

## London Creative Labs: Pioneering the Venture Society

1. At a time where many communities are broken, Inclusivity and participation are at the heart of the labs, by design.
2. We happen to be in line with the freshest public policy around work creation and communities stepping up to what the state can no longer do best.
3. We are practical and emphasize the experiential over the theoretical. Our labs will increase the necessary Social Proof/confidence to scale up collaboration.
4. Social Startup Labs tackle separation across silos by bringing the whole system into the room and longer term, stimulating the emergence of diverse organizational ecosystems.
5. We are not working alone! A Social Startup Lab is a rich seed informed by the input of over 100 movers and shakers.
6. In this time of recession, the labs are about uncovering new markets that include the disenfranchised at every level.
7. The labs are dynamic and meet people where they are: bringing in to play Muhammad Yunus' dormant "social action" ideas from his 2006 book "Creating a world without poverty".
8. We are not skating over the surface of issues. Social Startup Labs are complex systemic interventions, something society needs to get much better at doing to tackle issues such as worklessness.
9. Our approach follows Nobel Laureate Ostrom's multi-scale approach to challenge the old collective action adage that only local actions coordinated by a top-down approach can work for global challenges. Our practices will feed back into policy.

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Acknowledgements:

