



unearthodox



Community CONNECT

Transformation on the Ground

Guidelines for community led innovation

We're starting soon...

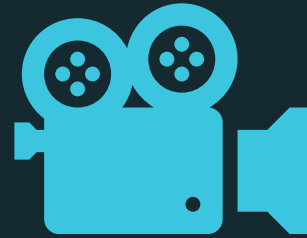
15/10/2025



This action is supported by the European
Institute of Innovation and Technology (EIT)

A body of the European Union





The event is being recorded



This action is supported by the European
Institute of Innovation and Technology (EIT).

A body of the European Union





Agenda

1. Welcome & Community Updates
2. Intro to community-led, relational innovation
3. Deep dive into how to nurture innovation with a community-led, place-based approach
4. Thematic networking group session on three selected insights
5. Harvesting from group discussions and Q&A
6. Closing





unearthodox

Equipping individuals with climate resilience skills, knowledge and collaborative strategies to lead the green transition.



www.climate-kic.org/programmes/learning-by-doing/academy/





Community Updates



This action is supported by the European
Institute of Innovation and Technology (EIT).

A body of the European Union





COMMUNITY COLAB

Advancing green public-private partnerships

Join us to share knowledge, insights and challenges working with circularity and collaborate with us as we will seek new business opportunities and discuss the future path of circularity in Slovenia and beyond.

- Wednesday 22 October 2025
- 14:30 – 18:00 CET

Register today:





COMMUNITY DEEP DIVE

Unlocking green public-private partnerships.

A case by case exploration

Explore successful examples of public-private partnerships, define with us the essential elements and unlock a new wave of collaborations to push the climate innovation agenda forward.

- Wednesday 26 November 2025
- 15:00 – 17:00 CET

Registration coming soon!





DIGITAL COMMUNITY PLATFORM

New Climate Hive is live!

Now live:

- Members Directory
- Events
- Groups
- Messaging

Soon to be:

- Knowledge Hub (*this week*)
- Opportunities Directory
- Forum
- Matchmaking Tool

... *and more!*

Check out our next activities and latest content

Dive into exclusive knowledge, insights, networking and collaboration opportunities for Climate Innovators like yourself



Unlock the business potential in the blue and green economy for coastal areas in this Collaborative Laboratory.



Discuss emerging models of public, community-led partnerships for sustainable housing in Europe in this Collaborative Laboratory.



In this session, we'll explore a community led, place-based approach to innovation, and discover how it can be replicated in your organisation.



Grow your business and tackle climate challenges

Climate KIC Community helps SMEs turn climate challenges into opportunities thanks to our network of cities, corporates and institutions, capacity building activities, innovation pilots and CoLabs. Book a meeting with us and learn more about our unique offer for SMEs.

BOOK A MEETING →



A group of people are gathered around a campfire in a forest at night. The fire is bright and warm, illuminating the scene. The people are sitting on logs and stumps, some wearing hooded sweatshirts. The background is filled with tall trees and a dark sky. The overall atmosphere is cozy and communal.

Today's challenges presents unique business opportunities

We are building a new network of **Thoughtful & Committed** organisations for a future fit Europe & beyond!

unearthodox

About us

Unearthodox is a thinkubator that supports unexpected connections that turn bold visions into reality.

We explore new concepts, anticipate emerging trends and bring impact-focused innovation into action, helping catalyse transformative change for people and the planet.



OLIVIA LAZARD

CEO

TRANSITION INTELLIGENCE



Olivia's research tackles how societies can adapt to ecological disruptions, focusing on the decarbonisation–regeneration nexus as a foundation for global peace and security.

“There was a lot of talk about how a climate-safe future would automatically equate to a peaceful future. But no one wanted to discuss the messy middle: the fact that the energy and digital transitions lead to power transitions, raising real and dangerous risks of conflict, fragility, war, and new forms of authoritarianism and fascism.” - Olivia Lazard



The FutureZoo, reimagines how we engage with wildlife and ecosystems, using immersive technology to bridge the disconnect between people and nature and transform environmental education.

