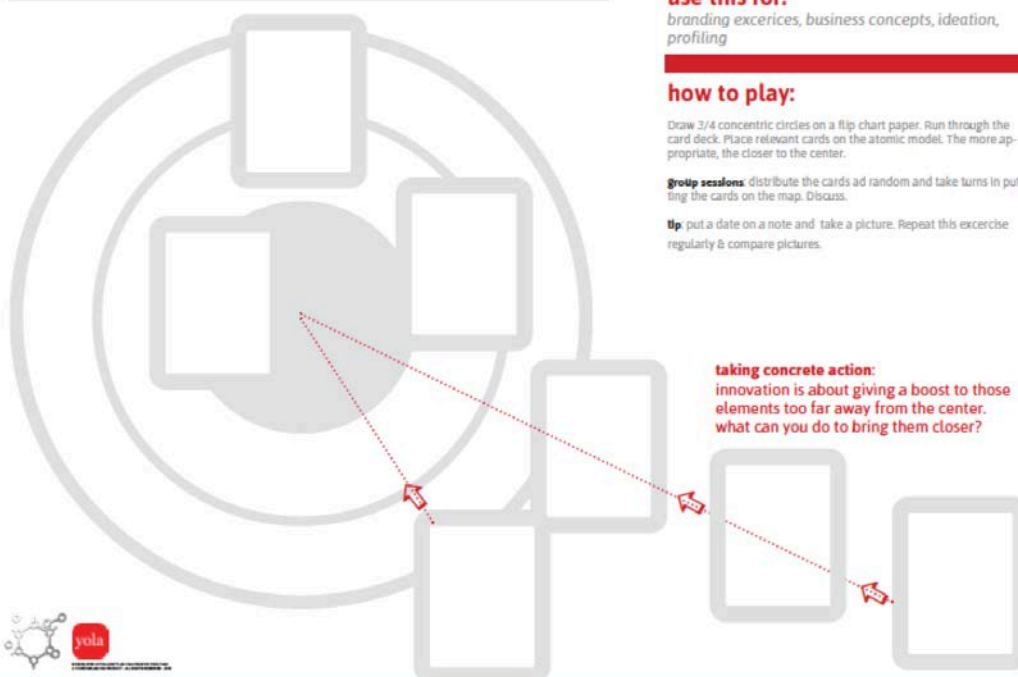


QUANTUM LEAP THEORY for Brands, identities

PROJECT



Atomic Thinking


use this for:
branding exercises, business concepts, ideation, profiling

how to play:
Draw 3/4 concentric circles on a flip chart paper. Run through the card deck. Place relevant cards on the atomic model. The more appropriate, the closer to the center.

group sessions: distribute the cards at random and take turns in putting the cards on the map. Discuss.

tip: put a date on a note and take a picture. Repeat this exercise regularly & compare pictures.

taking concrete action:
innovation is about giving a boost to those elements too far away from the center.
what can you do to bring them closer?



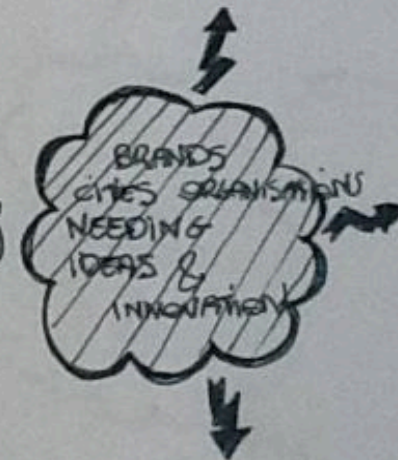
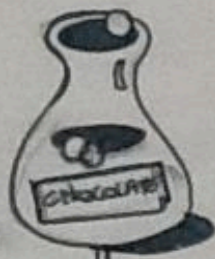
- CREATIVE DISCIPLINES
- PEOPLE FROM OVER 100 COUNTRIES

P_H A_R D_E A_g F_E C_i S_o B_R P_{er}...

