

# Innovation & Entrepreneurship in a Wellbeing Economy

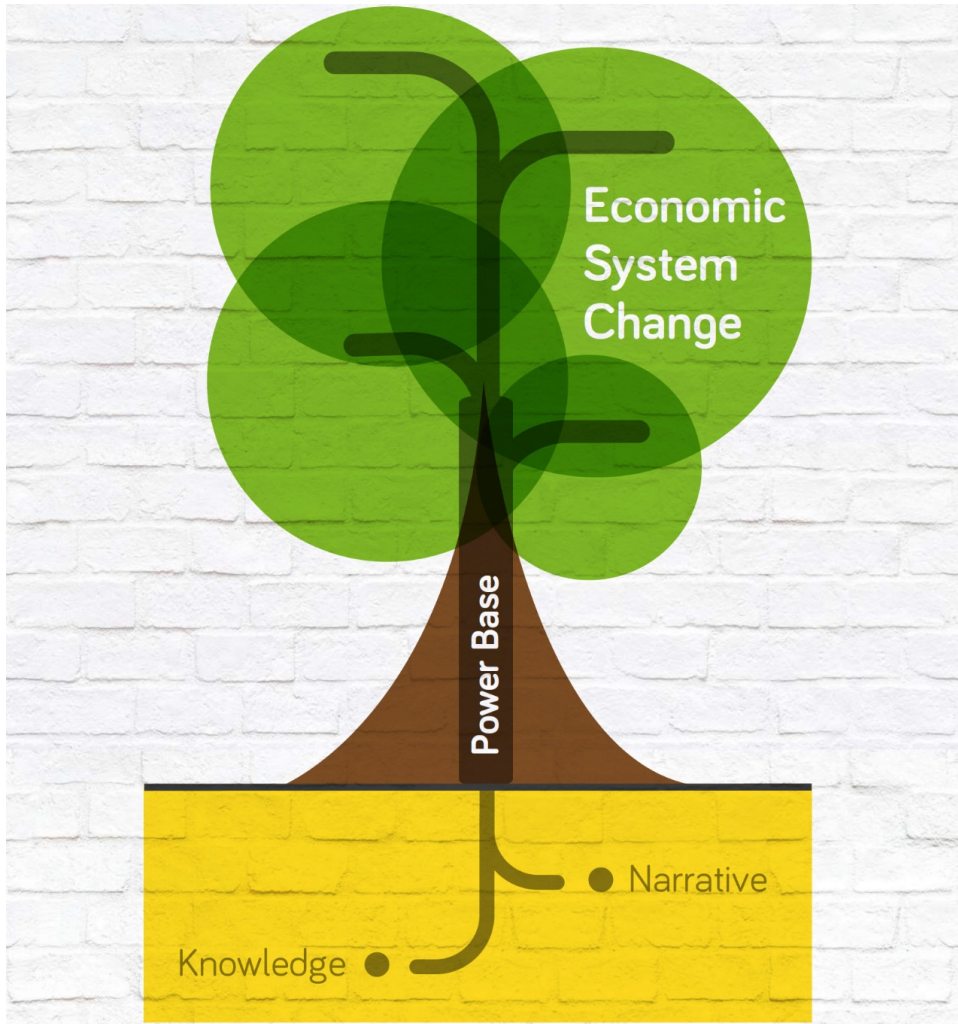






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26/02/2022

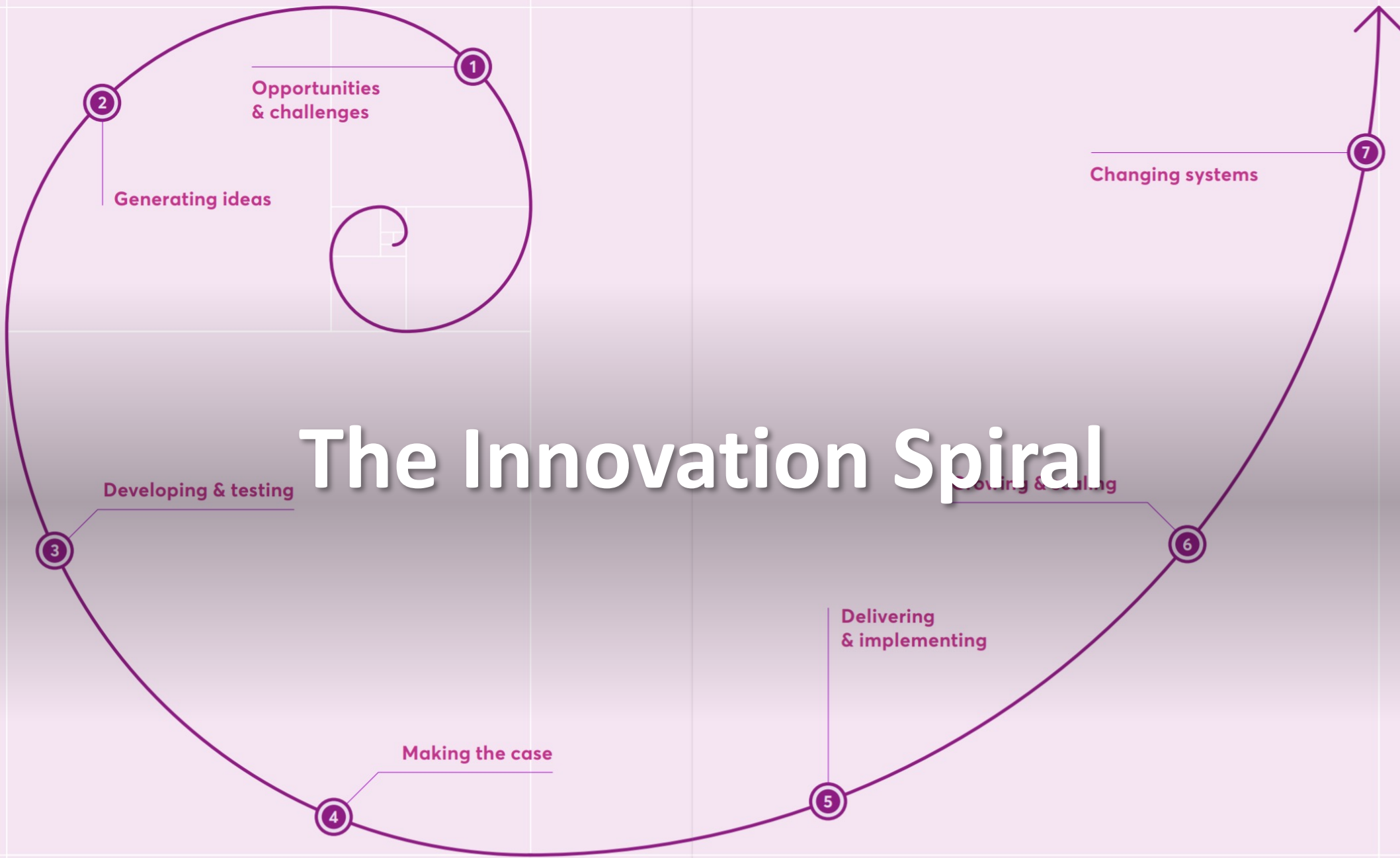
# Innovation in a Wellbeing Economy



Economics and business practices are oriented to deliver an equitable distribution of wealth, health and wellbeing, while protecting the planet's resources for future generations and other species.

People and nature are at the centre of a new economic purpose, closing the gulf between the economy and democratic control