ULRICO GRECH-CUMBO

FOUNDER AND CEO
HABITAT XR



*Nurturing innovation:
Weaving containers with care and courage
for collective change*



unearthodox

October 15, 2025

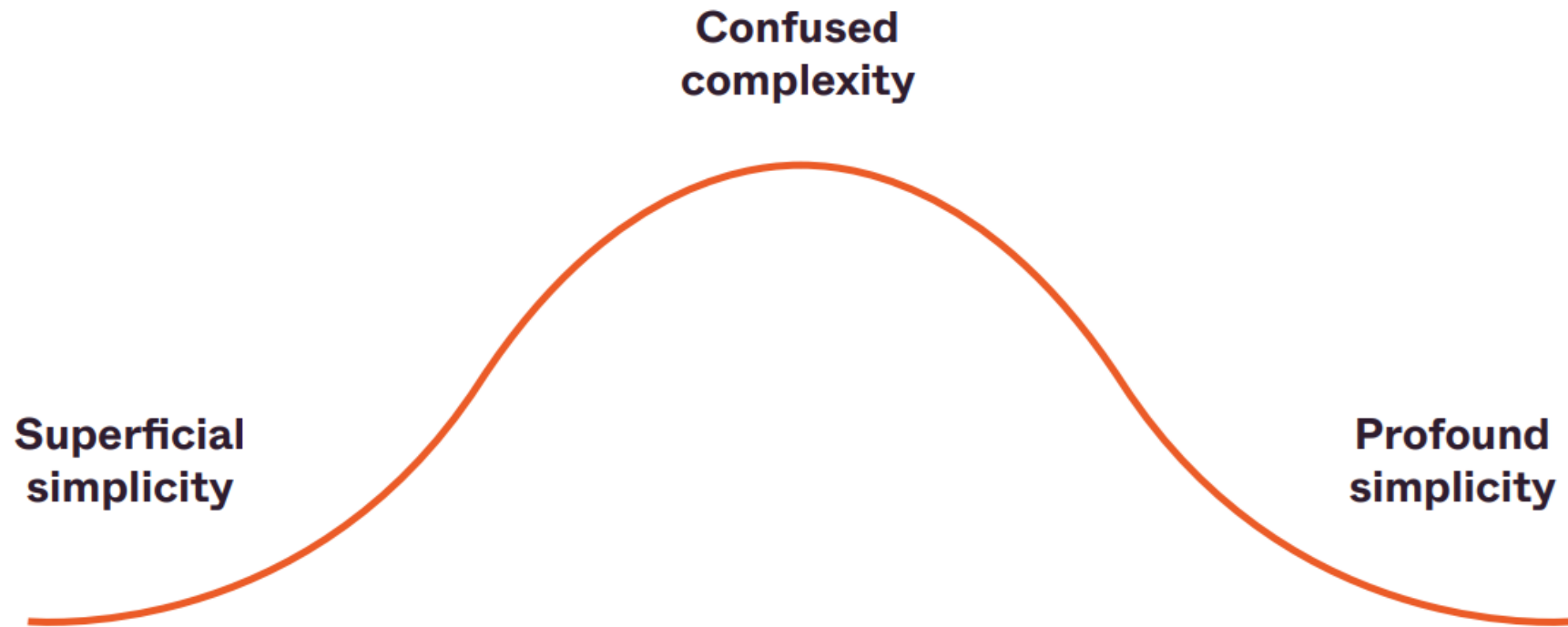
Some background...

