

U.LAB FOR SYSTEMS CHANGE

We live in a time of amplified destruction, facing a widening of ecological, social, and spiritual divides.

We also live in a time of possibility, where conscious and aligned people can change the world.

The Presencing Institute's u.lab demonstrates ways to bridge the divides by creating social technologies, living examples, and collective capacity across the globe.

We seek venture philanthropists and donations to help us progress on this global eco-system journey.

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INTENTION

PI's u.lab aims to support a global shift from the current field of **absencing**—the cycle of destruction fueled by the dynamics of *prejudice*, *anger*, and *fear*, to the emerging field of co-creation, or **presencing**—the cycle of creation enabled by accessing the deeper levels of our humanity via *curiosity*, *compassion*, and *courage*.

U.LAB IS:

a global network of innovation labs, communities, place-based initiatives and action research pioneers:

1. **Social Innovation Labs** that link critical stakeholders across local, regional, and global scales and co-generate cross-sector responses to large-scale systems challenges;
2. **a global network of hubs and incubators** that prototype solutions;
3. **a massive, free, online platform for building collective capacity** and co-creating new narratives. The platform blends new tech tools, state-of-the-art social change processes, and multi-local community building efforts in order to catalyze and scale societal renewal.
4. **research** to help change makers address the root causes of the ecological, social, and spiritual challenges of our time.

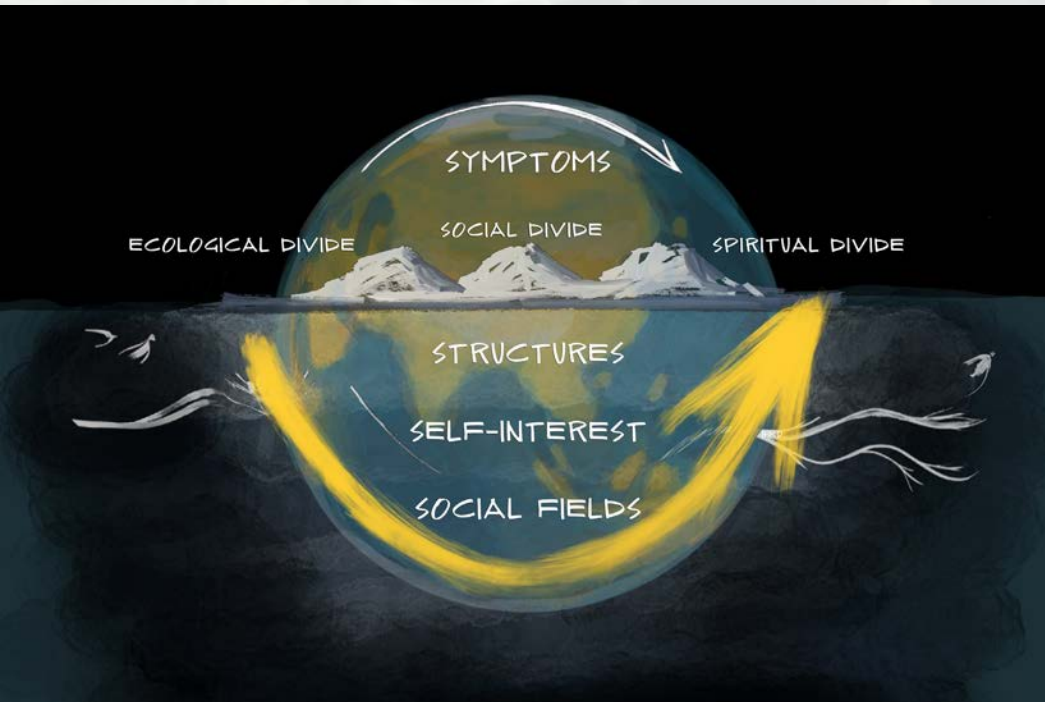


PRESENCING
INSTITUTE

WHAT WE DO

u.lab is addressing the urgent need for new structures, mindsets and sources of creativity across institutions and communities.

Our work aims to update the current operating code of our economies, democracies, and educational systems. We help stakeholders move from ego-system awareness focused only on their own wellbeing to eco-system awareness grounded in the wellbeing of all. This consciousness-based approach focuses on four levels of systems change.



OUR IMPACT

With our partners we create innovative breakthroughs that substantially improve people's lives.

Innovation lab examples: Novos Urbanos (Brazil). In Sao Paulo, a cross-sectoral collaboration among 40+ organizations is focusing on increasing children's and low-income communities' access to higher quality food and nutrition.

In NYC, using Theory U, the Bronx Cooperative Development Initiative (BCDI)—a network of grassroots and labor leaders is working with city government, leaders of major Bronx institutions, small businesses, investors and others to build a community enterprise network. The network will enable coordination across sectors so that Bronx residents can shape the economy to create shared wealth and support community well-being.