LAB SPONSORS

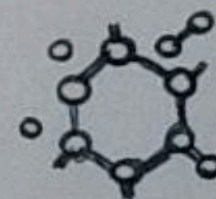
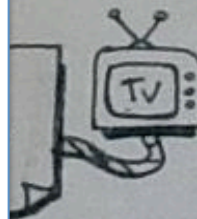


DEDICATED "LABS" OUT OF THE BOX



TOOLS FOR THE CREATIVE INDUSTRIES

outils pour les industries créatives



mistey

/tools

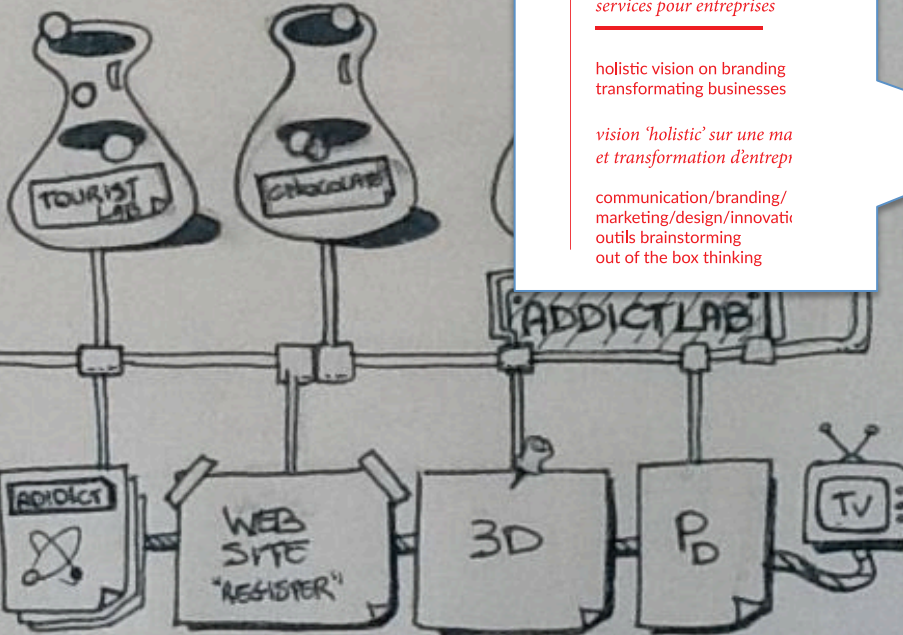


- CREATIVE DISCIPLINES
- PEOPLE FROM OVER 100 COUNTRIES

P_H A_R D_E A_g F_E C_I S_O B_R P_{EN} ...

LAB SPONSORS

DEDICATED "LABS" OUT OF THE BOX / COLLABS



- PLATFORMS TO "ACCELERATE" CREATIVE TALENT
- INNOVATIVE CONTENT & STORIES

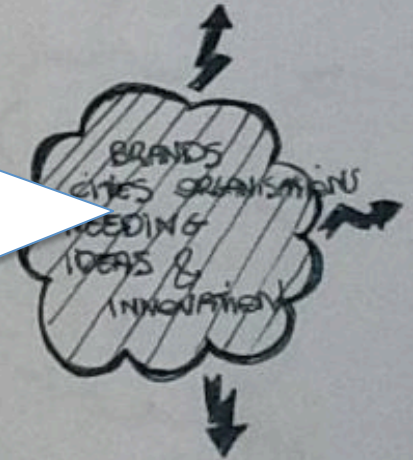


CONSULTANCY
services pour entreprises

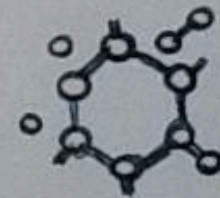
holistic vision on branding
transformating businesses

vision 'holistic' sur une ma
et transformation d'entrep

communication/branding/
marketing/design/innovati
outils brainstorming
out of the box thinking

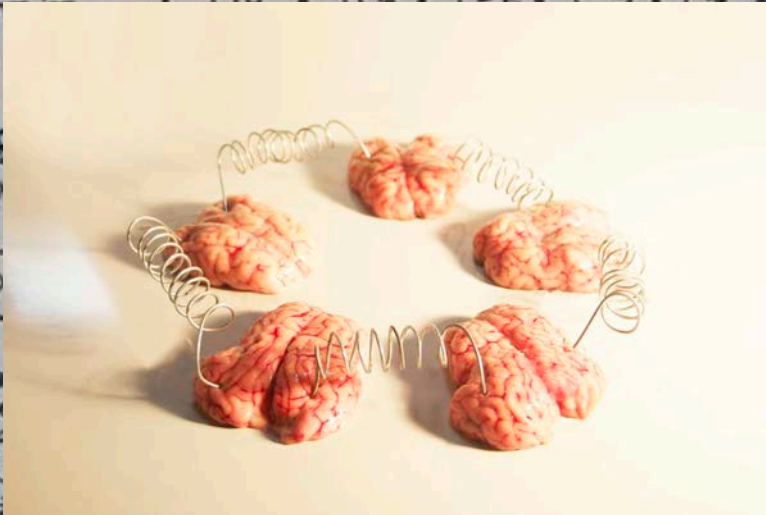


Creativity in Chemistry



- CREATIVE DISCIPLINES
- PEOPLE FROM OVER 100 COUNTRIES

P A D A E C S B P ...