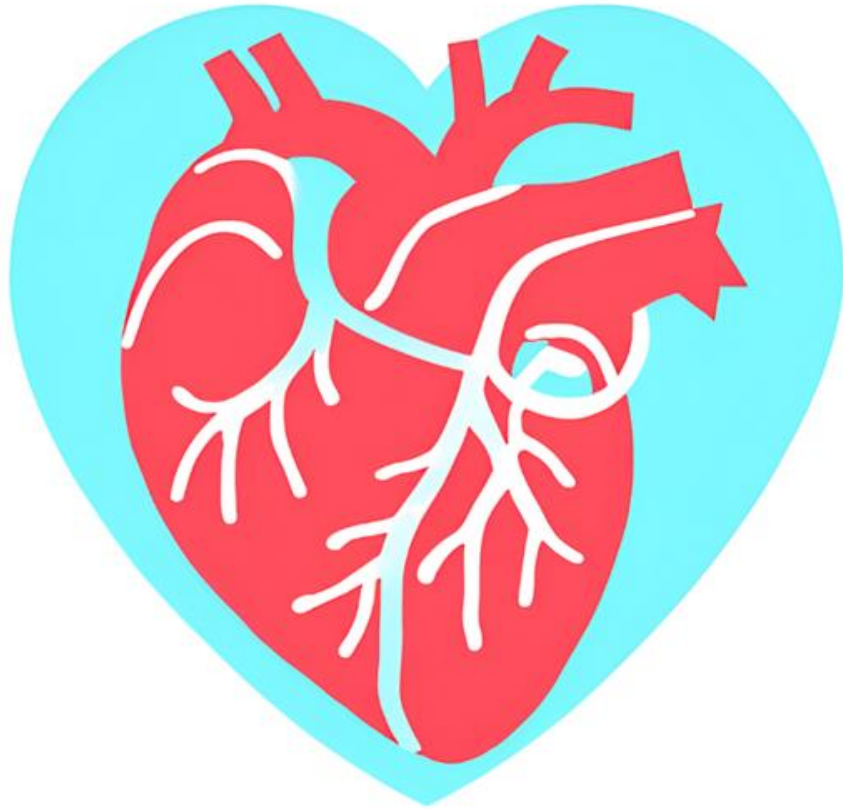


An invitation to reflexivity



There is no recipe for success





Insight #1:

A container is only as strong as the values embodied by its creators.

Deepen into values-aligned practice by differentiating between your 'lived' versus 'aspirational' values.

A container is only as strong as the values embodied by its creators.

“We have these ideas of equality, equity, justice. [...] Sometimes, we maybe do lip service, but then how do we really implement these things? We understand these values in words, what's sometimes more important is to look at what it truly means, whatever the values are.” I5

“Simple things like procurement: we don't just get three quotations and go with the cheapest. We know that African women don't have economies of scale, so their businesses are usually smaller, which means they can be more expensive than bigger companies. We choose to work with women first.” IMeA7

Ways to take action

- Rallying participants around shared values and goals.
- Immersing participants in real-life, values-aligned communities
- Values can be actively practised within the container.
- Collective decision-making can support difficult choices around values-aligned funding.



Insight #2:

The most meaningful indicators of success often can't be counted – they're felt, lived and sustained over time.

Widen the indicators for what success is for programmes and containers

The most meaningful indicators of success are felt, lived and sustained over time

“We’ve been trying to use the word ‘observe.’ Because ‘measure’ has its own connotations. And, a lot of the time, what you measure doesn’t matter. What really matters isn’t measured or can’t be quantified.” I3

“Whenever we have a [project to create an innovation-enabling container], we always do a reflective, sort of ‘pain point’ exercise to understand why we’re doing this [container].” I18

