

IMPACT VALLEY

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Our vision?

We participate making the world more collaborative and sustainable.

Our mission?

We empower people for collective positive impact.

Our solution?

We facilitate, train & coach people on innovation and co-creation processes by using collective intelligence, knowledge sharing, and positive thinking.

AUTHENTICITY. RESPONSABILITY. CREATIVITY.

**Impact Valley is a
social innovation
agency based
in Brussels,
founded in 2017.**

OUR VALUES

AUTHENTICITY

"To be authentic is to assert oneself as an individual in a group without fear. To be authentic is to have the courage to expose oneself, and to take a stand when we disagree. To be authentic is to assume what life has made of us and accept that it is not perfect."

We understand that authenticity can only be developed if the organisation allows it. We work on our processes and culture to welcome diversity and be as inclusive as we can. We acknowledge with humility that we are still on the path of our personal, collective and organisational development. We commit to transparent & open communication. Moreover, we acknowledge that we still have a long way to go before being perfect and that we are no experts. Therefore, we pursue continuous improvements, self-assessment, learning, and growth and we reach out to competent persons to widen & deepen our work. We work with clients & partners that share our values and vision. We are honest with our stakeholders about our values, who we are, and what we can bring or not bring to them.

RESPONSIBILITY

"Responsibility means guaranteeing our stakeholders a job well done, a result that shows love, involvement, rigour, tenacity - in short, consideration for the human being who trusted us, who has chosen to work with us. Responsibility means carefully choosing the words we will facilitate and forming the teams we will work with. Responsibility is recognising that we have a role to play in our societal transformation towards an ecological transition and social justice."

We are responsible for creating a safe space internally where everyone can contribute to the company's future and unlock their potential. We give every employee a lot of freedom in the activities they want to pursue and how they want to do it. We hope to make them responsible for their actions, others, and the environment by giving them this freedom. We contribute to sustainable development goals by leading by example. We take the necessary risks. We are agile to implement continuous changes. We raise awareness on sustainable & inclusion topics. We are responsible for the impact of our programs. We choose our projects carefully and the companies and teams we want to work with. We consider companies' values and what the project could bring to society.

OUR VALUES

CREATIVITY

"Knowledge is limited. Creativity is illimited. To choose the path of creativity is to trust the power of positive, creative thinking. Choosing creativity is to leave the known to explore the new, the unknown."

Everyone is welcome to express their creativity to design a new program and improve existing processes. We provide a safe space for its expression. We foster creativity in our relationship with the external world: by personalizing workshops & hackathons to clients needs. We are creative in collaborating internally and with clients, partners, and participants. We advocate for "serious & fun". Creativity is at the heart of our workshops: we explore new ways to reach outputs.





OUR KEY COMPETENCIES

Here are, in our opinion, the key competencies needed to weather the current crisis and emerge stronger and more resilient and that we try to embody in our day-to-day.

AGILITY

Being agile calls for anticipating what is to come and knowing how to adapt quickly. It means being active, reactive, and proactive. We digitalized in a few weeks our methodology and all our activities.

