

PRESS NOTICE – for release Monday September 20th

UnLtd Ideas Bank launched to encourage social invention in the UK

The UnLtd Ideas Bank, a website created to encourage social invention in the UK, has been launched on Monday 20th September 2004. It has been set up to give social entrepreneurs and inventors in the UK a place to post up their creative ideas, inventive suggestions and innovative projects. The aim of the site, a collaboration between UnLtd and the Global Ideas Bank, is to encourage creative thinking and new ideas to benefit society: to promote *social* innovation.

On the site (at www.unltdideasbank.org.uk), users can:

- publicise an existing project to an established web community
- have their creativity recognised
- browse through the categorised ideas bank
- give ideas a rating for originality, feasibility and, where appropriate, humour
- get other's comments and suggestions, advice and information
- get blueprints for success to inspire and inform
- receive a weekly e-mail of new ideas and projects (by category)
- develop an idea through a unique seed-plant-tree system
- get access to the wider audience and database of the Global Ideas Bank
- build a community of supporters for an idea

As the site's audience determines how an idea fares, via the voting system, it is uniquely democratic and interactive, with the best ideas rising to the top. The rating system also facilitates the selection of ideas that may be particularly suitable for development or further support.

John Rafferty, Chief Executive of UnLtd, said today: "This is a very exciting project. We hope the UnLtd Ideas Bank will help stimulate ideas and generate debate on a whole range of different topics. I look forward to seeing the website take off and hope it will play a significant role in helping promote social entrepreneurship in the UK".

Nick Temple, Director of the Global Ideas Bank, said today: "Before social enterprise must come social invention: the generation of ideas for social good. We are delighted to be working with UnLtd on promoting that concept in the UK, and foresee the UnLtd Ideas Bank becoming a dynamic and diverse database of ideas and projects in the coming months and years."



Notes for Editors

The site is the result of a collaboration between two radically different non-profit organisations: UnLtd and the Global Ideas Bank.

UnLtd was established to run the UnLtd Millennium Awards scheme across the UK. Our awards provide funding and support to social entrepreneurs, enabling them to start up and run projects that will deliver social benefit. Social Entrepreneurs are people who wish to create a positive change in their communities; people who make a real difference by taking the initiative and providing our society with leadership at a grassroots level. The Awards scheme is funded by income generated from a £100 million endowment from the Millennium Commission, a National Lottery distributor.

The Global Ideas Bank started life as the Institute for Social Inventions, which was founded in the early 1980s by the social inventor and visionary, Nicholas Albery. It aims to promote and disseminate new, innovative ideas to improve society, and to encourage public participation in devising and developing creative solutions to problems. It does this through web-based projects, publications, awards, events and workshops, and prides itself on being part-social invention network and part-democratic think tank.

- For further details about UnLtd, see www.unltd.org.uk
- For further details about the Global Ideas Bank, see www.globalideasbank.org

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The Millennium Awards Trust was endowed by the Millennium Commission with a National Lottery grant of £100 million as a permanent source of grants for individuals throughout the United Kingdom to develop their own skills and talents and to contribute to the community. UnLtd is the trustee of the Millennium Awards Trust and operates the Millennium Awards Scheme.