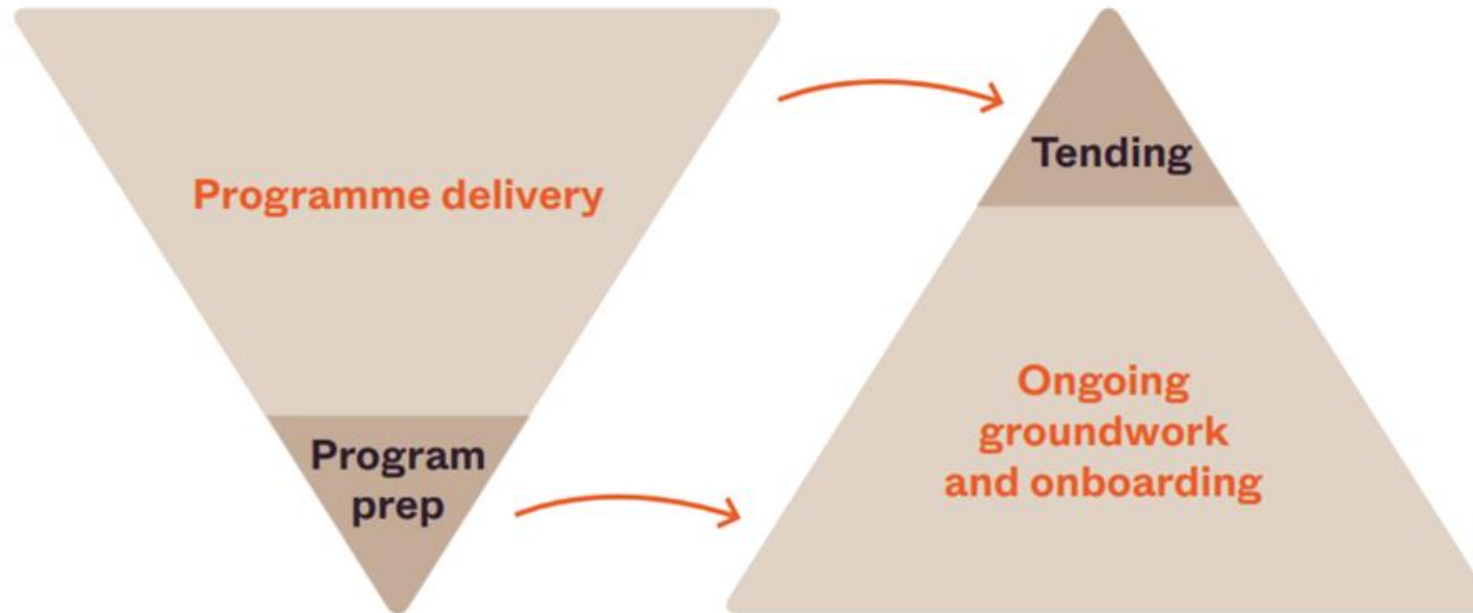
Ways to take action

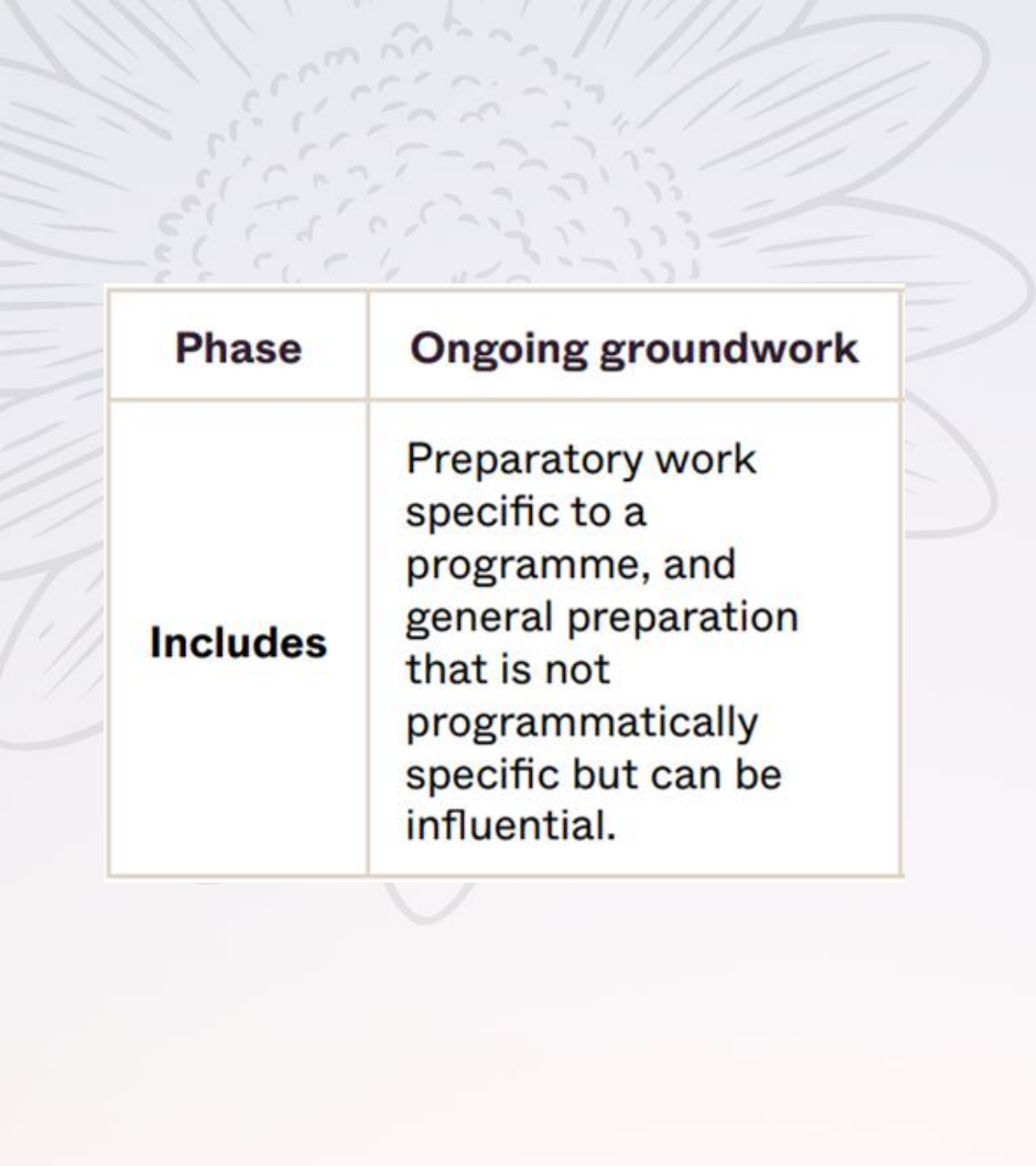
- Reframe success as something co-created, evolving, emergent or observed over time, not simply quantified.
- Co-define success through learning, emotional depth, relational strength and community relevance.