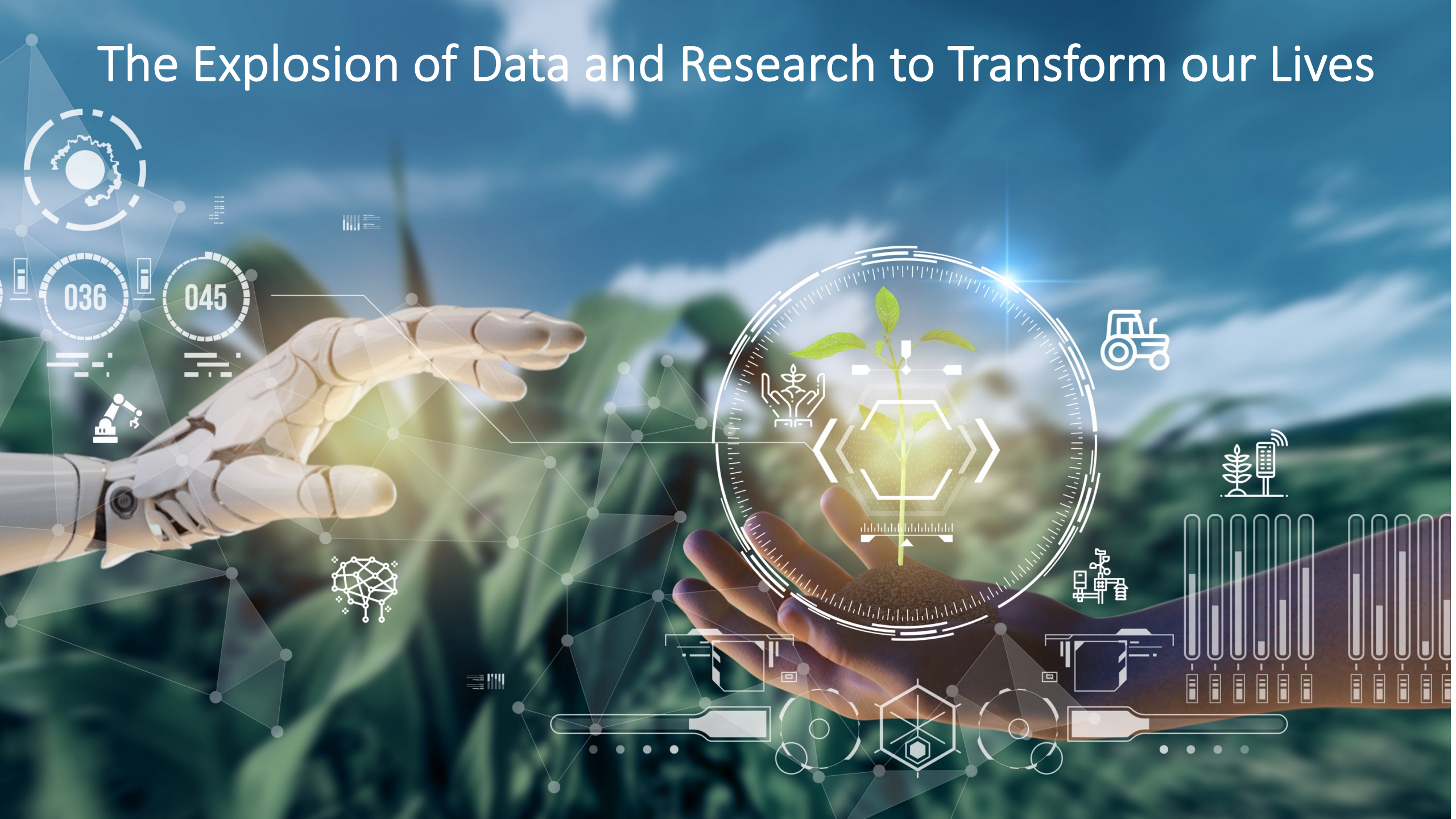
Delivering good lives for people first time around, rather than requiring expensive downstream interventions to fix the damage caused.



