

# BUILDS

## Laboratory 4 Change



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# BUILDS: LABORATORY 4 CHANGE

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Through everything we do in our lives, the most important would be to make someone's life better. Selfless is a great virtue that needs to be mastered in order to make the world a better place for us and for generations to come. The engines of change are **CREATIVITY** & **MOTIVATION**, don't see a problem as a problem but as an opportunity through its hidden potential. We are all equipped to become problem-solvers we just need to apply the principles of **BUILDS**:

**B**

For **Believing** in yourself and in your ability, believing in others and in the cause, you are fighting for.

**U**

For **Understanding** the problems you, your family and your community are facing, trying to analyze the problem from different angles and perspectives. By discovering the root cause of that problem, is one step forward to the solution.

**I**

For **Inventing** and developing an idea that responds to a problem. Remember a problem is an opportunity, therefore how do you make a business out of it? and who are you involving in this process?

**L**

For **Listening** to the voice inside and to the voice of others, from listening you will be able to add up extra ingredients on your path to tackling that problem. Every solution needs to be able to stand up for itself, estranged from aid nor dependency on external factors.

**D**

For **Delivering** on your invention, idea, project, solution through creating a profitable business that at the same time helps you and the community.

**S**

for **Sharing** your journey as a social entrepreneur so that others can be INSPIRED & INCITED to act.

# How does it work?

## Unzipping the potential of BUILDS

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**BUILDS** starts with short lectures about social innovation and entrepreneurship given by invited professors. The aim is to establish a solid ground of reference and guidelines on how to proceed and work around challenges and their respective solutions, by exploring different methodologies and creative solution thinking.

With the second phase of the project, we contact a local administration to collect a social problem of which that area is affected from; environmental, mobility, health, infrastructure and so forth (**call for needs**). Moreover, we contact social innovators who are already tackling that challenge (**call for ideas**), namely already developed social start-ups. This will lead us to arrange encounters between the already existing solution elaborated by a social innovator to that area of Italy that has the corresponding problem/need, represented by a delegate from the local administration office, in order to make a need-solution assessment.

Afterwards we move on to the essential part of BUILDS, which is the laboratory; by applying all they learned, participants together with experts and partners work on the following three options:

1. to work on "bridges" through connecting problem to solution,
2. to develop an already existing idea and
3. to develop their own solution assessing also its applicability, thus answering to the following questions: to what problem it gives an answer to? the solutions lifespan, its cost and socio-economic-environmental sustainability?

Finally, the outcomes of the laboratory will be announced in a conference. Its effective implementation in real life will be evaluated by the stakeholders invited at the event.

# Step by Step

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## Sharing Knowledge

- crossroad for the below steps, it involves a calendar with series of encounters between teachers, students and social entrepreneurs. It has motivation and creativity at its basis, and it ends with the follow up phases of call for needs and call for ideas.

## Call for Needs and Ideas

- gathering social problems/needs from local municipalities
- gathering innovative solutions that are already tackling various social needs.

## BUILDS in Action - L4C

- **MATCH UP:** Brainstorming, given the inputs of the above phases, between students, experts & teachers.
- **ENCOUNTERS:** where need meets end. Solutions gathered from the call for ideas and challenges gathered from the call for needs are cross matched accordingly, the participants will then decide on which of the three options to work on.
- **WORKSHOP:** do the respective identified solutions respond to economic sustainability? Does it analyze social and environmental impact? And does it have a long-term lifespan? in this laboratory phase students, experts and teachers will work on solution applicability.

## Conference

- presentation of final outcomes, debating on the solutions effective implementation and sharing the innovation to a larger scale and audience.

*“Don’t wait on others to help solve a problem, when **YOU** are already the **SOLUTION**”*

