

# **Social Innovation: The Essentials**

---

**Lisbon, Next Revolution Conference, May 29th, 2008**

---

Charles Leadbeater



We Think, therefore...





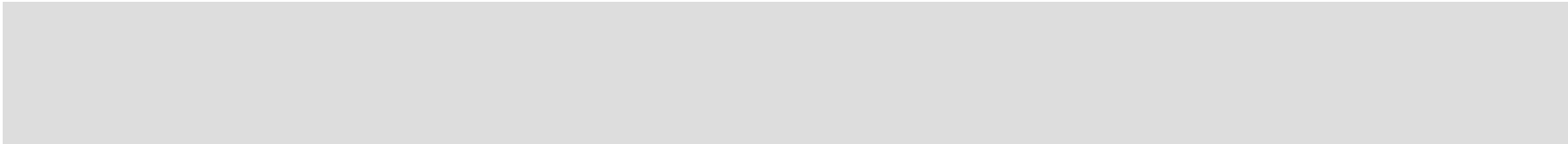
Wikipedia, Linux, Second Life....



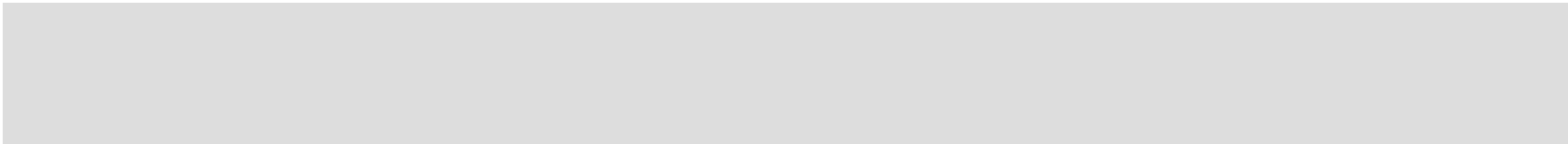


Barefoot College, Grameen....





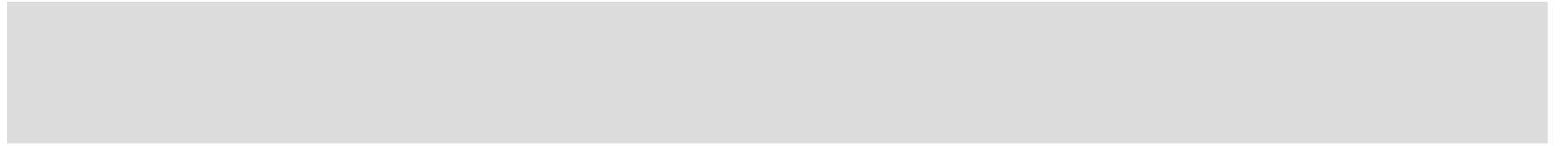
Completely Creative Cities ....  
Curitiba, Portland