Meta-insight

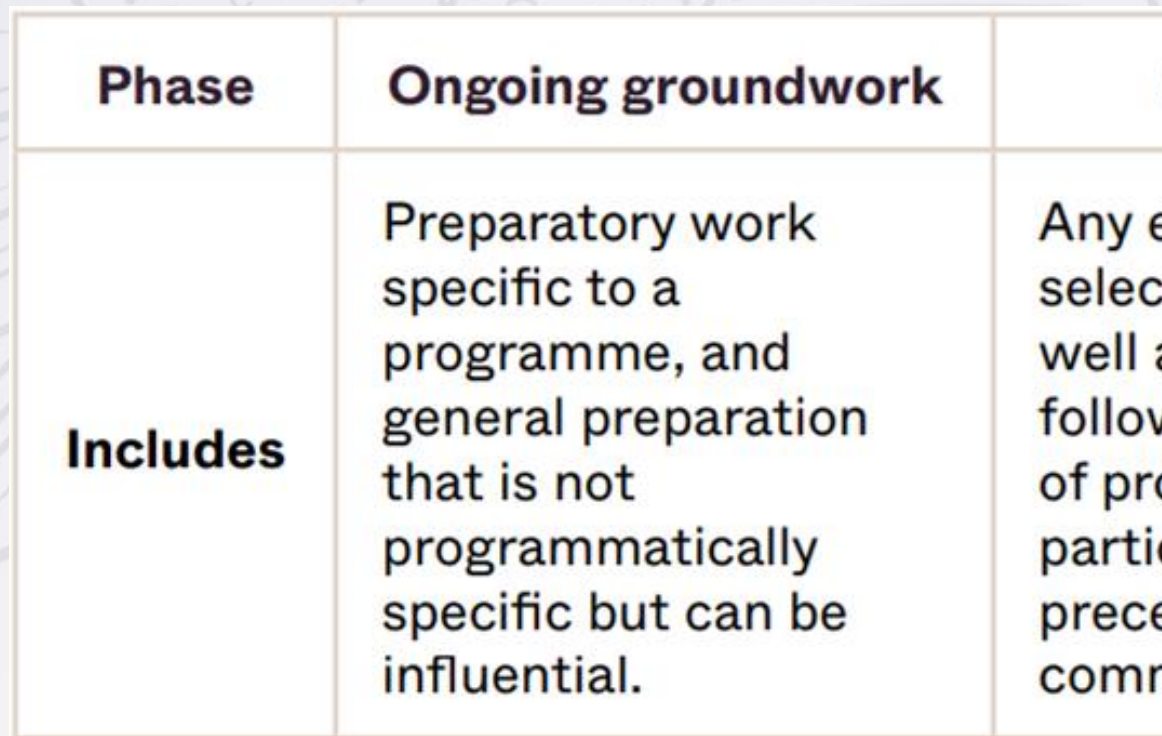
Mainstream incubators and accelerators typically have a top-heavy emphasis on programme delivery.

We propose an inversion of this approach.

