

# SOCIAL BUSINESS as SYSTEM DESIGNS

What is this brochure?

It is a **guide**

to the evolution of  
Global Grameen, in 3  
phases

It is a **code**

to what a social  
business really is.

It is an **invitation**

to apply this code to  
address global  
sustainability  
challenges

It is based on Grameen's track record

Chapter 1	The Micro-Credit years	1976-2004
Chapter 2	New Social Business partnering	2005-2008
Chapter 3	Missing pieces for a sustainable world	2010 decade
Chapter 4	SB Models & Micro-Credit Summit	1997-2010

Who is this document for?

Anyone who wants to be able to articulate why Grameen works, from a systems and human perspective

When is it available?

In April 2010

How do I get hold of a copy?

Send an email to [info@londoncreativelabs.com](mailto:info@londoncreativelabs.com)

How do I take part in it?

If you would like to review the first draft please send an email including your motivation for reviewing the brochure, to [info@londoncreativelabs.com](mailto:info@londoncreativelabs.com)



## London creative LABS

A SOCIAL BUSINESS IN INNER-CITY LONDON, FOCUSED ON JOB CREATION, BUSINESS MODEL INNOVATION, AND MAXIMISING PARTICIPATION

London Creative Labs It is a Social Business, set up in August 2009 in London.

We are committed to finding creative approaches to ensuring decent work for everyone

- ✓ Creating the jobs we would want our children to have
- ✓ Discovering better business models to generate the jobs
- ✓ Helping more people participate in the whole process.

In March 2010 our project was selected as one of the Mayor of London's beacon projects for sustainable development in action.

We are committed to finding ways that everyone can get involved in the process of jobs creation in inner-cities.

We are inspired by giants such as Grameen, BRAC and Jamii Bora. We are committed to applying this kind of thinking and practice to areas of social and economic deprivation in London

In London, there is not the same kind of poverty as in Nairobi. But there are plenty of social and economic issues to address. There are people that do not have access to basic factors you might expect in a city like London. Did you know that some children and adults in the UK suffer from malnutrition? People and families can also find them isolated and shut out of the common avenues of opportunity and support. Crime is linked to income inequality and poverty. These are the issues that we are committed to tackling, in a systemic way, but always based on our work with people on the ground.

Would you like to find out more?

Talk to us:  
[sofia@londoncreativelabs.com](mailto:sofia@londoncreativelabs.com)  
[mamading@londoncreativelabs.com](mailto:mamading@londoncreativelabs.com)

We would love to hear your thoughts and would welcome your involvement