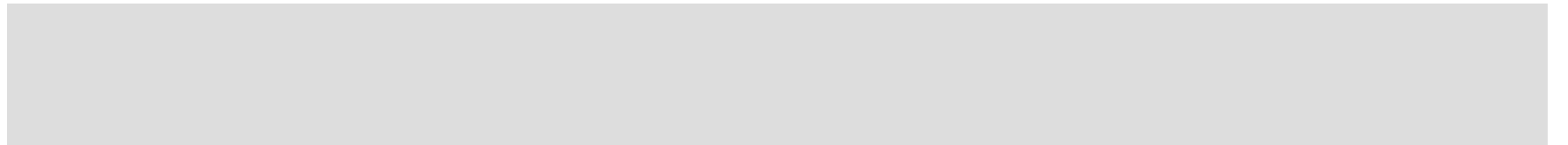


First, the promise and the purpose





Second, the capacity to act and to learn





Government:  
hierarchical, yet chaotic and stagnant





Third, to diffuse and embed



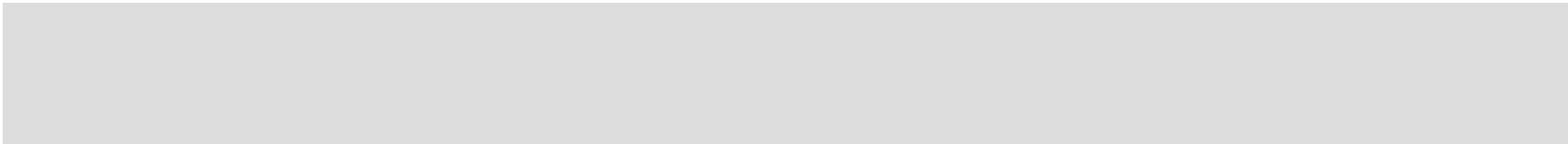


Corporations:  
dynamic but soulless and narrow





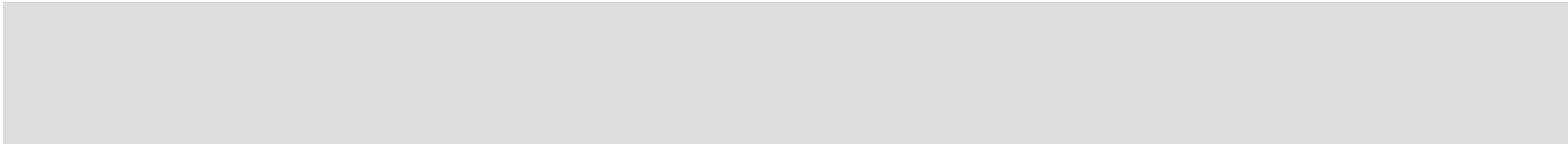
Fourth, change relationships of power,  
knowledge, resources



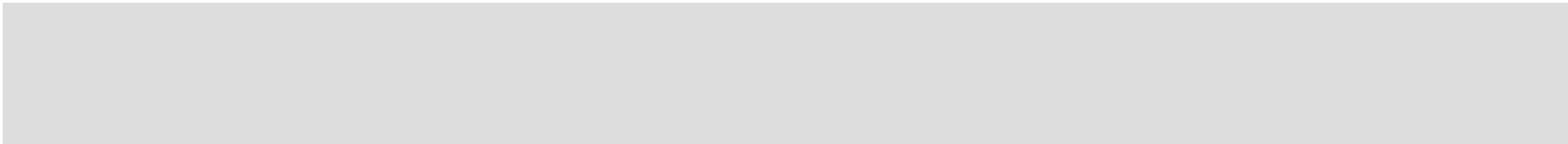


A different model of social change -  
revolution but by rapid small steps





We Think, therefore...  
we make, invest, campaign, recycle,  
learn, support, act





Pragmatopians



# **Do you really want to be a Social Innovator?**

**Lisbon, Next Revolution Conference, May 29th, 2008**

---

Charles Leadbeater



First of all...an admission





I don't like Mr Ronaldo





I am an Arsenal fan





You have to be thought of as mad





You have to be accused of being wrong





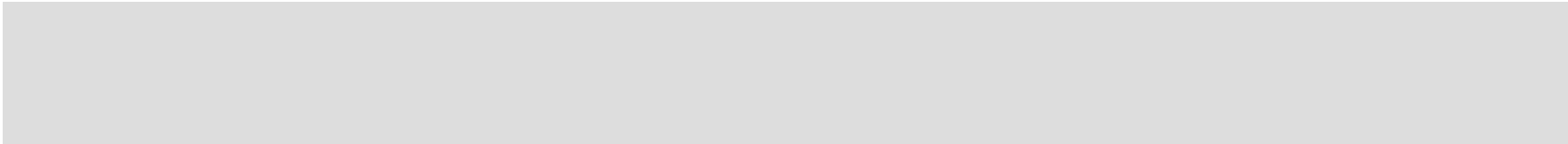
Be relaxed being marginal (to begin with)



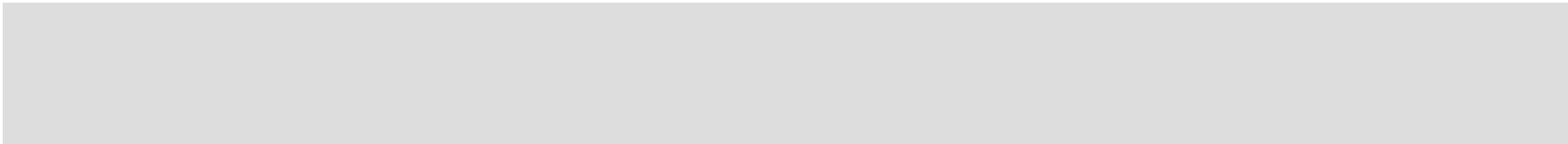


You need money but don't follow it





Talk (and listen) to anyone  
not just the high ups





You have to defy gravity





It helps to know Geoff Mulgan





But you have to know Joao and Diogo





You have to come to Portugal