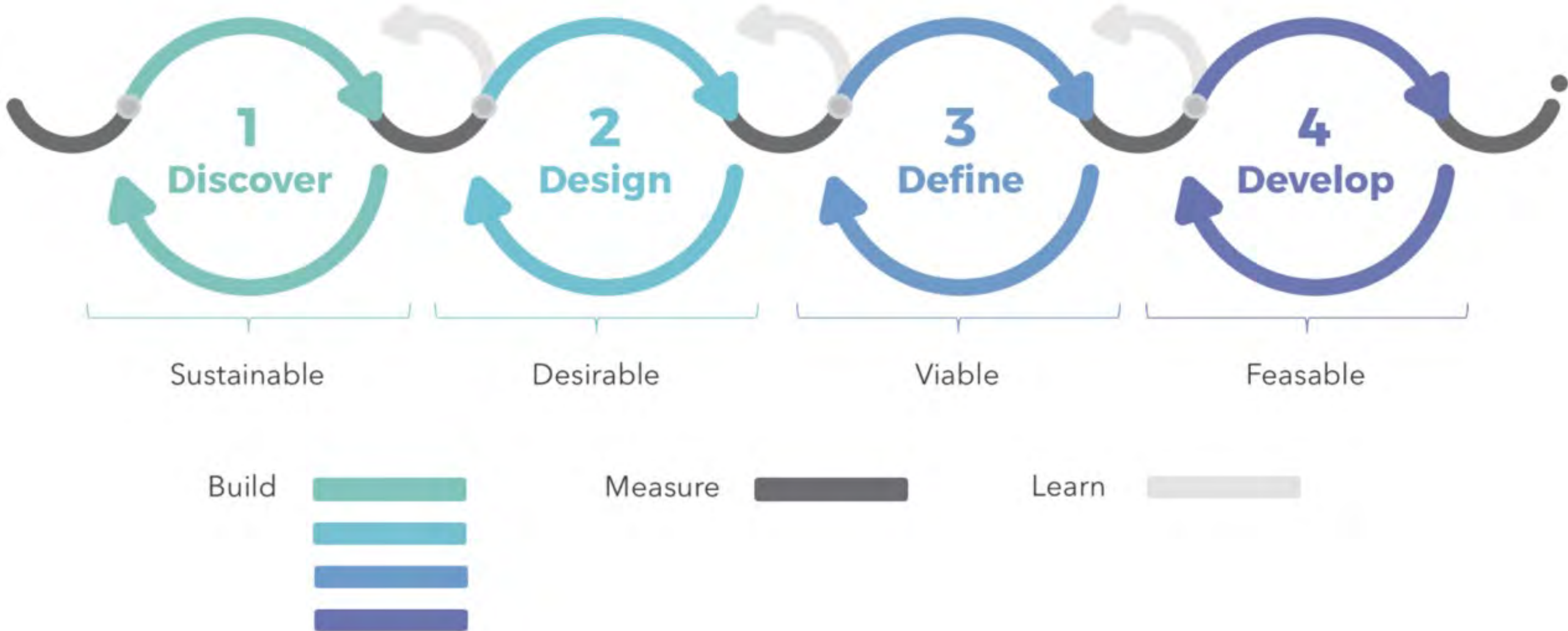
EMPATHY

This involves displaying empathy by putting oneself in the shoes of the employee, client, or any other stakeholder in the (value creation) ecosystem. We always consider our clients' needs before designing any of our programs, we don't push anything: it is about consumer-centricity.

COLLABORATION

Synergies between actors is essential to resolve the pressing challenges of this era. Together we are stronger. We value and maintain our ecosystem of actors. Thanks to our ecosystem our programs are more qualitative.

4D METHODOLOGY: OUR VISION OF INNOVATION





OUR METHODOLOGY

Inspired by the « **Design Thinking** », « **Lean startup** » and « **Golden Circle** » approaches, this unique simplified methodology is based on a 4-step process where each outcome highlights one of the criteria.

The **Discovery phase** will end with a clear understanding of the sustainable challenges and potential impact.

The output of the **Design phase** will be your value proposition.

The **Definition phase** you need to end up with an economic model.

And the **Development phase** should generate the first prototype of your solution.

Around our 4D methodology, we have consolidated the best tools and proven techniques to create an easily accessible toolkit – The **Sustainable Innovation Toolkit** – that embraces societal priorities as well as the fundamentals of innovation.

From a one-day to a one-year journey, we are using this methodology to create unique innovation programs, focused on experimentation and co-creation.

To do so, we collaborate with a network of facilitators, called Superheroes, that is composed of on-demand freelances. Thanks to their entrepreneurial and collective intelligence skills, they are able to personalize, use and transfer to any audience.

