

Launch of IdeasLab Hub: A Platform for Ideas, Solutions, Strategies and Change

18 July 2011

Geneva, Switzerland, 19 July 2011 - The World Economic Forum is publicly launching its biannual interactive IdeasLab hub on 19 July at 10.00 CEST. The unique [IdeasLab hub](#) features short documentary-style, high-definition (HD) videos of preeminent 21st century ideas and critical insights. The hub also provides dynamic Pecha Kucha presentations and visual IdeaScribes that trace and package complex strategic thinking into engaging and powerful images. All videos are HD broadcast quality.

To share the knowledge captured by the IdeasLab sessions, which have been running since 2009, the Forum is publishing 23 of the latest sessions, seen as the global benchmark of collaborative learning and development.

Crown Prince Haakon of Norway, Harvard Business School's Michael Porter and Former Mexican President Ernesto Zedillo Ponce de Leon have presented IdeasLab sessions, as have other leading innovators, academics, politicians and change-makers.

From the World Economic Forum Annual Meeting 2011 in Davos and the Annual Meeting of the New Champions 2010 in the People's Republic of China, the IdeasLab hub features Lord Nicholas Stern on climate change, Oxford Professor Susan Lea on reinventing the vaccine, and lead geneticist Francis Collins on treating and preventing chronic disease.

Five authors - **Garth Japhet, Susan Lea, Adam Bly, Sang Yup Lee** and **Sebastien Marot** - will be available for public comment, joining a Facebook conversation with the Forum's 75,000 followers. Each author will be online for an hour to discuss their ideas and respond to public questions and comments.

To join the conversation, log on to the [Forum's Facebook page](#) at the following CEST times:

Tuesday 19 July	Wednesday 20 July	Thursday 21 July
11.00 - 12.00 Novel Vaccines for Child Health: Susan Lea http://www.weforum.org/idea015		10.00 - 11.00 Social Enterprise for Street Children: Sebastien Marot http://www.weforum.org/idea020
23.00 - 24.00 Next Generation Chemicals and Materials: Sang Yup Lee http://www.weforum.org/idea014	17.00 - 18.00 Gaining Understanding from Data Visualization: Adam Bly http://www.weforum.org/idea008	12.00 - 13.00 Social Media for Social Good: Garth Japhet http://www.weforum.org/idea021

Notes to Editors

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