

BE>FUTURE



Co-funded by
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Challenge talks: Governance and Impact



Javi Creus

Founder Ideas
for Change

**GLOBAL
INNOVATION
FORUM**

18th of November 2024, Barcelona



BE > FUTURE
shaping the future of business events



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Governance & Impact

@javi creus
Ideas for Change



The purpose of a system
is what it does

Staford Beer, cybernetician

The MICE system

Social Function:
Professional progress

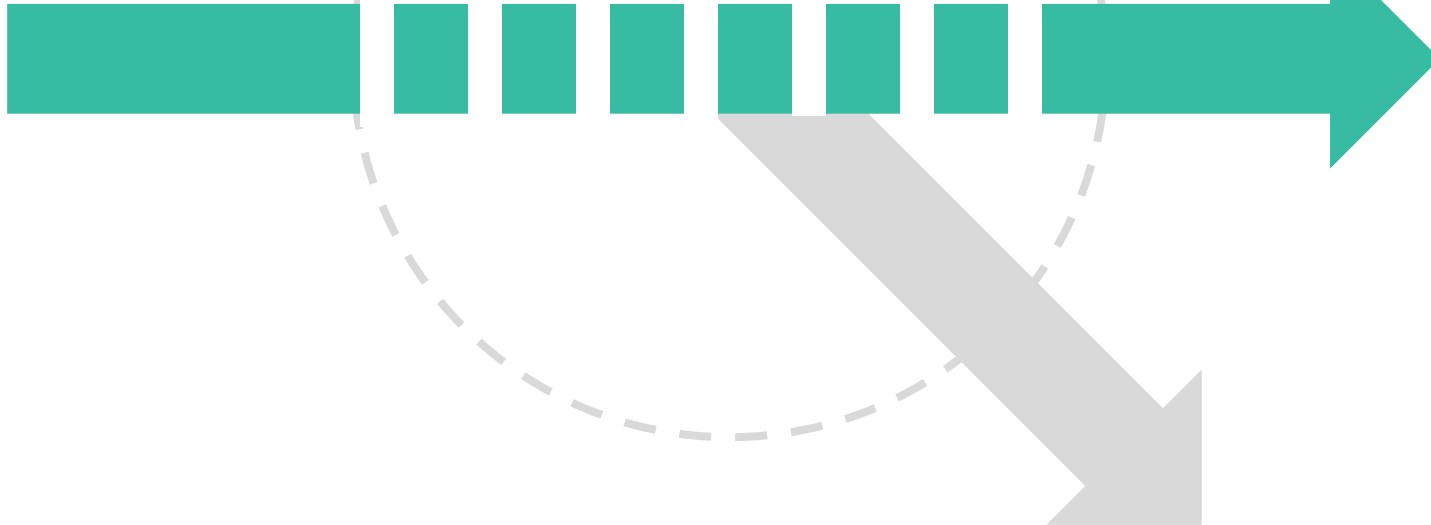


The MICE system

**Social Function:
Professional progress**

External Inputs

Visitors, Vehicles,
Materials, Food & B
Knowledge
Innovations...



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Internal Inputs

Transition agenda
Public policy
Local business, talent,
innovation



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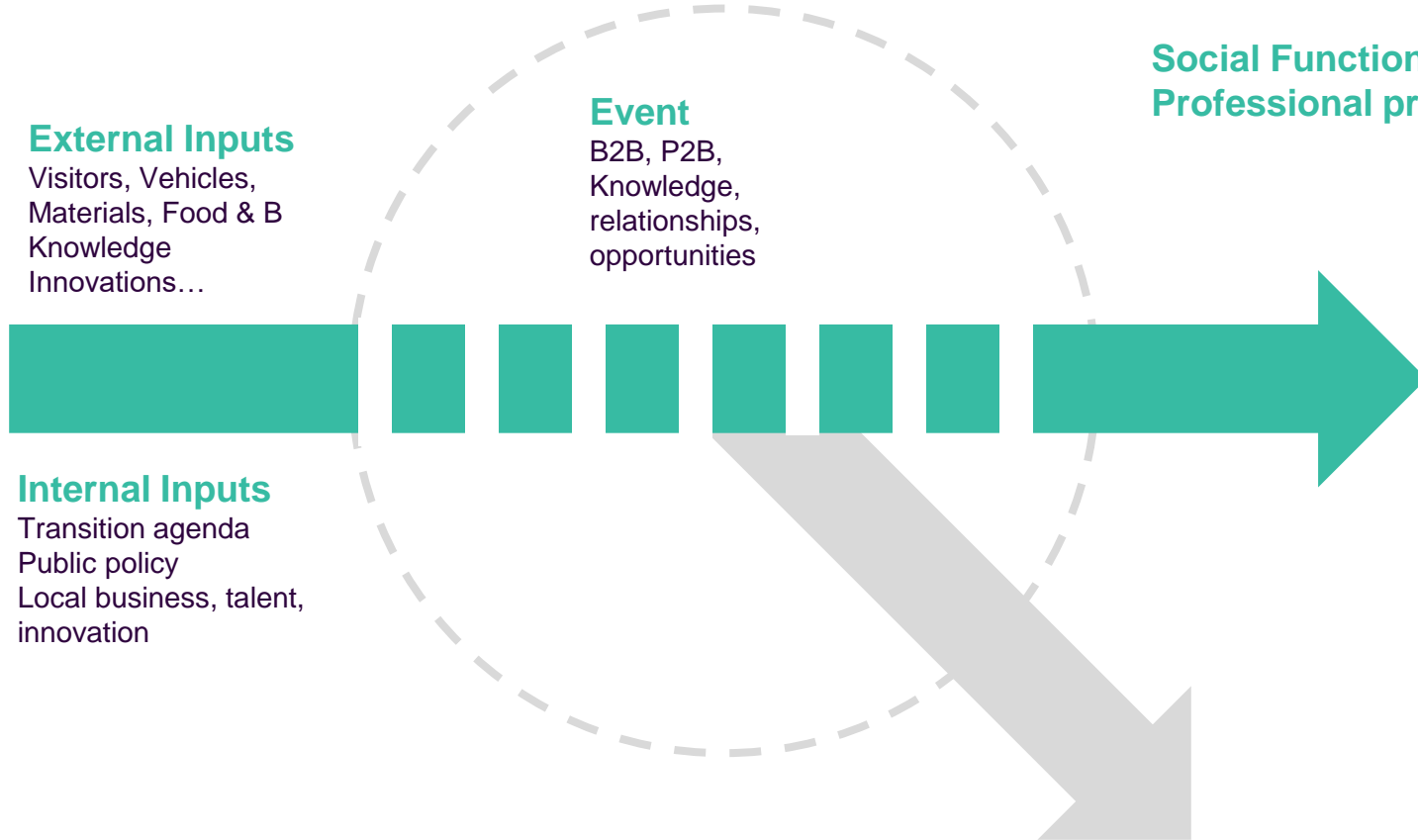
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Knowledge
Innovations...

Event

B2B, P2B,
Knowledge,
relationships,
opportunities

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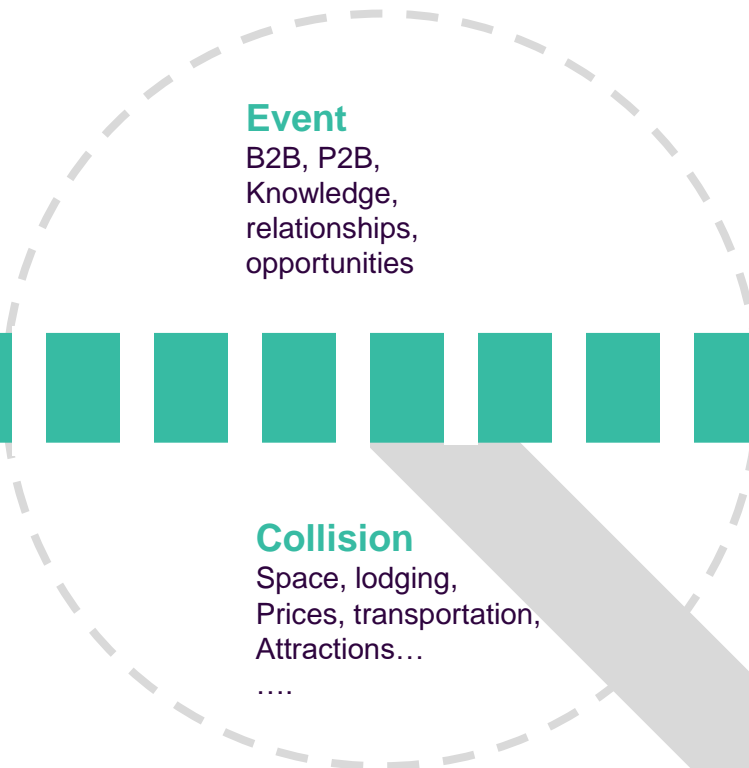
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Collision

Space, lodging,
Prices, transportation,
Attractions...