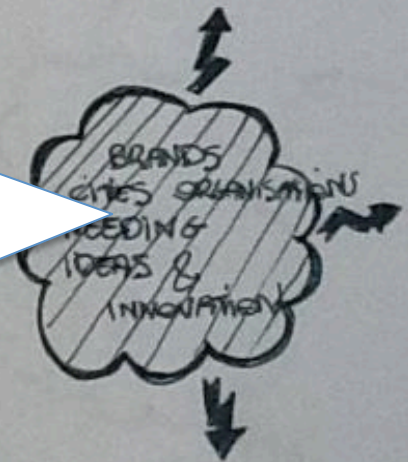


CONSULTANCY
services pour entreprises

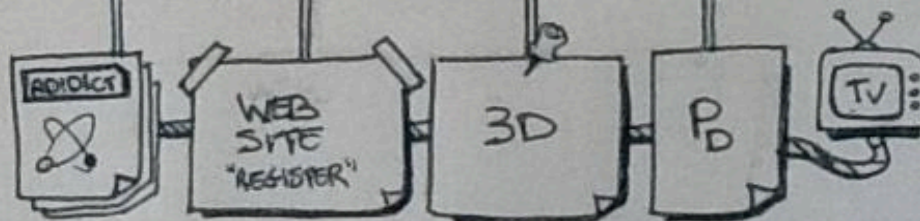
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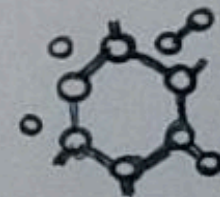
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- PLATFORMS TO "ACCELERATE" CREATIVE TALENT
- INNOVATIVE CONTENT & STORIES



Creativity in Chemistry



- CREATIVE DISCIPLINES
- PEOPLE FROM OVER 100

P A D A E C S B P ...

Safari



Go on a YourOwnLab Safari: visit destinations & meet people linked to your area of research.

Inspiration Shower



Get inspiration on one of your preferred topics.



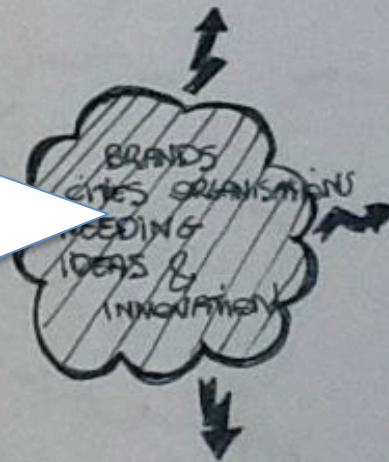
CONSULTANCY

services pour entreprises

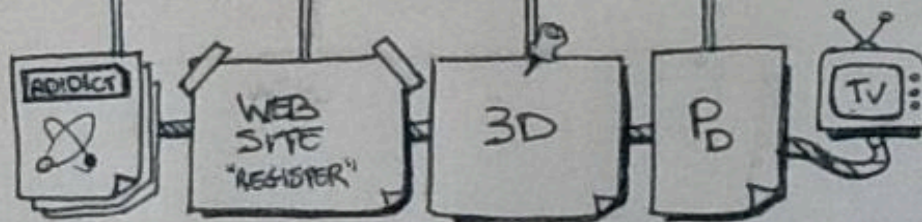
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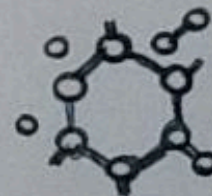
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- PLATFORMS TO "ACCELERATE" CREATIVE TALENT
- INNOVATIVE CONTENT & STORIES



Creativity in Chemistry



- CREATIVE DISCIPLINES
- PEOPLE FROM OVER 100

P A D A E C S B P ...

Marketing/ corporate transformation
Innovation / R&D /

Thalys / Lee Cooper / Diesel / Lexus
Renault / Saint Gobain / Ringier /
Novartis / H&M /