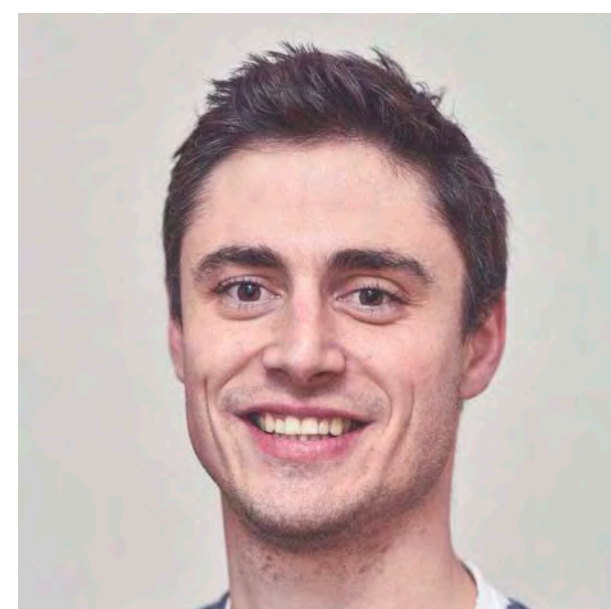
COORDINATION TEAM



NICOLAS
DETHIER
ASSOCIATE PARTNER



JULIE
MARICQ
ASSOCIATE PARTNER



ALEXANDRE
PHILIPPE
ASSOCIATE PARTNER



OCÉANE
CARENOU
COORDINATOR

FACILITATORS



CHRISTELLE



EMILIE



ADELINE



JULIEN



JULIEN



LAURENT



BASTIEN



MARTIN



CHLOE



SEBASTIAAN



SEBASTIEN

THE ROLE OF THE FACILITATOR

We see the role of the facilitator as:

Collective intelligence experts

The facilitator ensures the collaborative posture of each participants, the respect of the framework of collaboration, the equity in speech,

Innovation expert

The facilitator feeds the participants with relevant insights and leverages the innovation technics.

Safe space & psychological safety

The facilitator screens the needs of the team and of each individual to provide for these needs.

Facilitators are trained in Diversity & Inclusion to include the diversity of participants to the fullest.



PEER LEARNING

Facilitation is a job in constant evolution. It's about humans, interactions, and situations. It's work that we have to do in the community, to support each other and learn from each other.

Experts surround us, people with their own sensitivity, personality, and interests. It's essential for us that working with us means that everyone can use their skills and way of expression to the fullest and learn from each other.

Concretely,

- We participate in training together
- We invite members of the community to organise training on their expertise,
- We share resources on our communication channels,
- We connect people,
- We organise conversations,
- We grow together.

EXPERTS

ON-DEMAND MENTORS & EXPERTS SUPPORT THE TEAMS DURING THE JOURNEY



ALAIN



ANNE-LAURE



ASSEM



AUORE



AYOUB



BASTIEN



CELINE



JEAN-FRANÇOIS



FLORE



FREDERIK



JEREMY



JEREMY



JORRIS



JULIE



MARGOT



MARTIN



OLIVIER



PATRICK



PHILIPPE



SEVAN

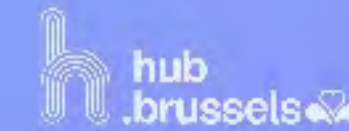
OUR ECOSYSTEM

At Impact Valley, we work for years now on building a strong Ecosystem. It is one of the assets we value the most which allows us to always bring the 'right' persons around the table.

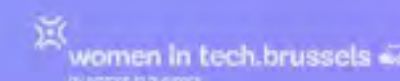
- As a sustainable innovation agency, it was important to be part of the Belgian meeting point for sustainability, the network **The Shift** that allows us to regularly connect with big companies and their challenges.
- Years of fruitful exchanges with our client **Cisco** led us to be a real actor in the tech network of the company.
- We believe in the power of agility therefore we particularly developed our network of startups. We are laureate of the **REB - Réseau Entreprendre Bruxelles**, we are connected to a network of CEO.
- We are connected to **Ashoka**, member of **Be. Impact**, a **See U** Project, a preferential partner of **HUBU** & a cooperator of **CitizenFund**. We are fed with the energy, enthusiasm & special state of mind of social entrepreneurs and associations members.
- We are the initiators of the consortium **Matters.brussels** that gather sustainable actors in Brussels ready to support change-makers with a pool of shared resources.
- We regularly on our projects leverage the expertise of **Greenfish** consultants.
- A successful ecosystem is an ecosystem that don't forget to include the public sector. Therefore, we developed privileged relationships with **Actiris, Innoviris, Hub.brussels & Finance.brussels**.
- We're working on diversifying our ecosystem, connecting with organisations and entrepreneurs evolving in other domains and with different publics like **Femmes Fières, BeGreator, Backstage, BOOST programme, XR4Heritage**, etc.

OUR CLIENTS

accenture



SOFINA



A STANDARD COLLABORATION

OUR GOAL

01

Co-creation for the all process

02

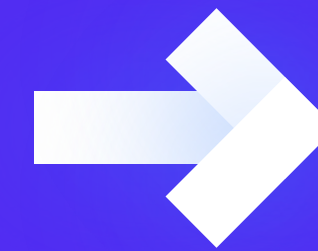
Willingness to learn and to impact

03

Sharing same values

04

An inclusive methodology where every player can generate individual and collective solutions.