# The Innovation Spiral



# The Explosion of Data and Research to Transform our Lives

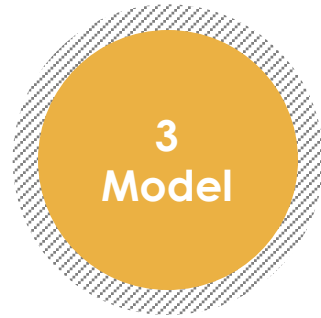


# Innovation Case Study Mau-Mara Natural Capital Company





# Innovation Stages in Community Development



Community Co- Design

Community Co-Laboratory

Community Co-Production

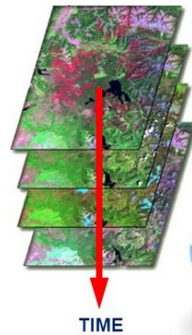
Community Deliberation



Citizen-led research



Understanding what matters



Analysing what matters



Community surveys

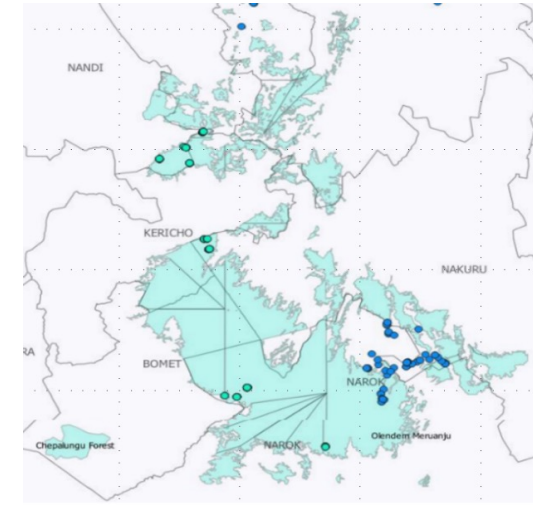
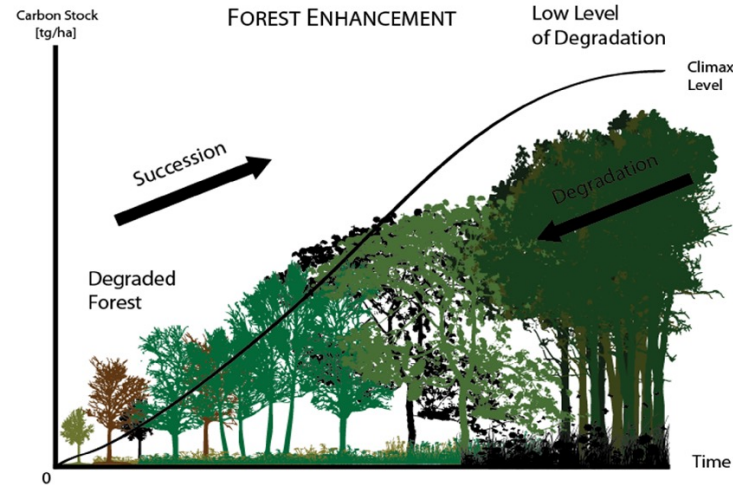


Co-producing Wellbeing Index

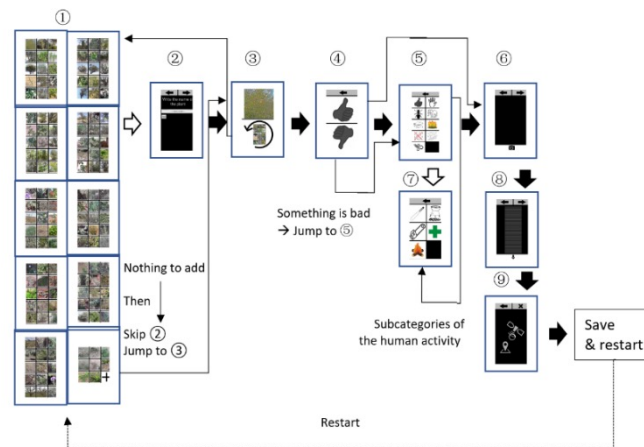


Developing Future Scenarios

# Case Study Transforming Community Research and Knowledge



## Mobile Data Platform



Community mapping of forest ecosystem health and indigenous trees



# Case Study Natural Capital Investment Platform



**Forest Restoration (REDD+)**  
**Carbon Sequestration (Net Zero )**  
**Indigenous Medicines (Biodiversity Net Gain)**  
**Livelihoods (ESG)**  
**Natural Capital “Living Shares”**





# Wellbeing Economy Innovation Design Principles

## Goal oriented

promoting the wellbeing of people and planet.



## Participatory

creating, through open, co-creative, and transparent processes where diverse communities meaningfully engage and contribute throughout.



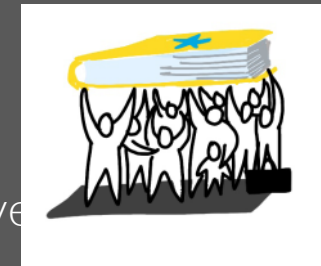
## Contextual

no one-size-fits-all solution but embedded in local values, culture, context, and objectives.



## Strength-based

recognising the strengths of communities, focusing on achieving the positive aspirations of society rather than purely mitigating negative outcomes.



## Holistic

Being part of, and not distinct from, society and the environment.