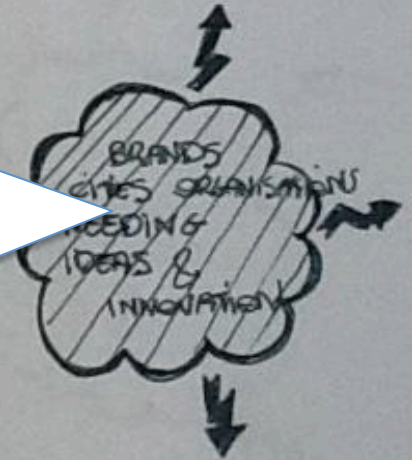


CONSULTANCY
services pour entreprises

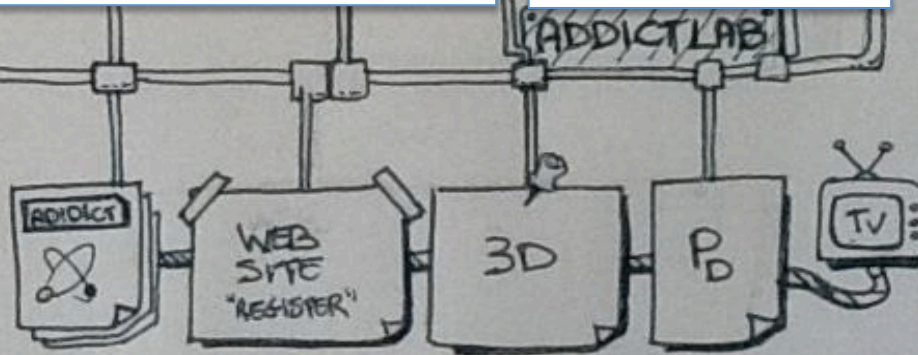
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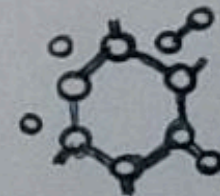
communication/branding/
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outils brainstorming
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- PLATFORMS TO "ACCELERATE" CREATIVE TALENT
- INNOVATIVE CONTENT & STORIES



Creativity in Chemistry



H&M

PROJECT

2



**NEW WAYS to integrate/
advertise/ Brands**



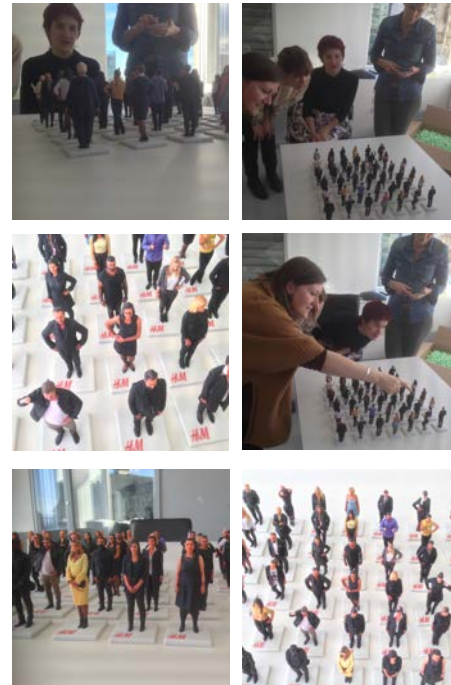
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H&M



