

curiosity incubator
accelerator for good

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ACCELERATOR FOR GOOD

2026





FOREWORD

Despite oceans of ink being split about how to solve our most pressing and complex challenges, 26 years in to the 21st century, action on how to make tangible progress feels piecemeal, and glacially slow.

Adding to these challenges, our existing ways of working together to solve problems aren't really working either. This makes solutions finding even harder, slowing progress, and worsening the problems themselves.

But we can change this, together.



Curiosity Incubator | Accelerator for Good is a full-spectrum "how to" solutions accelerator built to tackle the biggest challenges we face, from the global, to our daily lives. It works across every domain, sector, and territory - breaking down our most urgent problems, and co-creating solutions that really work, together.



Collective, complex problems require collective solutions building that not just grapples with, but thrives on, complexity and challenge. We bring a full-spectrum set of tools and approaches, in an accelerated format, to the challenges we all face - creating a sum that's greater than all of our parts. Join us today as we build better, more resilient and successful solutions that work for us all.



Bridget Gildea, Founder



THE CURIOSITY STORY

It's May, 2016. We're a year into the development at Harvard Kennedy School of Government of the world's first practitioner programme on applying behavioural science (BI) to public policy, cross-developing it with other projects on cities, innovation, new financial, social and organisational models, and digital transformation in government.

And we're stuck.

The way "it's done" in creating this kind of work seems to be the exact opposite of what the nascent evidence in BI says works, in how we as humans make decisions, form judgments, interact with each other, create structures, and, essentially, think, collaborate, behave, and learn.

So we pitch a new idea. Let's adapt the intervention frameworks the faculty are using in research, to the creation of the programme, the cohort, and the learning itself. To our enduring gratitude, the faculty chair says – yes, that makes sense. Let's do it. A new field of work begins.

In redesigning how this work happens, we uncover a universal gap – the farther away we are from a problem, the less we know about it, so the harder it is to create workable, practicable solutions.

This revolutionises how we work. Not because meeting people where they are and building from there, either in localisation, programme development, or in organisational or Place-based terms, is a "good" or a "nice" thing to do. But because it's the only way to work out how to co-create solutions that can really work, in structures and systems that seem impenetrable.

Over the next 10 years, we build innovation, learning and solutions creation programmes in governments and with large organisations around the world, embedded for multiple years, co-creating transformation and innovation in some of the most intractable structures out there. In total, this is now over 120 projects in over 40 countries.

3 years ago, we launch the Curiosity Incubator, incorporating all of this learning into a programme that works at the basic unit of all change – a person. We bring together 7 cohorts of change makers from 27 countries, working on apparently disparate problems. In the Incubator, we go from individuals trying to work on siloed issues, to a collective, working on aspects of shared, interlinked wicked problems.

And it works.

What's next?: The Accelerator for Good.

"The Curiosity Incubator workshop was an awe-inspiring and transformative experience that surpassed all expectations."

Margarita Gomez, Executive Director,
Southern Voice



ACCELERATOR FOR GOOD

The only Accelerator of this kind in the world, we bring together a road-tested, full spectrum set of tools and approaches to solutions creation, built over 10 years, 120 projects, and 40 countries, including:

- How people work, where they are: applied psychology, human & behavioural sciences
- How we can accelerate progress in systems and structures: applied systems approaches
- Using Place-based insights towards building Population-level solutions (and back again)
- Building stronger, quicker, better solutions where people are, through iteration and collective intelligence: public and for Good innovation methodologies
- Using data, AI and foresight, co-designed for Good
- Insights from hard-won government, third sector and social entrepreneurial leadership experience, including the 'how to' of missions

It's a team-based programme with up to 5 teams, of up to 5 members each. "Teams" here can be organisational, or transcend one organisation, "teaming" around a problem. All members of either kind of team must commit to the full number of sessions and iterative project work, for the length of the Accelerator.

Depending on the team's needs, different tailored pathways will be built for each, designed around each's specific requirements, and the parameters of their challenge(s).



Project type	Size	Pathway
Framework project	Small (£55k / \$75k)	Accelerator programme Pre-kick off / finalisation meetings Ongoing one to team co-creation
Multilayered project	Medium (£65k / \$90k)	Above, plus bespoke network convening Ongoing plan/strategy support
Full organisation / Network project	Large (£75k / \$100k)	Above, plus population, Place or policy-level co-creation Additional consultancy deliverables Ongoing one to one tailored support



CURIOSITY COLLECTIVE

The Curiosity Collective network of programme alumni, bespoke organisational session participants, and applied consultancy clients represents over 27 countries around the world, spanning the gamut of sectors, domains and disciplines - from large international organisations down to micro-level social entrepreneurs.

The Curiosity Incubator | Accelerator for Good approach and methodology is founded on collective intelligence, in the belief that when we co-create solutions with people where they live, those solutions can grow, spread and thrive in a way traditional approaches signally fail to achieve. The Collective is an active part of the Accelerator and in helping to refine solutions creation and success.