## Experimental

processes encourage continuous learning and experimentation to find innovative solutions that foster wellbeing.



## Evidence based

informed through a systematic use of qualitative and quantitative evidence.





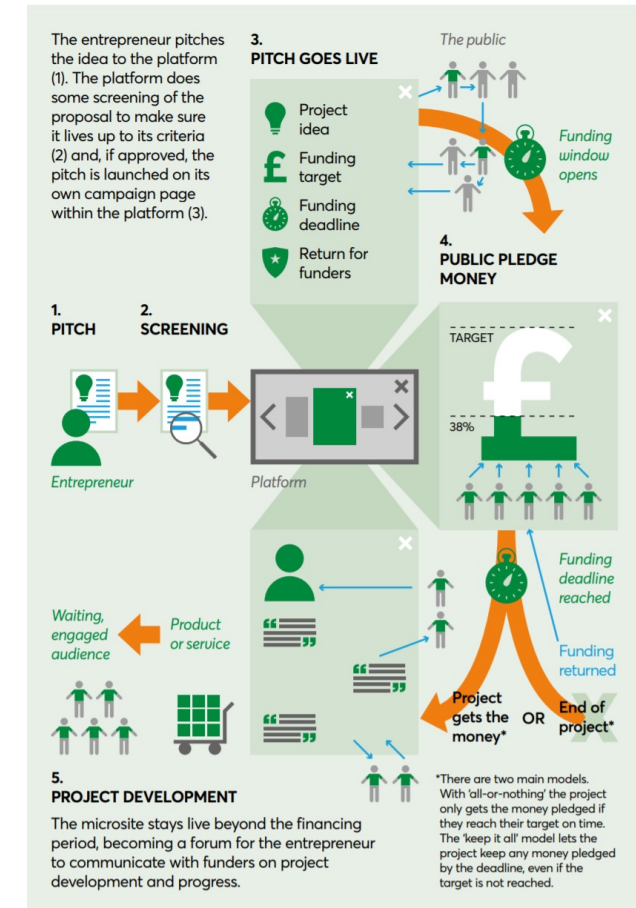


OUR MISSION:

To inspire the next generation of entrepreneurs to use the power of business as a force for good.

Learn More

# Case studies: Crowdfunding & Fast Forward 2030 UK







COMMUNICATION

TEAMWORK

SUPPORT

COLLABORATION

MOTIVATION

COOPERATION

PROMOTION





# Case study: Shujaaz Inc a community of social ventures

## **SHUJAAZ INC.** THE SHUJAAZ INC NETWORK

[More About Our Ventures](#)

Our Emmy award winning team of young East African researchers, creatives, strategists and producers design and run our network of social ventures: Shujaaz – East Africa's biggest youth brand; Hustla MBA – our digital learning community; and our newest venture – set to launch in 2020.