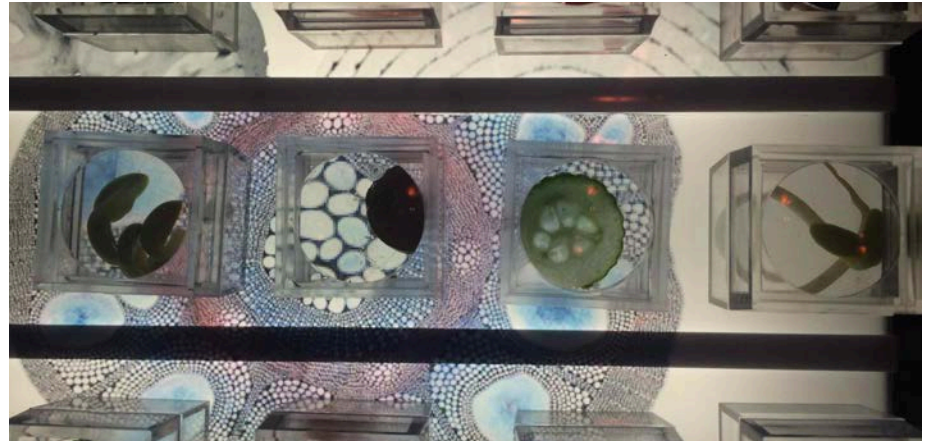
TE02
3D
3D printing



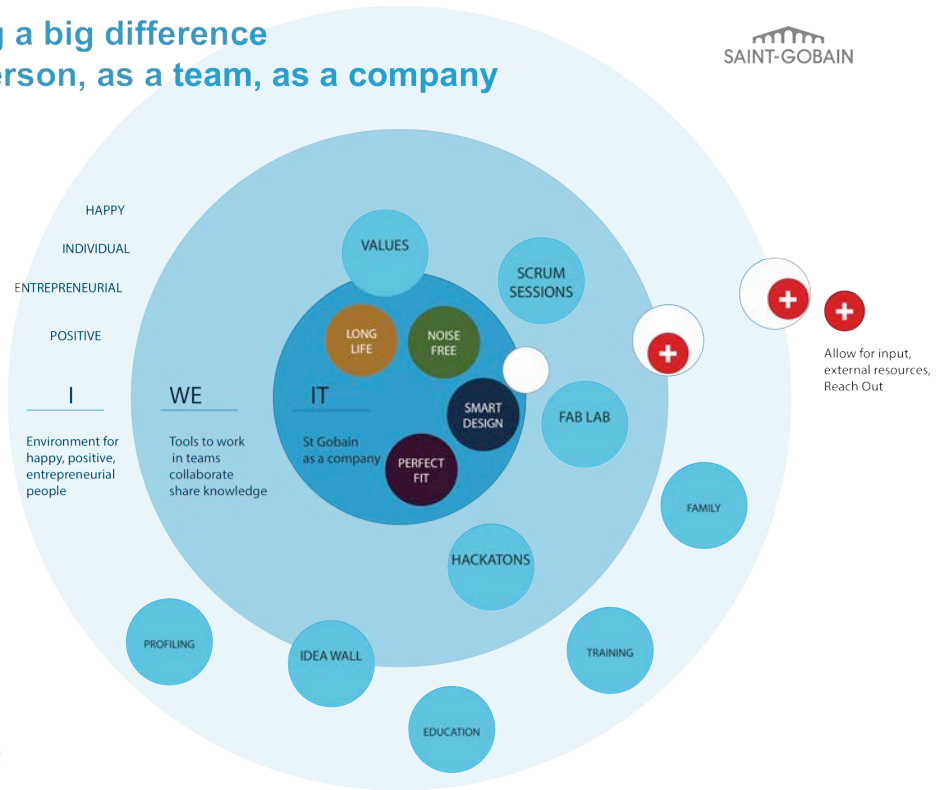
Cross border child protection conference & workshops



