



# Webinar: Innovation and Sustainability 101

Date: **24th June** Time: **11am – 12pm**

## Innovation

As we re-emerge from lockdown, more and more clients tell me that they need to make changes in their organisations, but they need help achieving their goals. They want to create new opportunities and try new ways to stay relevant and in touch with the many changes that have taken place in our society, global communities and economies.

From Civil servants to senior corporate leaders, they all say similar things

“we need new strategies, new ideas, new initiatives to adjust to the new normal”

The problem is they just don't know where to start, and many are facing budget cuts which means they need to do more with less. ***This is where innovation comes in.*** Innovation can help to understand the risks

and embrace the opportunities. Using innovative approaches can help people create new solutions to respond to a range of issues from large scale complex challenges such as homelessness and urban poverty, to more localized issues such as organisational development and governance.

Innovation provides a structured process to get to the root cause of the problem and creatively design new initiatives and services. In addition to this, using innovative techniques can help to design more effective solutions, at a much faster rate and a much lower cost.

As we begin to embrace the 'new normal', what we need are the right tools and methodologies to help restructure our organisations, communities and economies, to be stronger, more sustainable and inclusive.

## This webinar will:

- Provide an overview of innovation techniques, skills and tools which have been used globally in the private and public sector, to address complex global challenges and design new solutions
- Focus on key areas of the innovation project cycle from framing the challenge to designing, testing and scaling the solution
- Draw from real-world global case studies to illustrate how innovation practice can be successfully applied
- Outline the common challenges and lessons highlighted by innovators and policy makers

## This webinar is suitable for those who:

- Need new tools & techniques to help them adapt to the post Covid, post Brexit world
- Want to focus on addressing specific sustainability issues from the climate risk to social impact and inclusion
- Want to improve the sustainability of their own companies
- Are seeking new business models and new ways of working to stay relevant and respond to the needs of their communities



## About Tanya:

Tanya Popeau is the Director of Synthesis. She has worked with the world's leading corporates, non-profits, development agencies and academic institutions to design breakthrough innovations to global challenges.

Her projects have covered a range of global issues including urban poverty, disaster risk management, governance, youth unemployment, energy efficiency, women's economic empowerment, sustainable development and education.