SHUJAAZ

Multimedia  
youth  
platform



HUSTLA MBA

Digital and real  
world learning  
community

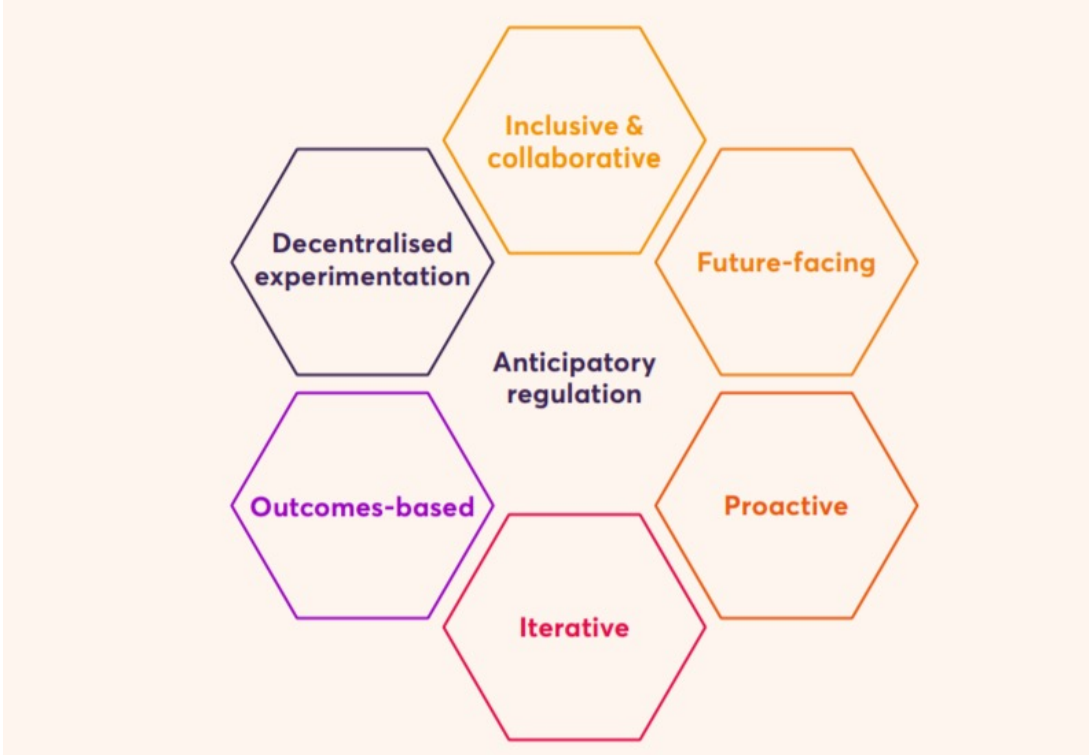
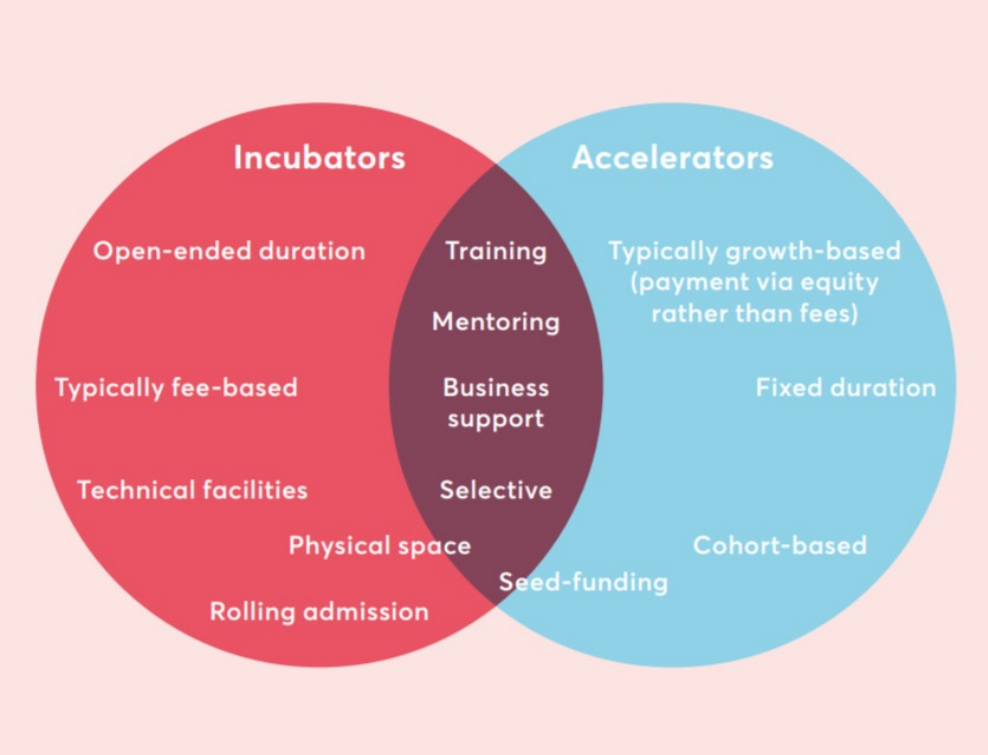


MESH

Digital  
networking  
venture



# Moving from incubators to accelerators & anticipatory regulation





# Experiments and Futures

## The 100 Day Challenge

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- Building recognition and respect among communities
- Innovation mapping – building the collective knowledge of what exists
- co-creating a range of innovative ideas
- achieving learning and results
- identifying shifts in culture, mindset and relationships
- stimulating new ways of working across organisational and professional boundaries, and with people and communities, ultimately helping systems and places, adopt a more collaborative and inclusive approach



