

# INTANGIBLE ECOSYSTEM PROFILE



## ORIGENCOLAB



### OVERVIEW

Origen Colab is a strategic innovation and co-creation hub embedded within the POPUP ecosystem. It functions as a catalyst, bringing cross-sector stakeholders together to bridge the critical gap between conceptual social strategy and market-ready execution. Origen Colab turns abstract ideas into real-world impact. By facilitating structured collaboration with a strong support network, the organisation builds scalable solutions that serve both community needs and partner objectives.



### STRATEGIC CONTRIBUTION

Origen Colab provides a unique, de-risked environment for meaningful social impact. By moving beyond traditional aid, the organisation integrates entrepreneurial ventures to ensure long-term financial resilience. Partners can test sustainable supply chains, incubate circular innovations, and join a verified ecosystem that turns shared purpose into measurable commercial and social value.



### CORE FOCUS

- Facilitate strategic dialogue between cross-sector leaders.
- Design and implement regenerative systems to maximise resource efficiency.
- Validate social ventures within real-world commercial markets.
- Build resilient models for long-term market independence.



### TYPICAL ENGAGEMENTS

- Manage high-impact regenerative and waste-to-value projects.
- Curate premium social impact products for procurement.
- Moderate collaborative forums to solve societal challenges.
- Scale purpose-driven ventures toward independent market viability.



### SECTOR/DOMAIN

- Innovation
- Circular Economy
- Co-Creation Platforms
- Sustainable Enterprise Development