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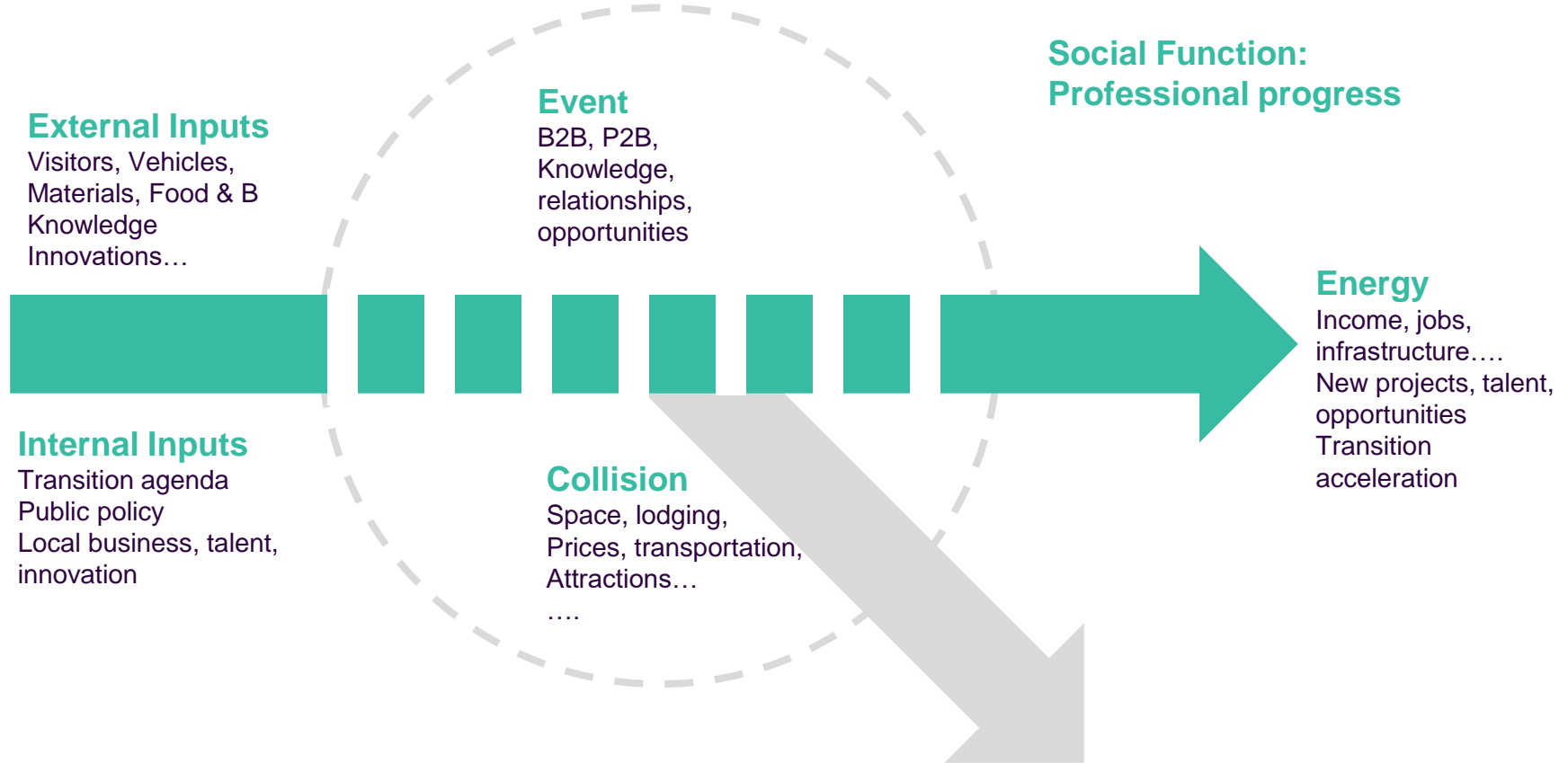
Income, jobs,
infrastructure....
New projects, talent,
opportunities
Transition
acceleration

