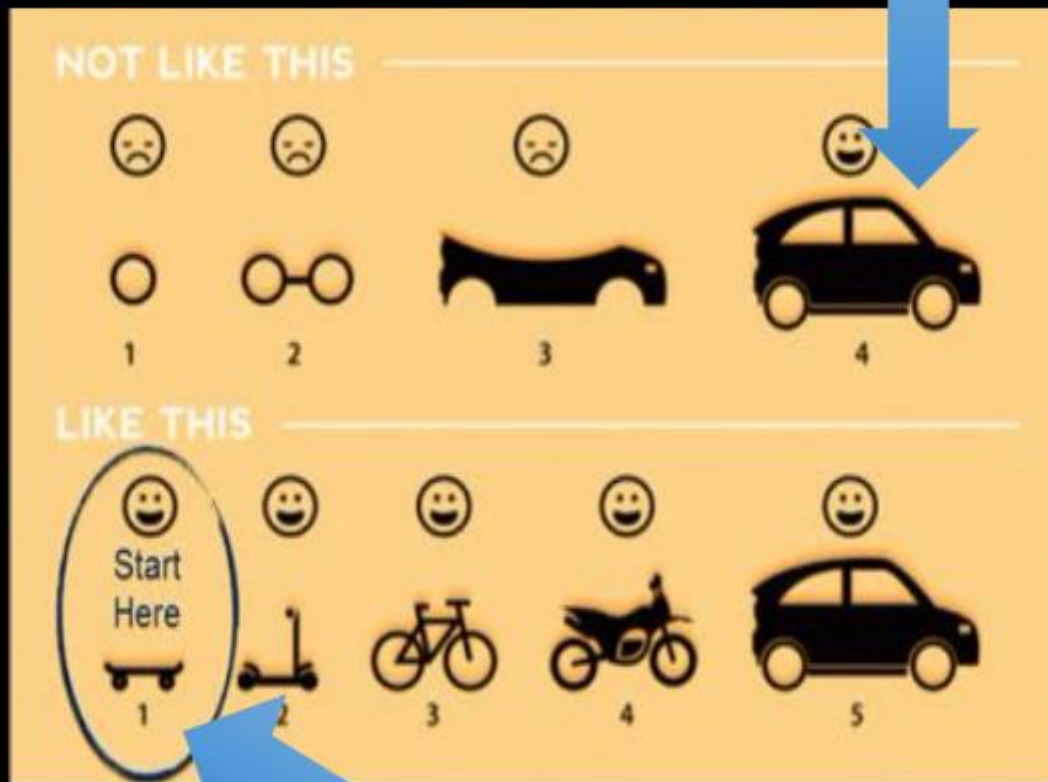


BLUE ACCELERATOR LAB



Traditional innovation



How patients/lead users approach solutions

@DanaML
ewis

Who's a more 'legit' expert on poverty: an economist or a poor person?

NE ROOM

[About](#)

[Work](#)

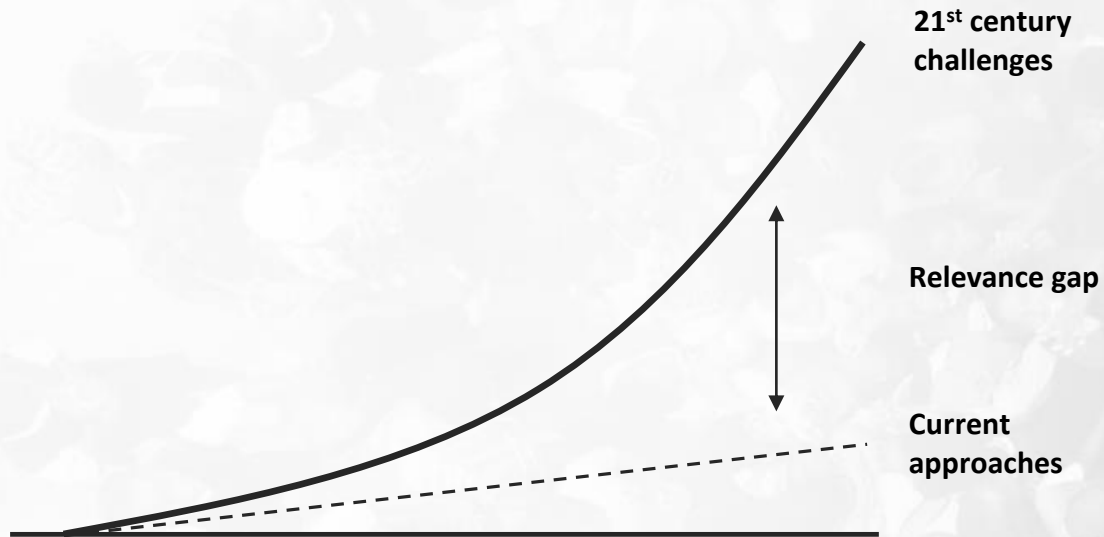
[People](#)

