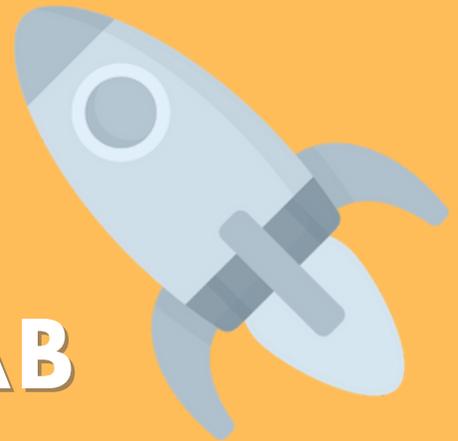




INNOVATION LAB



**INFORMATION BOOKLET
2023**



INNOVATION LAB

INFORMATION BOOKLET 2023

What is the Innovation Lab? 1

How can I join the Innovation Lab? 1

Lab services

Facilitated Workshops 2

Lab Incubator 4

Innovation Heroes 5

Office Hours 6

Lab products

Coffee Roulette 7

HelPeer 8



WHAT IS THE INNOVATION LAB?



Founded in 2015, the ITC Innovation Lab is a **grassroots collaborative hub for experimentation, learning and change at ITC.**

More than owners of Innovation, the Lab **provides a space and resources** for ITC colleagues to create more **inclusive and effective ways of working**, ultimately impacting the MSMEs we work for.

The Lab works through the development of **needs-based pilots**, using user-centered approaches that will be handed over to respective owners.

Participating in the Lab is an opportunity to **enrich skills** in facilitation techniques, collaborate with colleagues across teams, and grow leadership skills, all while having fun.



HOW CAN I JOIN?



The Lab is always open to receive new members. We are constantly looking for extra support for planning activities, facilitating events, coming up with new ideas, and giving feedback on old ones.

Feel free to come to our **Thursday afternoon sessions from 5 - 5:30 pm at the Innovation Lab (Meeting Room 2)** to learn more about our actions and how you can join specific activities. You can also **ask us for the meeting link via innovation@intracen.org.**

In the following pages, you will learn more about the Lab's existing initiatives and how you can get involved in each of them.



FACILITATED WORKSHOPS

Workshops designed to fit your needs.

Build your own workshops with the Innovation Lab

The Innovation Lab's primary duty is to increase capacity building and awareness about how people can learn, experiment, and implement new ideas within our organisation and others. One way to do this is through our **expert-facilitated workshops**.

This year, we have developed an offering for **internal and inter-agency workshops, as well as workshops delivered for projects** (see next page). Schedule a consultation with the Lab team to get a proposal and a quote for the activities you need.

All content and material is designed with **your and your participants' needs in mind**, and cost is determined case-by-case.

TOPICS WE OFFER:

- DESIGN THINKING
- FUTURES AND FORESIGHT
- BRAINSTORMING
- CREATIVITY
- FACILITATION
- ROADMAP CREATION
- UX/UI DESIGN

CLICK [HERE](#) OR
SCAN THE CODE TO
SCHEDULE A
CONSULTATION



TRAINING OF TRAINERS: DESIGN THINKING

In 2022, the Innovation Lab developed a **Training of Trainers** to increase the capacity of entrepreneurs, designers, and general ITC beneficiaries, on the facilitation of the **Design Thinking** process. This service is now an offering from the Lab to all ITC projects which might need it.

With this ToT, we aim to train participants on the Design Thinking methodology so they can **teach and mentor other business owners** and give them the tools to **analyse business challenges using a user-centric perspective**. This way, business owners can adopt a lean experimentation approach to piloting more profitable business offerings and products and services more appropriate for their clients.

Why Design Thinking?

Over the past decade, this user-centred methodology has permeated the social development practice because of its **collaborative approach** to identify solutions to challenges different users face. It provides a good framework to define **appropriate business models**, centred in what the client really needs, **avoiding the waste of time and resources** in developing models that might not be adopted as they don't respond to real needs.

If you are interested in acquiring this service, click [here](#) to request a consultation or contact us at innovation@intracen.org.



ToT in Tehran with the EU-Iran Trade Development Project

This ToT was piloted in May 2022 in Tehran, Iran, in support of the EU-Iran Trade Development Project. Over five days, participants completed a project based on a real-world case study to learn the principles of each stage of the Design Thinking methodology. The Innovation Lab delivered talks, practical activities, and feedback to participants as they reinforced their understanding of each stage of Design Thinking and their facilitation skills.

A total of 19 participants of different profiles (entrepreneurs, designers, coaches, professors, and partners in VC firms) successfully completed the five days of training and obtained certificates.

