Ultimately, once we had started to build community and have more connections, the question became what do we do with that energy? And we needed to create more spaces to do tangible projects, to move tangible ideas forward. And this is when we started looking for more specific topic areas where the community could come together, such as finance, digitization, and even some of the connections of SDGs to other processes, like human rights and humanitarian development.

So once you've confirmed your focus and found your niche and you have your community, this is when your job as being a system sensor really kicks in. This is when all of those people that you are working with, you're starting to hear the things that they think are problematic in the system, and you can draw connections. A great example of this in Geneva was we were constantly hearing from governments that the biggest challenge in achieving the SDGs was financing them. And Meanwhile, we were speaking to the private sector, and we were hearing how they wanted more sustainable products.

Their clients are wanting these things, and we started to realize, okay, this is a challenge for both. On one side, they need more finance, on the other side, they need more projects to finance. So clearly, something is not meeting up. And that could be a role where an innovation lab, a collaborative network, could add to a solution. And ultimately, that's how we became very concrete and began to take action. Don't worry. If all the conditions aren't perfect or if everything isn't exactly as you want it to be.

The most important thing is getting started. It's gathering the community, taking action, doing the work, moving things ahead and over time that will snowball and become a larger movement.