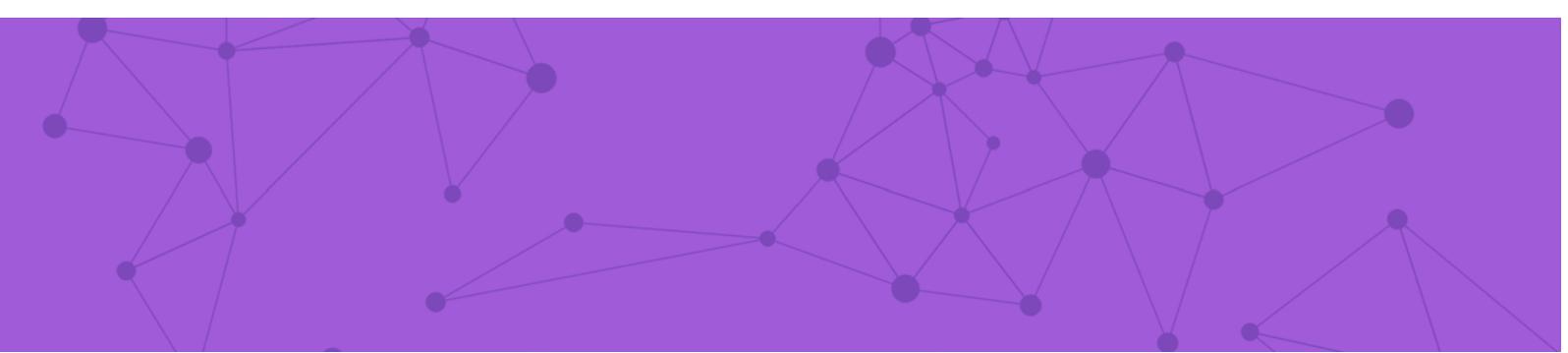
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TRANSITION DESIGN LAB

Problems of **sustainability** have political, social, economic and ecological elements that make them difficult to solve. **Transition design** is an approach that takes practice steps that get you to a **future goal** that may be decades away. It requires prioritizing designs that are **strategic** as opposed to designs that solve current problems.

Transition Design acknowledges that we are living in '**transitional times'**. It takes as its central premise the need for societal transitions to more sustainable futures and argues that design has a key role to play in these transitions. It applies an **understanding of the interconnectedness of social, economic, political and natural systems** to address problems at all levels of spatiotemporal scale in ways that improve quality of life.

Implementing our Lab will permit you design approaches informed by new and different value sets and knowledge, find 'emergent possibilities' within problem contexts, as opposed to imposing pre-planned and fully resolved solutions upon a situation.

Transition Design Lab will also permit you to

• develop powerful narratives and visions of the future or the 'not yet'
• amplify and connect grassroots efforts undertaken by local communities and organizations, as service design or social innovation solutions can be steps within long-term transition solutions.
• work in transdisciplinary teams to design new, innovative and place-based solutions rooted in and guided by transition visions

Although we consider Transition Design to be a distinctive way of designing, it is complementary to other design approaches such as design for service and design for social innovation. Transition Design requires a commitment to ongoing learning and personal change as well as the tenacity to change a system through multiple, iterative interventions over time.

INSTITUTE FOR GOVERNMENT LAB

We are creating Effective Ministerial Teams and we help make government more effective.

We carry out research, look into the big governance challenges of the day and find ways to help government improve, re-think and sometimes see things differently.

We offer unique insights and advice from experienced people who know what it's like to be inside government and we provide inspirational learning and development for very senior policy makers.

We do this through labs, seminars, workshops, talks or interesting connections that invigorate and provide fresh ideas.

We are placed where senior members of all parties and the Civil Service can discuss the challenges of making government work, and where they can seek and exchange practical insights from the leading thinkers, practitioners, public servants, academics and opinion formers.

POLITICAL LAB

We explore how new media and psychological processes each shape political attitudes, public opinion, and political behaviors.

We also examine issues in the measurement of public opinion including techniques for reducing measurement error and improving survey design. Other areas include the formation and consequences of political misperceptions, how citizens engage political information in social media, and the role of emotions in politics.
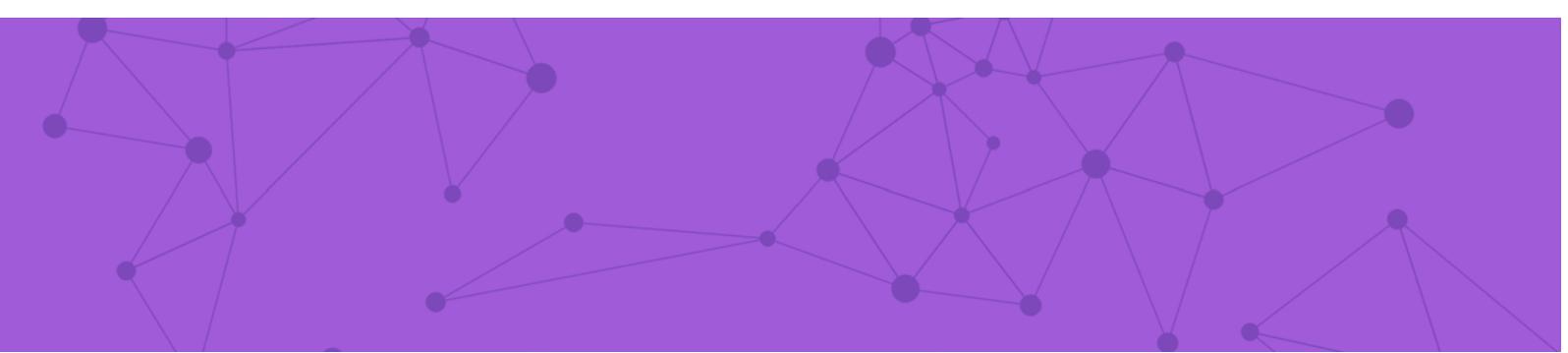
OPEN GOVERNMENT / GOVERNANCE LAB

Open Government Lab plays a convening role to engage practitioners from around the world and initiates a dialogue in order to identify case studies and pilots, assess impact and inspire greater innovation across political, government and civil society actors. We develop recommendations on how to use political sustainable solutions.

We explore when and under what circumstances engagement can result in politics that are both more legitimate and effective.

UNESCO'S ACADEMY FOR YOUNG WOMEN

The PR and Organizational Communication Lab within UNESCO's Academy of Young Women, designed by experts Laura Petrache and Yannick Le Guern, founders of B1 – AKT – Leading Sustainable Strategies & Paragon Communication, presented successful communication strategies, promising interventions as well as emerging research that can potentially be applied in global settings, in relation to preventing types of violence against women.

The discussions focused on:

• What are the specific postures, behaviors, tips in order to communicate, conduct projects and become a global sustainable leader when you are a woman?
• What are today's generational issues and expectations for X, Y, Z and Millenials?
• What are levers through which to act as leading communicators?
• How can youth participation channels become accessible to all?
• Fostering inclusiveness of European youth participation
• How can we become Global Sustainable Leaders?
• How can we build sustainable communities?
• How can we act as global citizens and have global mindset?
• How can we build and use power bases effectively
• Foster creativity and manage change
• Social entrepreneurship consciousness
• European communication channels, developing and reaching audiences
• Establishing positive communication with diverse group of stakeholders