

London creative Labs

NEWS RELEASE

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Sofia Bustamante, Founder, London Creative Labs named a "London Leader for 2010"

Sofia Bustamante, the Founder of the South London-based London Creative Labs has been recognized for her pioneering and innovative approach to tackling worklessness and poverty by being named as a "[London Leader for 2010](#)" by the London Sustainable Development Commission.

"This is a problem that is 50 years in the making. But it's totally unacceptable that we've allowed this to happen, that London should be both the richest and the poorest city in Europe."

"Everyone agrees the best way out of poverty is a decent job. But to get them to that position, they need training, confidence building and support."

— Sir Trevor Chinn, Chair of The Mayor's Fund for London

The above is Sir Trevor's response ([published on 5 March 2010](#)) to the issues highlighted by the [London Evening Standard's Special Report: The Dispossessed](#) on the persistence of near-Dickensian levels of poverty and deprivation in London, one of the wealthiest and influential cities in the world.

"I founded London Creative Labs to tackle poverty in the capital in a deeper, more systemic way than the conventional approaches to social ills. I'm honored to have been named a London Leader and I look forward to collaborating with my fellow London Leaders, the London Sustainable Development Commission and others in helping the Dispossessed rise out of poverty and contribute as fully participating members of society. I'd like to thank everyone who has contributed to the London Creative Labs Peer Fund so far and everyone else who has helped London Creative Labs get to its current stage of development."

— Sofia Bustamante, Founder of London Creative Labs

London Creative Labs has a unique approach to dealing with these issues that is distinct from that taken by agencies and local authorities:

- * Gain a deep systemic understanding of the underlying obstacles preventing people being able to obtain decent work.
- * Engage with organisations, networks and individuals to create highly effective solutions for overcoming those obstacles.
- * Ensure that the Dispossessed are at the heart of the design and implementation of those solutions & that they receive the Deep Support they need.
- * Facilitate the creation of new jobs and other opportunities for work via a highly entrepreneurial methodology.

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Notes to editors:

1. To find out more about London Creative Labs, visit <http://londoncreativelabs.com>
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