Food experiences



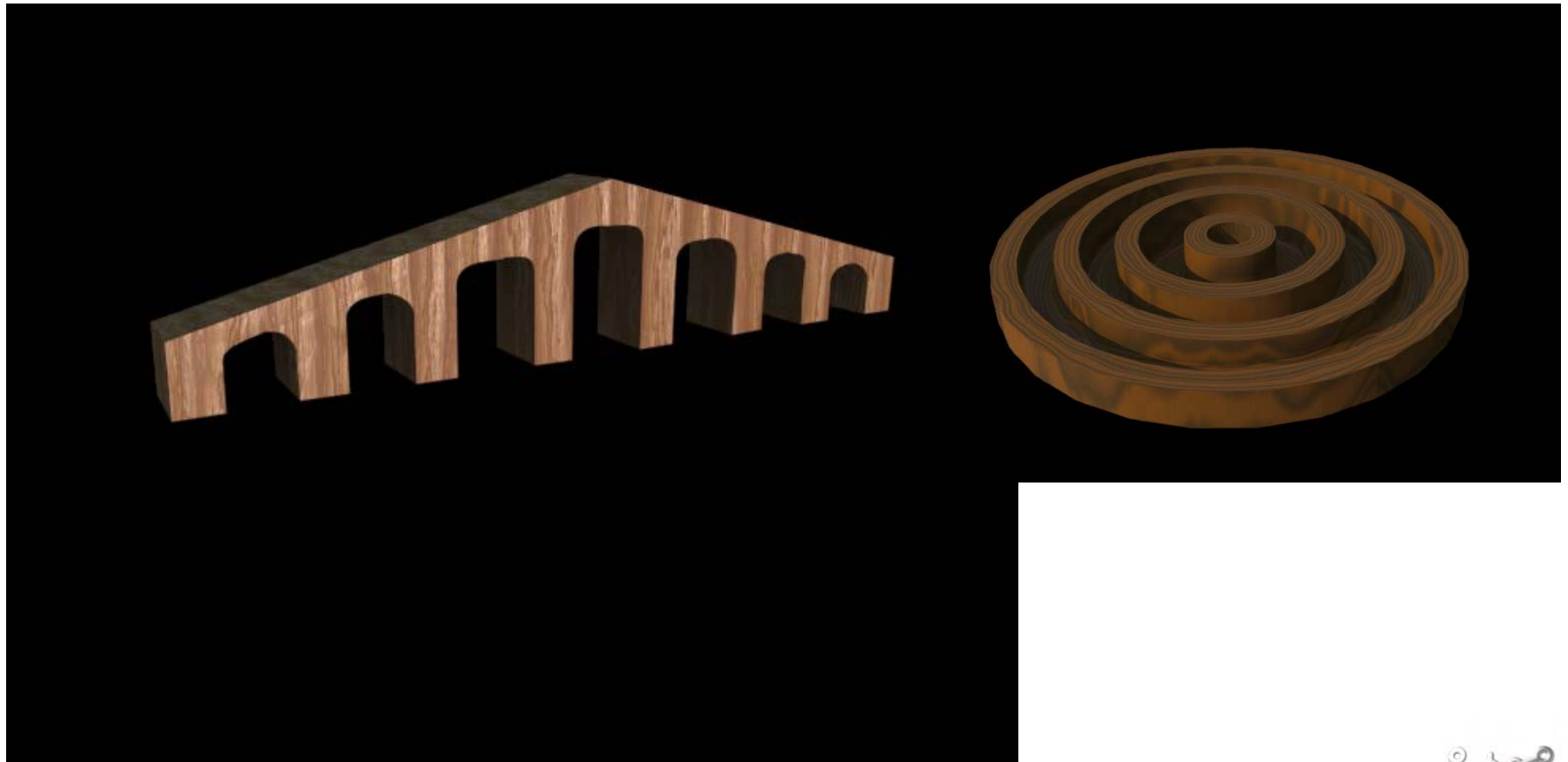
Making a big difference as a person, as a team, as a company

