Building Ecosystems for Cultural IP and Sustainable Projects

Wellcome International Engagement workshop: Taking it to the next level: How can we generate leadership & develop practice in engagement?

Hanoi, Vietnam: 8-10th October

Abraham Mamela
All of us WHO have done projects have the same WISH: that THEY could somehow become permanent features of OUR society. Adding to a SYSTEM of enquiry OF our DAILY WORKs. How can this WISH become TRUE?
THAT IS THE PICTURE OF THE NILE WHICH I FEEL I CAN RELATE TO, IT FLOWS ACROSS THE DESERT BUT WHEN IT DOES IT MAKES SO MANY THINGS POSSIBLE ALL AROUND IT “VAPOUR TRAILS FROM JETS, EACH ONE OF THEM FOLLOWING THEIR OWN PROJECT IN THE SKY” It is THIS simple thoughts or Analogies that led me to think about ecosystems AND then about the way in which doing a project can create its own lasting tracks. Where A project ATTRACTS IMPORTANT resources TO itself, defining NOVEL networks, and providing new ways of thinking about an activity. It is these TRACKS that are its ecosystem, the CAPABILITIES that it BRINGS OUT and the POSSIBILITIES around us. I would like to share my thoughts on how ecosystems can be brought about, and result in projects which are SIMPLER to do. More frequent, more effective and perhaps even BECOMING permanent: projects that can become new institutions in our society once they are complete.
LIFE CYCLE OF ENGAGEMENT PROJECTS

IDEA → PROPOSAL → FUNDING → IMPLEMENTATION → ASSESSMENT → CLOSE UP

IDEAL STAKEHOLDER AND ALLY MAP

KNOWLEDGE INSTITUTIONS → BUSINESS & ORGANISATION SPECIALISTS → INVESTOR COMMUNITY → PROJECT MANAGEMENT EXPERTS → GOVERNANCE AUDIT, MARKET SURVEY SPECIALISTS → BENEFICIARY AND STAKEHOLDER REFERENDUM
Economies of Scale
INTERSECTING VALUE CHAINS
AFFORDABILITY
Retaining Cultural IP
THANK YOU

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