**A SUSTAINABLE
COLLABORATION.**

THE PROCESS



3-DAYS HACKATHON (EXAMPLE)

TEAMWORK, INNOVATION, CONNECTION AND LEARNING

OBJECTIVE : DISCOVER THE CHALLENGE & DESIGN A SOLUTION

DAY 1 - DISCOVER & DESIGN

Teams work together with the help of their facilitator to get a deep understanding of the challenge they need to solve and identify the targeted users. They start to ideate around first solutions to address the problem.



LEARNING

- Design Thinking methodologies
- Brainstorming Techniques
- Collective Intelligence principles
- Sustainable Development

DAY 2 – DEFINE & DEVELOP

Teams test and validate their assumptions with real customers and start to develop their prototype. Experts-on-demand are available to solve specific challenges or questions they might have.



LEARNING

- Customer-centricity
- Agile Project Management
- Entrepreneurial Spirit
- Team Collaboration

DAY 3 – DEVELOP & DELIVER

Teams prepare their final pitch to present their solutions. A panel of judges working in the area evaluates the projects, based on their viability, feasibility, desirability and potential impact.



LEARNING

- Negotiation and presentation skills
- Emotional intelligence
- Judgement and decision-making

OUR TYPE OF PROGRAMMES

HACKATHONS

3 days to accelerate a phase of your innovation process.

SKILLS-BASED VOLUNTEERING ACTIVITIES

Collaborators solve the challenge of an NPO.

SUSTAINABLE INNOVATION TRAINING

3 months to learn by doing innovation posture & tools.

IDEATION WORKSHOPS

The first 2Ds of our methodology

CSR engagement workshop

Disseminate, consult, engage your collaborator to accelerate sustainability development in your organization.

TEAM ALIGNMENT WORKSHOPS

Several workshops to facilitate the cocreate of a vision, an action plan, etc. To help teams get structured.

COLLABORATIVE TOOLS - REMOTE VERSION

Organizing remote events requires strong collaborative tools to ensure collective intelligence & collaboration. We choose 2 type of tools to recreate online a favourable atmosphere of working. Those tools will allow use cases to centralize all their reflexions & thoughts to keep everyone in the loop!

COMMUNITY MEETING



or



or



TEAM CO-CREATION



COLLABORATIVE TOOLS - LIVE VERSION



+ TEAM CO-CREATION

QUI? Comment? Quand? Où?

STEP 1 > DISCOVER
Understand the problem and identify key design questions

Challenge: Promouvoir les interactions entre humains pour aider les secteurs dans le besoin qui subissent les repercussions de la crise

GUIDELINES - Howto:

- 1) Write your story, brainstorm the main sub-problems linked to your challenge. Why does this challenge exist? Find at least 3 key dimensions to explore.
- 2) For each of your main sub-problems, try to dig deeper to find its root causes. Why does this problem exist? Ask yourself at least 3 times this "why?" question.
- 3) Look at your root cause problems and write 2 that seem the most problematic and that deserve being taken care of. Transform these problems in challenge questions formulated like "How might we..."

mettre 1 image du challenge!

miro

OUR IMPACT



54 CLIENTS FROM
PRIVATE AND PUBLIC COMPANIES



1.500 INTRAPRENEURS AND
ENTREPRENEURS REACHED



MORE THAN 100 INNOVATION
PROGRAMS DELIVERED



28 INNOVATION FACILITATORS IN OUR
NETWORK



1.000 CHANGEMAKERS IN OUR
COMMUNITY



30+ SOCIAL START-UPS ACCELERATED



16 NEW INNOVATION TECHNICS
INVENTED



1 OPEN INNOVATION
LAB CREATED



11 PARTNERSHIPS WITH CHANGE-
LEADERS

ANY QUESTION?