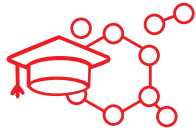


Making small parts.
Making a big difference.



Saint Gobain

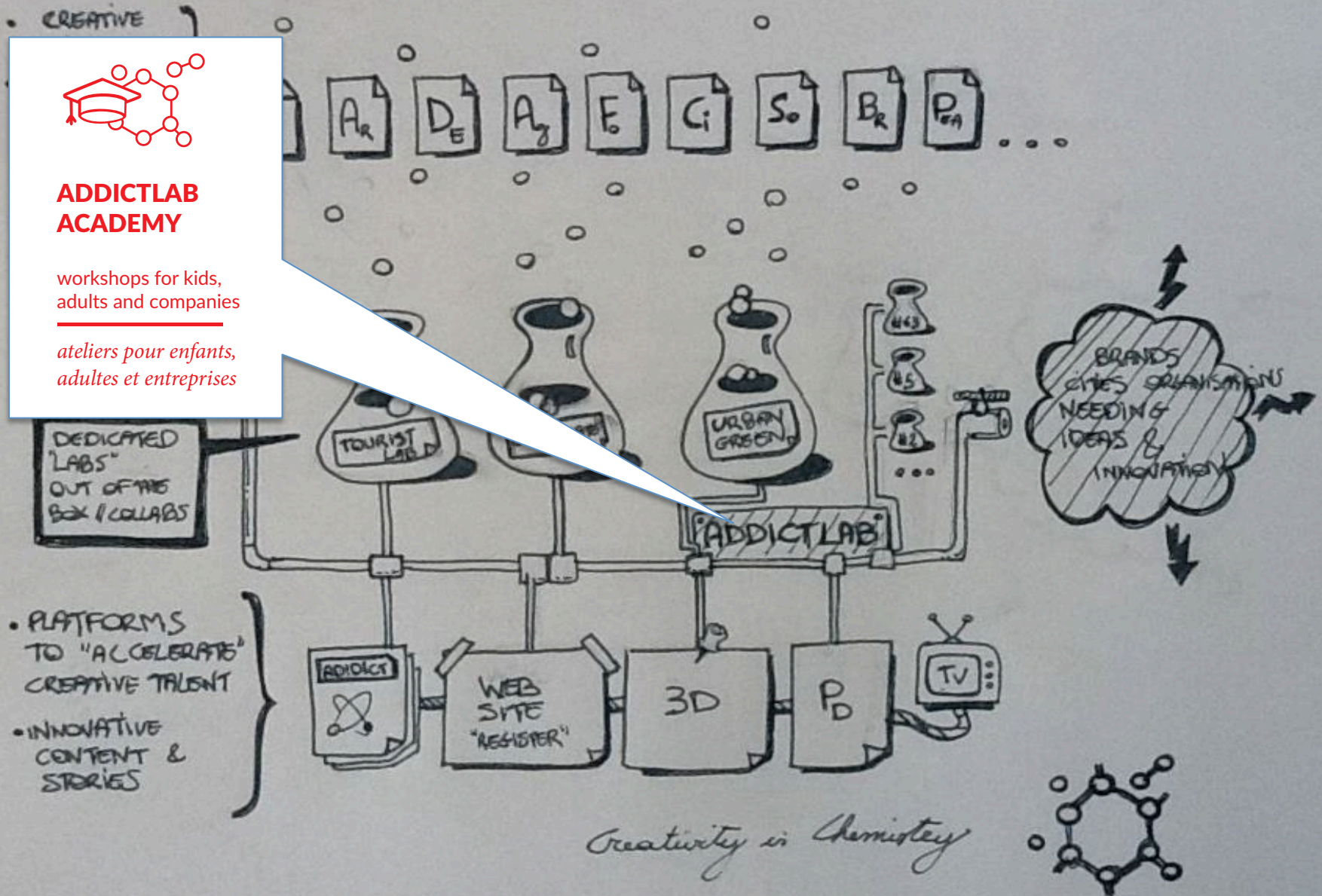




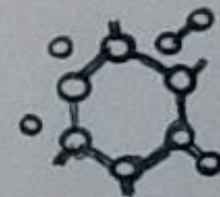
ADDICTLAB ACADEMY

workshops for kids,
adults and companies

*ateliers pour enfants,
adultes et entreprises*



Creativity in Chemistry



CREATIVE



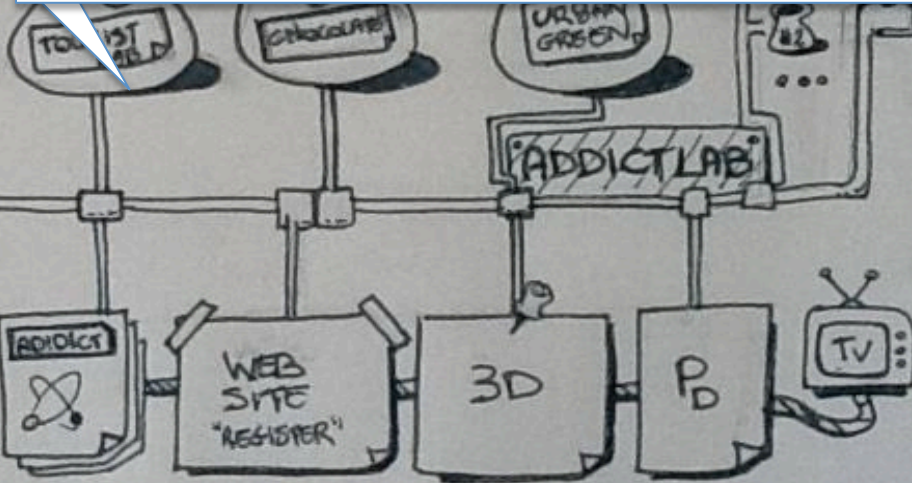
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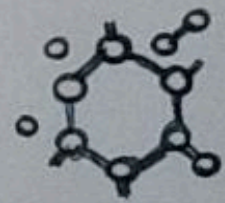
DEDICATED
"LABS"
OUT OF THE
BOX / COLLABS



IDEAS &
INNOVATION

- PLATFORMS TO "ACCELERATE" CREATIVE TALENT
- INNOVATIVE CONTENT & STORIES

Creativity in Chemistry





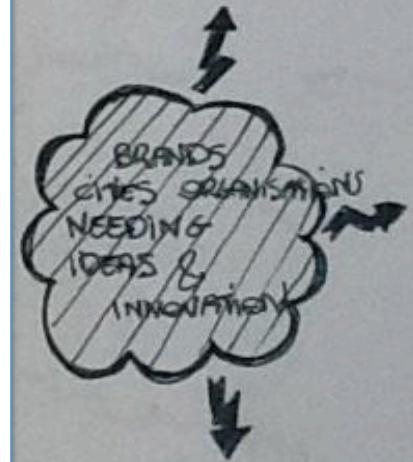
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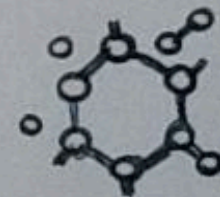
*ateliers pour enfants,
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DEDICATED
"LABS"
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- PLATFORMS TO "ACCELERATE" CREATIVE TALENT
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Creativity in Chemistry



CREATIVE



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DEDICATED
"LABS"
OUT OF THE
BOX // COLLABS