Place-based hubs: Over 600 hubs have formed worldwide. In Scotland, the national government is rolling out u.lab's hub system in 30+ communities across the country in an effort to pioneer a more decentralized approach to governance.

Capacity building: In 2015, we launched a Massive Open Online Course (MOOC) that reached more than 75,000 participants in 185 countries. Ninety-three percent of exit-survey respondents described their experience as inspiring (60%) or life-changing (33%). And, after two decades of in-person programs, we have built **a community of thousands of PI and partner program graduates**, as well as a global eco-system of master practitioners and co-facilitators.

Social technologies: For over 20 years, we have created, ground-tested and refined a set of methods and tools, making them freely available via the edX and Presencing Institute websites. Our creative commons tools are used by change makers across the globe. Otto Scharmer's *Theory U* and two other books describing our theories and methods have been printed in 20 languages, reaching hundreds of thousands of readers worldwide.

Institutional relationships with MITx, edX, Tsinghua University, XuetangX (China's version of edX), leading global companies, NGOs, and governments in North America, Brazil, China, Costa Rica, Africa, Indonesia, and Europe, as well as leading innovators in finance and social entrepreneurship, such as the Impact Hub network and the Global Alliance for Banking on Values.

U.LAB ORGANIZATION

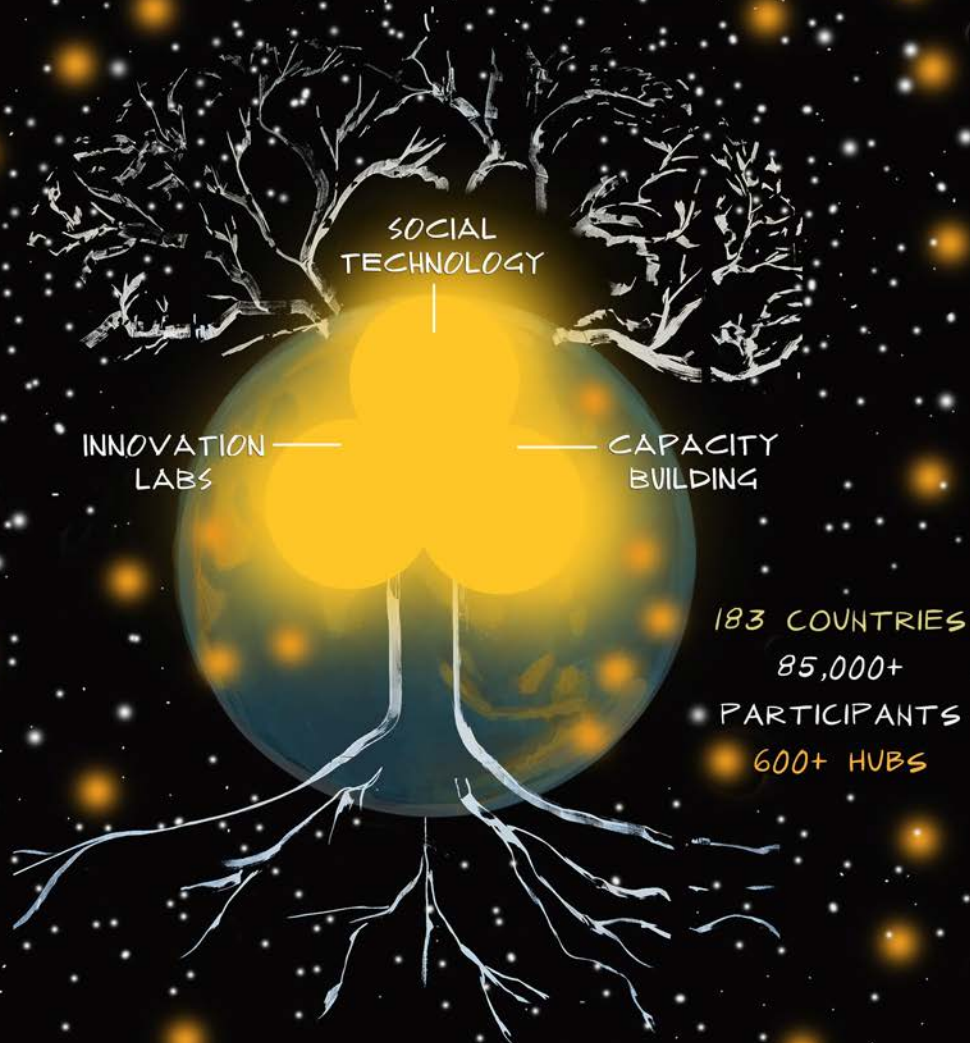
PI's/u.lab's extra-lean and efficient organization uses only two full-time staff, no offices, and an annual budget of less than \$2 million to deliver projects, labs, and programs with immense impact. We achieve results by relying on a vibrant global network of highly committed partners and volunteers—modeling in practice the idea of intentional economies. *See the u.lab stories of impact on the backpage.*

