



## **TEDxBrixton partners with Department for Business, Innovation and Skills to Find UK's Idea worth sharing**

LONDON 01 October 2015

TEDxBrixton is proud to announce that it has been selected by the Department for Business, Innovation and Skills to lead the search for the UK's best and brightest entrepreneur as part of a new '*Ideas from Europe*' initiative.

For the first time, the 28 Member States of the European Union will join forces to find the most inspiring ideas that have the potential to change the world for the better.

TEDxBrixton will lead the UK arm of the competition, and from 1st October 2015 changemakers and innovators from across the country can submit their ideas via a two minute video at [TEDxBrixton.com](http://TEDxBrixton.com).

An influential panel of UK business leaders, staff from the Department of Business, Innovation and Skills and TEDxBrixton team members will judge the entries, together selecting the idea to represent the country at the 2015 SME (Small and Medium Enterprises) Assembly in Luxembourg. At the SME Assembly an international jury and assembly delegates will then choose the top nine ideas from across all countries, and a tenth will go to a Europe-wide public vote.

These ten visionary entrepreneurs will be given a world stage to showcase their ideas at The Hall of Knights on March 31st, 2016 in The Hague.

The winning UK idea will be selected based on a number of criteria including the scale and reach of its social impact, and how innovative the idea is. The concept needs to show potential benefit on a global scale. The deadline for submissions is midnight, 31 October 2015.

TEDxBrixton was selected by the Department for Business, Innovation and Skills due to its proven ability to attract and present a diverse mix of pioneers and thought leaders. In its third consecutive year, TEDxBrixton has featured over 50 bold, thought-provoking stories,

told not only to its local community but to thousands of people across the globe who watch via live stream.

Stephanie Busari, founder of TEDxBrixton, commented: "I'm exceptionally proud that we have been selected to find the idea to represent the UK in this exciting international initiative. Every year we hear from hundreds of inspiring, talented people that really are changing the world through their own unique idea, and it's amazing that we can now help someone share their story on such a prestigious stage."

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Tine van Heerikhuizen, *Ideas from Europe* Head of Global Communications, added "This is the opportunity to showcase what each country has to offer."

For more information please visit [TEDxBrixton.com](http://TEDxBrixton.com)

## **NOTES TO EDITORS**

### **About TEDxBrixton:**

TEDxBrixton is an initiative of Stephanie Busari, a long-term resident of the area who was granted the licence to organize TEDxBrixton by the TED organisation. TEDxBrixton is run by a small team of volunteers, all passionate about the power of ideas.

Born in the summer of 2013, TEDxBrixton aims to share innovations and ideas coming out of this unique area of London. The initiative's mission is to put Brixton on the global map for positive reasons; to spotlight the change that is happening in the area, and to make connections with like-minded people around the world. TEDxBrixton can be watched via livestream, which was viewed by 4,000 people from all around the world in 2014, including Taiwan, Nigeria, the United States and all over the United Kingdom.

TEDx is a program of local, self-organised events bringing people together to share a TED-like experience. The 'x' in TEDx stands for 'independently organised TED event'.

### **About TEDxBrixton 2015:**

TEDxBrixton 2015 is taking place on Saturday October 10th 2015 at the Brixton Recreation Centre. The theme for this year is *Kaleidoscopes*, which means 'observation of a beautiful form' in Greek and represents Brixton's identity as a mosaic of cultures, ideas and stories. In this event, pioneers across science, technology, medicine, sports, mental health and LGBT rights will inspire the audience and challenge them, giving them the opportunity to venture beyond what they know.

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IDEA WORTH  
SPREADING?**