[BI](#)



People do not put their needs on hold because service delivery failed, they innovate or improvise. Affected populations come up with their own solutions

Creative rapid innovation



TOWARDS A 21ST CENTURY MODEL FOR DEVELOPMENT

1. Radically accelerated learning.
2. A greater breadth of solutions.
3. The ability to bridge to scale.

TODAY

Logical, sequential, convergent repeatable process

Learn from pilots over 1-2 years

Pursue “unicorns” – invest in a single solution at a time

Best practices lag behind challenges that are constantly shifting

Teams working in isolation
“re-learn” what other teams have already learned

TOMORROW

Messy, parallel, divergent, recoverable process

Faster learning loops through iterative, experiment-driven testing

Portfolios of potential solutions allow us to consider multiple solutions in parallel

Learn from existing, local solutions allows that are solving the problem today

Collective intelligence through a globally integrated network



THE BLUE APPROACH

**Communication / Sensitization /
Mindset change**

Experimentation

Sustainable Financing



Ports & Shipping

Shipping

Ports

Food, Nutrition & Health

Fishing

Mariculture

Blue
Biotechnology

Energy & Raw Materials

Marine
Renewable
Energy

Marine Minerals

Tourism & Leisure

Tourism

Leisure -
Amenity

Habitats, Ecosystem Services & Coastal Protection

Marine
Ecosystem
Services

Marine Habitats
& Conservation

Maritime Monitoring & Surveillance

Maritime
Surveillance

Environmental
Monitoring

Core Partnership Advisory Board

CATALYTIC CHANGE AGENTS

You will play a consultative role and will provide feedback of Lab's initial "missions" and will assist to deliver Lab's expected results. Additionally, you will also contribute to scaling up solutions and promoting sustainability of the interventions.

We will devote special efforts to identify Partnerships that represent a collection of **conventional** and **unconventional** partners to help address solutions in the pursuit of blue economy models that help in diversifying their economic outputs.

Our partnerships should reflect the spirit of **creative, rapid innovation** that the Labs seeks to inspire.



The Team



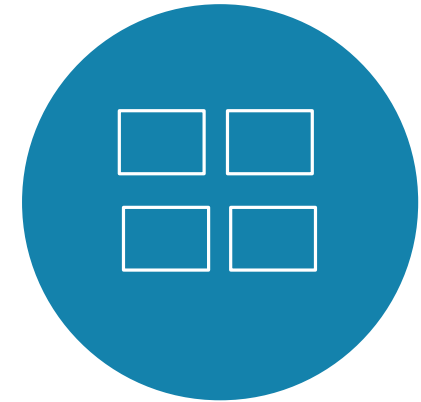
Head Of Exploration

Shine light on emerging trends, make the case for change, and build the local partnerships we need to scale solutions.



Head of Solutions Mapping

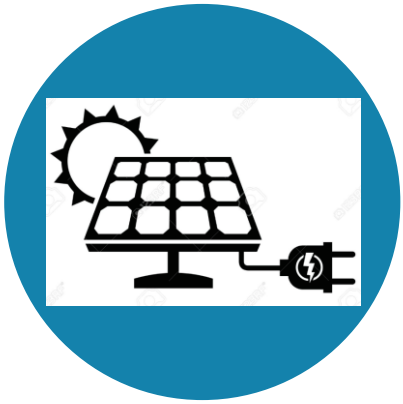
Get immersed deeply in communities, identify local solutions, and bridge bottom-up solutions with policy design.



Head of Experimentation

Build portfolios of social or environmental solutions, strengthen the design of solutions, and learn through experimentation.

Some Blue Ideas



Renewable energy and fisheries



**Waste management and
bio-technology**



Blue certification



Blue financing



THANKS!