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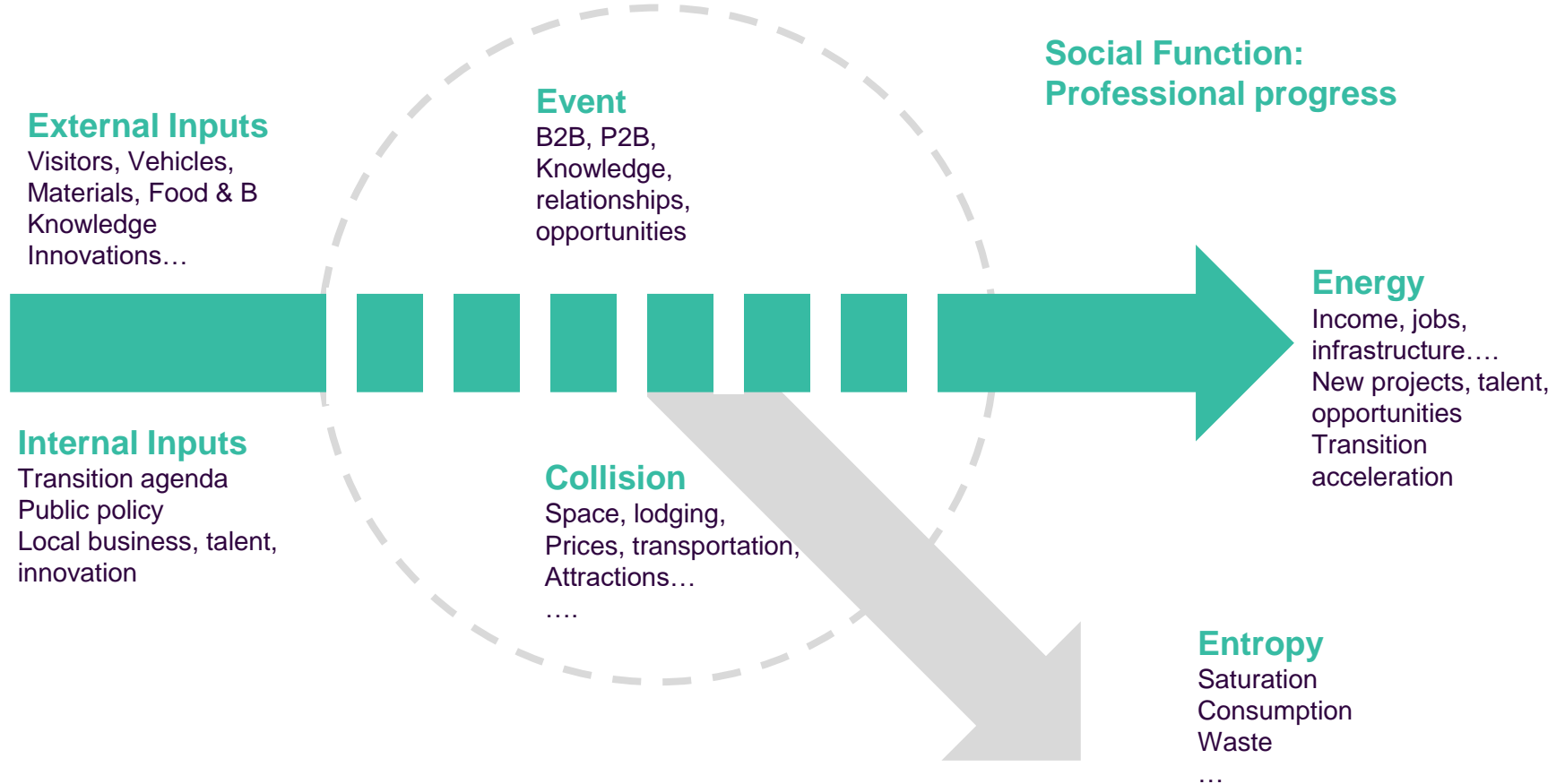
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Entropy

Saturation
Consumption
Waste
...



Innovation for Impact

- External inputs + Local inputs = + energy
- + Event results - collision side effects = - entropy

Governance for Impact

- 1/ Codesign with all agents involved
- 2/ Manage to maximise energy & minimise entropy
- 3/ Evaluate & share with all stakeholders
- 4/ Follow second derivative / accumulated effects

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CONVENTION BUREAU

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STRATEGIC PROJECTS

 UNIVERSITA' DEGLI STUDI
DI MILANO
BICOCCA

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State of the Art

THANK YOU!

 Ideas for
Change