

# Manifesto.

1. We will always start with **USER NEEDS**. We hold our users' needs and lived experiences in high value.

We will not assume we know anything.

2. We will seek out **SHARED VISIONS** even when uncomfortable.

We believe building trust and diversity will produce inclusive outcomes.

3. We value the **POWER OF CO-CREATION**, and we will co-design and iterate with all stakeholders.

4. **WE WILL LISTEN.**

6. We will **EMBRACE CREATIVITY**, we will be experimental, and we will prototype.

5. We will prioritize **COLLABORATION** at multiple stages in the process.

We will work across silos & departments.

7. We don't fail, **WE LEARN.**

We will try, iterate, learn, and then do better to deliver meaningful change.

We will put this into practice through our values of **TRUST, TRANSPARENCY, AND SUSTAINABILITY**. We will make time and space to revisit our values.

This manifesto was co-created with UAL Digital Services: UAL Teaching and Enhancement Team, UAL Programmes and Projects Team, and UAL Management Team in June, 2022.



**ual:** london college of communication