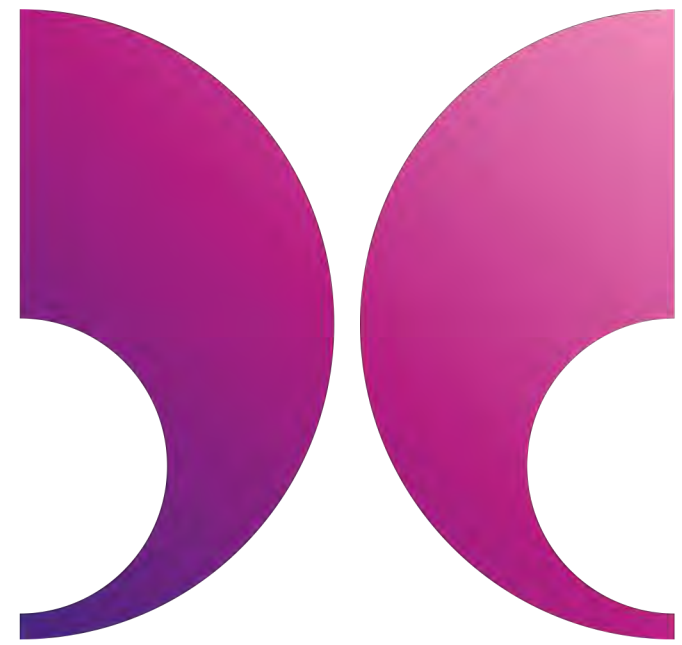
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PROJECTS



DAVIDSON

3 days hackathon

2021

Proof of concept

A hackathon to engage & train your collaborators by solving their internal challenges.

Highlights

Davidson started their journey with us during a 3-days hackathon during which they helped solve one NPO's challenge.

Following this event collaborators expressed a desire to be themselves trained on the innovation methodology & collective intelligence processes they witnessed.

We are talking about training and knowledge-sharing with one goal in mind: empowering the collaborators and making them actors of the future of their company.

Therefore, Davidson decided to combine training on innovation methodology and the resolution of a business case:

How might we build the Davidson of the future while preserving Davidson's values & resources?

During a 2-days hackathon following the 4D's methodology.



2018 -2021

Proof of concept

Training collaborators to enhance the innovation mindset of the structure.

Highlights

We collaborate closely for 3 years now with Cisco Belgium. Each year, we help CISCO identify, train and support 10 people during a one-year transformation program. Talents enter what we call a "Train-The-Trainer" program in which we do a skill-transfer.

We make them facilitators and support them in the organization of their own internal hackathon for clients in person or online. It is a way for Cisco to improve trust with their client, develop business with them and develop intrapreneurial mindset internally. Collaborators discover with us Innovation & Agile methodologies.

HACKCOVID

5 days hackathon

2020 - 2021

Proof of concept

Organizing an "Impact" hackathon

Highlights

During the first lockdown in April 2020 & again in February 2021, we organized an **online hackathon for Brussels citizens to find solutions to urgent challenges related to improving the post-crisis situation in Brussels.** We personalized our methodology to be able to fit the challenges on circular economy, diversity & inclusion, and more, topics. We managed to generate qualitative outputs. Today, 1 project is now launching on the market, many more are in development and it was a real life-changing experience for a lot of citizens that took this hackathon as training on innovation methodologies, new ways of thinking, and a safe space to connect with others.

<http://www.hackcovid.co>



2 days hackathon

2021

Challenge

Improving people's experience visiting Le Forem centres and maintaining the link with beneficiaries who no longer visit them due to the COVID crisis.

Several divisions had worked on similar solutions: Wi-Fi hotspots, an application available on all mobile devices bringing together all the institution's services and information.

Impact Valley intervened to create alignment between them.

Solution

Impact Valley supported the steering committee formed to merge all the projects with the tools provided by the 4D methodology to:

- Align and create the team,
- Help them to organise themselves in an agile way,
- Bring the best of each project to generate a single solution: the best for the users.

A two-day hackathon was organised to generate a unique solution. The hackathon concept was chosen because it is one of the ways, and in this case the best way, to move forward quickly, to generate energy and motivation to allow for a beautiful co-creation.

In between these moments, Impact Valley supported the steering committee with individual coaching, sharing of best practices, strategic advice and tools, and facilitation of meetings.



3 days hackathon

2021

CHALLENGE:

How might we support entrepreneurs during the crisis? To rethink their business model, adapt their services and products, and spark connections with their fellow entrepreneurs.

SOLUTION:

We organised a **3-days remote hackathon**. We collected entrepreneurs' challenges during the subscription. We clustered them and created the teams. Each team was supported by a collective intelligence facilitator and expert in innovation processes. The teams went through our methodology **Discover** (the challenge in detail) **Design** (a solution adapted) **Define** (the business and impact model of the solution) & **Develop** (a pitch to convince an audience). The programme was scattered with networking and connection moments.