**OPEN SOCIETY
FOUNDATIONS**



AstraZeneca

**NHS
England**



Cabinet Office



**SOCIAL
FINANCE**



ofgem
Making a positive difference
for energy consumers



RSA

Heathrow



Nippon Life

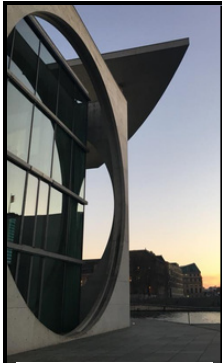


Curiosity Collective network

Just some of our alumni, affiliations, session organisations & applied consultancy clients



PREVIOUS PROJECTS



German Parliament (Deutscher Bundestag)

3-year-long parliamentary (national elected official) programme on ethical reflection and innovation in policymaking

Partnership with Robert Bosch Stiftung

Co-created a new approach to parliamentary learning and solutions creation, practice to pause and reflect on larger, ethical issues in governing and policymaking



Deutscher Bundestag

MacArthur Foundation

4-year-long programme of work co-creating entirely new approaches to solutions on corruption control in Nigeria

Led to a new research area in behavioural science, and an applied framework for co-learning into new solutions creation on difficult challenges

Work on applying behavioural science to grant-making processes with MacArthur head office in Chicago



MacArthur
Foundation



Governments of Brazil & Barbados

3.5 years of dual track solutions co-creation: re-orienting policymaking around shared, high-level goals like a healthier population; a sustainable state built for the 21st century - and building the infrastructure for Place-led solutions

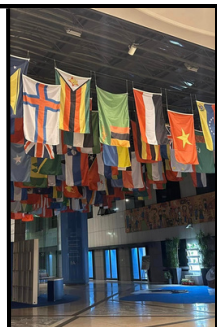
Plus iterative, embedded work on the transformation of government, what it does and how people work in it, for our accelerating challenges

United Nations Food & Agriculture Organization

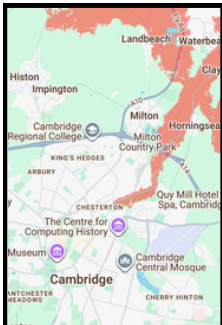
2-year programme of work, starting with FAO teams on systems innovation, food systems transformation co-learning

Finding new approaches - internationally, regionally, nationally, locally

'How humans work' and how that intersects with systems change frameworks



Food and Agriculture
Organization of the
United Nations



Whole-Place work in Cambridge, UK

4 years so far of ecosystem co-creation with Place-as-Incubator lens

Working with CISL, Cambridge, ARU, Cambridge City Council and more

Community-driven work - collectively tackling intention / action gaps

Bringing accountability and co-creation to rhetoric on "inclusive and sustainable growth"



AstraZeneca sustainability team

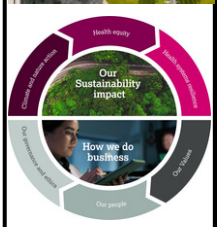
Embedding sustainability in strategy and operations

Identifying key barriers to change

Mapping organisational and financial structures to sustainability

Friction and barriers vs "culture"

Leadership decision-making - how to make larger goals like sustainability matter tactically





HOW TO JOIN

01 Assemble your team

Who are the members of your solutions creation team? This can be one team, or representatives from different parts of your organisation, or a collection of people "teaming" around a shared problem. If we in the Accelerator have teams to join in mind, we'll pitch them to you.

03 Pick a pathway

Of the three pathways in the Accelerator (small, medium, large, in the size and scope of the work), each has a different price point and range - so identify which makes sense for you and we will tailor your solution pathway together, from there

05 Socialise parameters

Sounds simple, but sometimes the greatest risk to this kind of work is overconfidence at the beginning about timing and resources - so making sure your team can deliver on the time and focus needed, is key

02 Identify problem (/set)

Identify the parameters, contours, and outlines of the problem you will be bringing into the Accelerator. Who needs to be involved, outside of your team? Who or what else can help or hinder the solutions work?

04 Choose a "champion"

Ideally, one of your team members has attended one of our sessions, or collaborated with the Collective - but if not, no problem, it just means a different onboarding strategy. The "champion" then leads your team's Accelerator work

06 Get in touch

If in doubt on any of this, get in touch!
curious@curiosityincubator.com

We will confirm teams as they commit to the Accelerator, first come, first served, so get in touch today on any and all of these steps. Onwards!



WHAT'S NEXT

Apply today to be part of our solutions creation collective - to the Accelerator for Good as a fully-formed team, or for the upcoming Curiosity Incubator and Solutions Symposium in early 2027. More details on those will be released as they emerge on our website (details below).

As we build more frameworks for solutions and how to create them, we'll be sharing what we've learnt with the Curiosity Collective, partners, collaborators, and at large, via the upcoming Symposium and other avenues.

This is a collective endeavour, running on, and building, further collective intelligence to create solutions fit for the complexity and urgency of our current and future challenges.

We aim to circumvent the barriers we all know about, solution by solution, network by network, by building and growing solutions, collectively, ourselves.

We can all be part of this change, from individuals, to Places like cities or neighbourhoods, to population and international-level solutions, and back again.

Onwards!

CONTACT

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