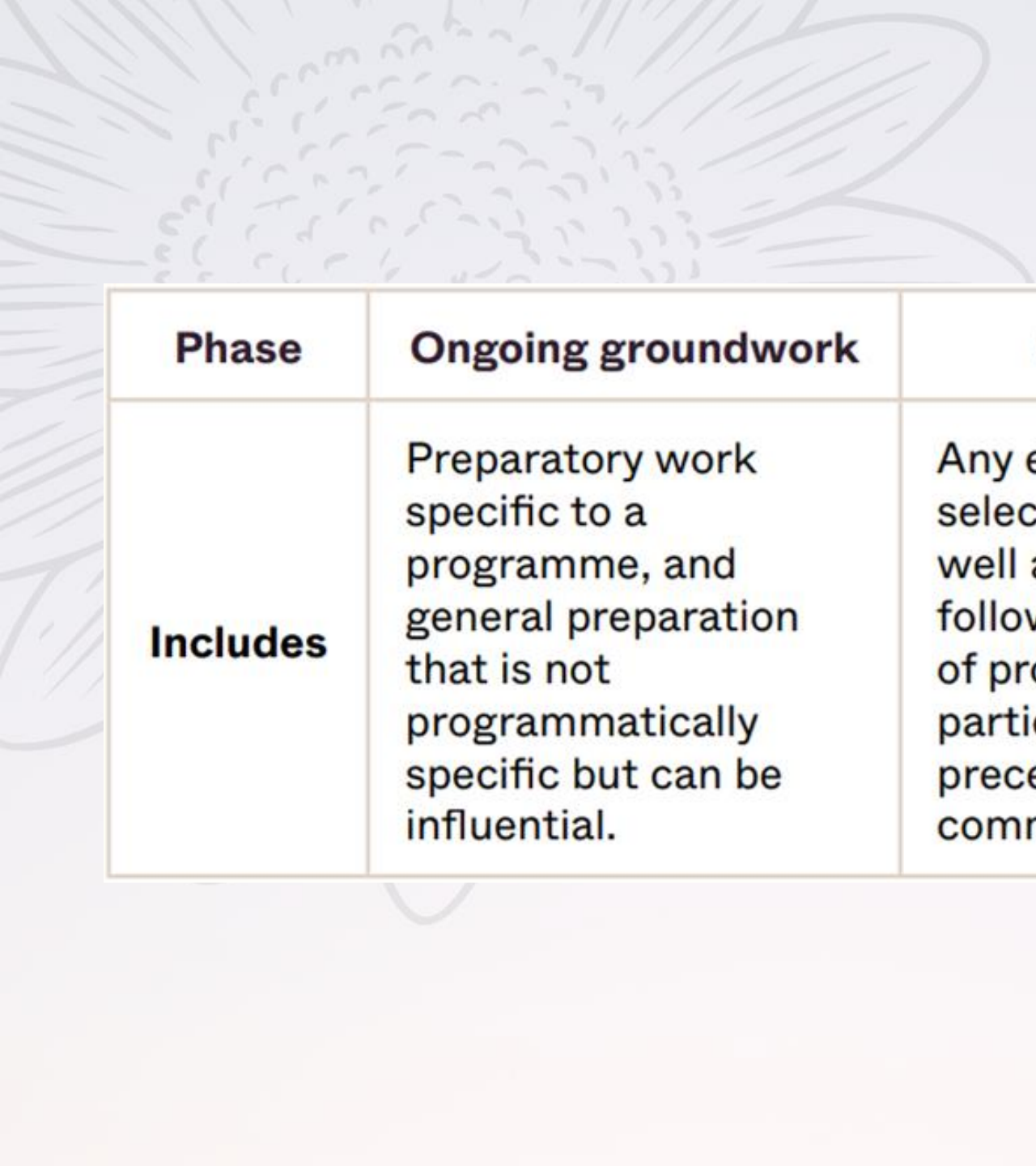




Phase	Ongoing groundwork
Includes	Preparatory work specific to a programme, and general preparation that is not programmatically specific but can be influential.



Phase	Ongoing groundwork	Onboarding
Includes	Preparatory work specific to a programme, and general preparation that is not programmatically specific but can be influential.	Any exploratory or selection process, as well as the activities following confirmation of programme participation, but preceding programme commencement.



Phase	Ongoing groundwork	Onboarding	Tending
Includes	Preparatory work specific to a programme, and general preparation that is not programmatically specific but can be influential.	Any exploratory or selection process, as well as the activities following confirmation of programme participation, but preceding programme commencement.	Programme delivery. Integrating learnings from this phase occurs in the ongoing groundwork phase.



Breakout rooms:

**How would you start
applying the insights
in your container?**

unearthodox

THANK YOU!



SCAN TO LEARN MORE ABOUT
UNEARTHODOX



SCAN TO LEARN MORE ABOUT OUR
EXPLORATION CO-LAB



Thematic Group Networking Session

Join the Room of the insight that you're most interested in.

1. 'A container is only as strong as the values embodied by its creators'
2. 'The most meaningful indicators of success are felt, lived and sustained over time'
3. 'Mainstream incubators and accelerators typically have a top-heavy emphasis on programme delivery'





Thank you!

SCAN THE QR CODE



This action is supported by the European
Institute of Innovation and Technology (EIT).

A body of the European Union