NEXT STEPS

In the next three years, u.lab will:

- Continue its innovation lab strategy to prototype solutions across sectors;
- Consolidate the expansion of u.lab activity sparked by MOOC participants and u.lab volunteers;
- Continue cultivating the global, multi-local community of change makers with methods, engagement and increasingly user-generated tools;
- Evolve operations to return to u.lab's 90% self-funding rate prior the most recent expansion into free online offerings.

U.LAB for SYSTEMS CHANGE



U.LAB STORIES OF PROFOUND CHANGE

Theory U and the u.lab-related efforts of the Presencing Institute have been instrumental in numerous large multi-stakeholder change efforts around the world. They include:

WELLBEING FOR ALL

The Global Wellbeing Lab (Worldwide): Co-convened with Germany's GIZ and the Gross National Happiness Centre in Bhutan, the lab uses hands-on prototyping to support innovations that shift organizations and economies from a narrow focus on profit and GDP to serving all stakeholders.

ECO-SYSTEM CULTIVATION

Agricultural Transformation (Ethiopia): Working in partnership with Synergos, providing capacity building to top leaders and throughout the Ministry of Agriculture to support the implementation of new ways of increasing yields. The project has resulted in an increase in the production of tef, the national grain, by 44% and an increase in wheat production by 18%.

The Coral Triangle Initiative (Indonesia): Prototyping new ways to implement sustainable eco-system management practices in the second largest ecosystem on the planet.

Nigeria: In collaboration with the Gates Foundation and Synergos, supporting the effort to shift Nigeria's overdependence on oil by activating the potential of the country's agriculture sector.

South Africa: Contributing to an enabling environment for farmers that has helped them shift toward a restoration economy with investment from large-scale business and investors (commonland.com).

PURPOSE DRIVEN BUSINESS

Eileen Fisher (USA): An organizational transformation undertaken by the Eileen Fisher company, a leading innovator in women's clothing. The company is aiming for 100% sustainability by 2020 and, in the longer term, contribute to transforming the entire fashion industry (the second-worst-polluting industry on the planet).

Social Finance (Brazil): Mobilizing wealth and resources to activate impact investment for societal wellbeing.

China: Engaging top financial institutions such as ICBC and leading technology companies such as Alibaba in an "evolutionary business lab" initiative, supporting social transformation and evolution in the technology age.

Just Money Initiative: Creating a movement of small and medium-sized financial institutions that use finance as a tool for social change. This initiative is being developed in close partnership with the Global Alliance for Banking on Values (gabv.org).

HEALTH & EDUCATION

Namibia: Working in partnership with Synergos, a public health lab in Namibia contributed to a 14% decrease in infant and maternal mortality and was instrumental in the creation of "Regional Development Units," which have been replicated across seven regions countrywide.

Co-facilitating the implementation of **Universal Health Coverage** in Africa (in collaboration with the World Bank and GIZ).

U.lab MOOC (Global): Participants surveyed after the 2015 u.lab MOOC, reported that they had been deeply inspired to create change in their own communities. The survey found that 50% formed three or more collaborative initiatives through their participation in the course. Participants estimated that, on average, 60 people outside the u.lab were impacted by changes a u.lab participant initiated. Thirteen percent of participants reported that they raised at least \$1,000 to support their own prototyping work.

Education Lab and MOOC in China and globally (launched in May 2016).

GOVERNANCE

U.lab participants from the Scottish government have launched "The University of Life in Recovery," a platform for building long-term recovery in the community by offering courses and experiential learning opportunities.

Zambia: Theory U is being applied to the campaign to attain gender equality in Zambia's Public Service (in collaboration with the British government's Department for International Development and the UNDP).

Tanzania: In collaboration with the World Bank, we helped the Tanzanian government (end of 2015) to develop the current National Skills Development Strategy, which links education with the real needs of society and the economy.

China: The IDEAS Philanthropy Program is linking top-down (national and provincial government) approaches with bottom-up tactics (activating civil society).

Shanghai 2030: Working in partnership with UID (United In Diversity), this cross-sectoral leadership program seeks to make Shanghai an innovation metropolis, a national strategy in China.

IDEAS JingJinJi (Beijing, Tianjin, and Hebei integration) is utilizing the U process in a high-level national strategy supported by the Standing Committee of the Politburo in China.