IMPACT:

Each team ended up with a pitch presenting the concrete project they imagined to solve their challenge. We've put extra focus (**online context**) to create a safe space and a real team dynamic so the projects and collaborations between entrepreneurs could continue.



Innovation hackathon & coaching

2021

XR4Heritage is a heritage enhancement programme based on the phygital use of emerging technologies.

We organised for the programme a hackathon to boost the solution finding of the participants after an inspirational module.

We then coached the teams to further develop their ideas into functioning prototypes and engaging pitches ready to be presented during the Stereopsia event.

Go further: <https://xr4heritage.com/>



Training

2021

We trained a cohort of 10 collaborators to become Innovation facilitators.

1 - Experimentation

We start the training programme with an immersive experience (a day of ideation around an internal or external challenge to Actiris).

2- Theory and Practice

We dive for 3 days (or 6 half-days) into the innovation methodology needed to become an innovation coach by leveraging collective intelligence. Thanks to this training, future facilitators have all the tools to design their own innovation programme and select the most appropriate techniques to support participants.

In parallel to this field experience, participants follow several workshops (4 half-days) on project management, communication, online collaboration tools and recruitment. These workshops are designed to meet the concrete needs of the participants and can therefore be adapted.

3 - Coaching

In parallel, "one-to-one" sessions are organised (the equivalent of one day, i.e. +- 1 hour per participant) to coach participants on very specific and previously identified needs. Participants will also have access throughout the programme (and after) to a library of documents containing all our tools and key resources.



Citizen facilitation

Since 2020

We participated to the facilitation of several citizen consultations:

- Neder-Over-Heembeek
- Saint-Gilles
- European Commission

Go further: <https://particitiz.eu/>

The logo for Sofina, featuring the word "SOFINA" in white, uppercase, serif font centered within a dark blue rectangular background.

S O F I N A

2020

Proof of concept

CSR internal assessment leveraging collective intelligence

Highlights

How might we translate UN principles on Responsible Investment into internal policies and new operational processes?

We supported Sofina's Corporate Social Responsible (CSR) Committee looking for expertise to support them to better understand, prioritise and conceptualize aspects of what it means to be a responsible company.

We partnered with Katrien Rennemeier, a CSR consultant with expertise in Environmental, Social, and Governance (ESG) assessments, project management, and performance reporting for large MNCs. Together, we proposed a combined method where we captured insights from the company itself – in a bottom-up approach – and provided key recommendations based on their external environment – mostly coming from UN frameworks and initiatives from competitors. By doing so, we ended with an exhaustive list of suggestions to further build their CSR policy.

Go further: <https://www.impact-valley.com/portfolio-posts/sofina/>



BNP PARIBAS
FORTIS

Since 2020

Proof of concept

Volunteering activity

Highlights

How might we connect with local communities, exchange good practises and give our time and energy remotely?

We organise a remote programme composed of 2 key moments:

- A kick-off: to deep dive into the NPO's world: who are the beneficiaries, what is the focus problem, what are the challenges we gather to solve,...
- A focus time: to build, answer, co-create with the NPO.

A clear methodology exists, and groups are supported by a facilitator to ensure the delivery of a qualitative output that will create positive impact within the NPO.

Go further: <https://www.impact-valley.com/2021/02/09/bnppf-a-case-of-remote-volunteering-work/>



2020-2021

Proof of concept

Skill-based sponsorship programme

Highlights

It makes sense for collaborators and their institutions (as part of their CSR activities) to volunteer by providing skills & expertise to make NPOs project move forward.

We co-designed a programme based on our 4D innovation methodology enrolling several NPOs & their challenges for collaborators to solve.

The multidisciplinary team in knowledge and skills made it possible to bring new perspectives and ideas for solutions to NPOs.

A facilitator supported each group in collective intelligence and in innovation methodologies. The day is paced by plenary sessions for sharing of experience & energy.

Go further: <https://www.impact-valley.com/2021/04/01/ec-empowering-woman-social-hackathon/>



2021

Proof of concept

Empower CSR ambassadors across all department and all countries to internally foster a CSR strategy

Highlights

We designed a remote programme based on the following methodology:

- 1. Awareness/ popularization of the CSR strategy: Acknowledge the gap between the « as is » and the « to be».
- 2. Share & Decide as a group what should become the priority & the first step to take.
- 3. Design individual actions & present them to the rest of the group & ETEX top management.

Go further: <https://www.impact-valley.com/2021/04/20/etex-csr-journey-case/>