As of December 2022, five of the participants have delivered trainings on Design Thinking in universities, research institutes, startup accelerators and other businesses, training at least 50 young entrepreneurs in the methodology.

LAB INCUBATOR 2023

Pilot an innovative idea with support from the Lab.

Do you have an idea that could improve the way you do your work?



Join this programme to collaborate with peers in **creating a pilot** to solve a problem or to create an opportunity using an **innovative, user-centred methodology**.

With both **methodological and financial support**, as well as guidance from the Innovation Lab, you will embark on a short challenge to **understand a problem deeply**, come up with a **creative solution**, and **develop an action plan** to test and pilot your idea.

If you don't have a problem in mind but would still like to learn about innovation, apply as a supporter. We'll ensure you find a team that can benefit from your skills.

IN THE INCUBATOR, YOU WILL:

1. **EXPLORE A PROBLEM THROUGH A USER-CENTRED LENS**
2. **DEVELOP A CREATIVE SOLUTION**
3. **TEST YOUR SOLUTION WITH UX STRATEGIES**
4. **DEVELOP A PLAN TO IMPLEMENT YOUR PILOT**

[REGISTER HERE TO EXPRESS YOUR INTEREST IN JOINING THE INCUBATOR](#)



INNOVATION HEROES

Celebrating innovation at ITC.

Showcasing ITC's innovative practices and innovators.

The Innovation Lab is always willing to **celebrate practices, projects and people** at ITC who are excited about learning, experimenting, and taking risks. This is why every year colleagues help us **nominate and select the most innovative projects and people** in the organisation.

This time around, we are **opening nominations year-round** to ensure we don't miss anyone in the 2023 edition of the Innovation Heroes. So, tell us about innovations that inspired you! Examples may include project or programme components in our programme countries, partnerships with non-traditional stakeholders or testing new initiatives to enhance inclusive cultural transformation.

START NOMINATING!



CLICK HERE OR SCAN THE CODE TO NOMINATE YOUR HEROES.

If you have an idea for a nomination but need help framing it, reach out to the Lab team at innovation@intracen.org.



OFFICE HOURS

We're here to help.

Learn more about innovation and the Lab, face to face.

This year, the Innovation Lab team is offering office hours to **increase awareness** of Lab activities and to **answer questions** about innovation and related topics.

Schedule a free session with Lab team members to get advice on designing more innovative projects, which tools you can use to have more productive meetings, or how to strategize with a more user-centred approach.

Doors are open for everyone at ITC.

COME ASK US QUESTIONS ABOUT:

- DESIGN THINKING
- FUTURES AND FORESIGHT
- BRAINSTORMING
- ROADMAP CREATION
- UI/ UX DESIGN
- THE INNOVATION ECOSYSTEM

CLICK [HERE](#) OR
SCAN THE CODE
TO SCHEDULE AN
OFFICE HOUR



COFFEE ROULETTE

Connect with colleagues from near and far.

Meet new colleagues (and catch up with old ones) every week.

Since 2020, the Coffee Roulette has been **helping colleagues meet virtually** while working from home. With the return to the office, we can now use it to meet colleagues for a **coffee in person** as well, or to virtually meet colleagues in other locations and **strengthen the connections between Geneva and the field.**

Every week, after a confirmation e-mail, participants are **matched randomly in groups of three** for a chat over coffee. If you want to participate but are not sure if you can always make it, you should register nevertheless, as you can opt in or out every week.

HOW TO JOIN

CLICK [HERE](#) OR SCAN THE CODE TO SIGN UP.

You will get an email each Thursday where you can opt in or out of that week's Roulette.

You can join the Coffee Roulette even without an ITC e-mail address.



HELPEER

Help your peers navigate life at ITC.

HOW TO JOIN



CLICK [HERE](#) OR
SCAN THE CODE
TO SIGN UP

You can also download the Discourse Hub app on your phone and input the site helpeer.discourse.group when prompted, to access on-the-go.

You can join Helpeer even if you don't have an ITC e-mail address.

Learn from and with other peers at ITC.

At ITC, we are fortunate to be surrounded by people passionate about offering solutions to the trade world's problems and improving people's lives. Collectively, colleagues at ITC add up years of experience and knowledge. But **it is hard to tap into that knowledge without struggles.**

This is why, this year, we are proud to introduce Helpeer.

Helpeer is a new platform where everyone at ITC can **have a forum to share announcements, ask questions, and give advice to each other** about the challenges they are facing at work. Whether you are working at HQ or in the field, or as an intern, a consultant or staff, you can use this space to **connect with the rest of your colleagues** and help each other navigate life at ITC.