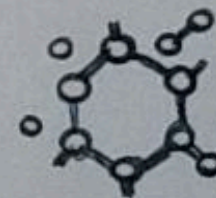
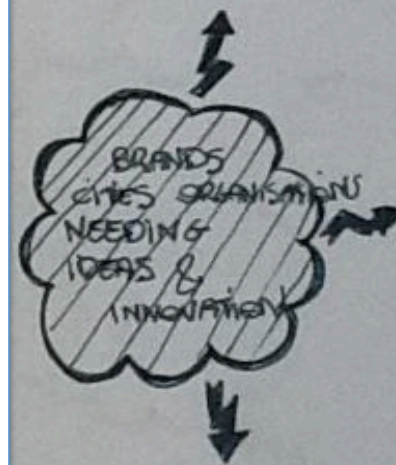
• PLATFORMS
TO "ACCELERATE"
CREATIVE TALENT

• INNOVATIVE
CONTENT &
STORIES



"REGISTER"

Creativity in Chemistry





ADDICTLAB ACADEMY

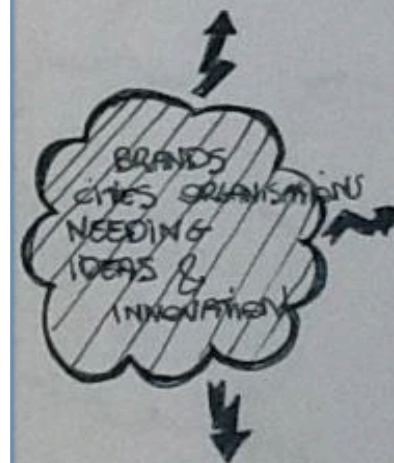
workshops for kids,
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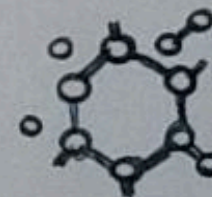


DEDICATED
"LABS"
OUT OF THE
BOX / COLLABS

- PLATFORMS TO "ACCELERATE" CREATIVE TALENT
- INNOVATIVE CONTENT & STORIES



Creativity in Chemistry



- CREATIVE DISCIPLINES
- PEOPLE FROM OVER 100 COUNTRIES

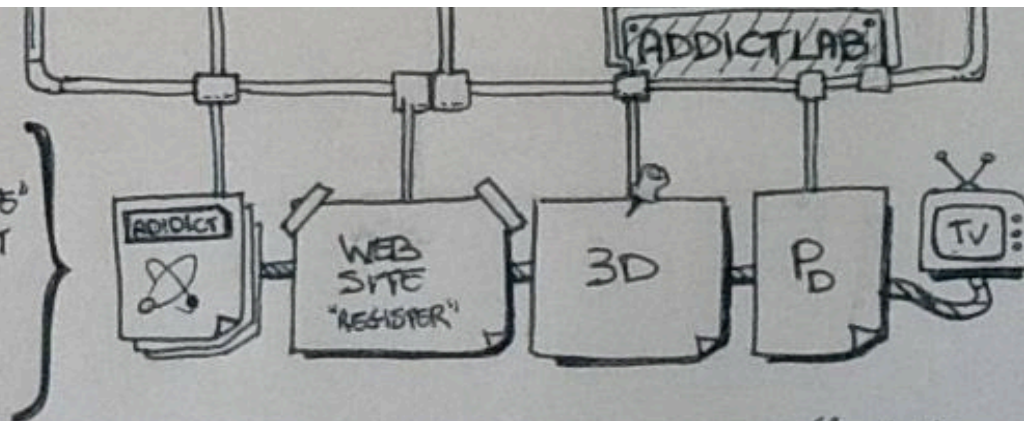


LAB SPONSORS

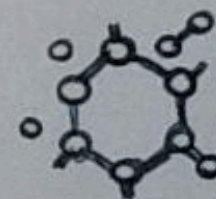
Where do we go from here?

BOX / COLLABS

- PLATFORMS TO "ACCELERATE" CREATIVE TALENT
- INNOVATIVE CONTENT & STORIES



Creativity in Chemistry



The 17 SDGs?



Adapting your ideas and the Addictlab database to the 17 Sustainable Development Goals

On 1 January 2016, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development – adopted by world leaders in September 2015 at an historic UN Summit – officially came into force.

Over the next fifteen years, with these new Goals that universally apply to all, countries will mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind. The SDGs build on the success of the Millennium Development Goals (MDGs) and aim to go further to end all forms of poverty. The new Goals are unique in that they call for action by all countries, poor, rich and middle-income to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.

While the SDGs are not legally binding, governments are expected to take ownership and establish national frameworks for the achievement of the 17 Goals. Countries have the primary responsibility for follow-up and review of the progress made in implementing the Goals, which will require quality, accessible and timely data collection. Regional follow-up and review will be based on national-level analyses and contribute to follow-up and review at the global level.

LAB PROJECT:
NATURE_REPUTATION_LAB

