



LAURA PETRACHE

Co-Founder at "B1-AKT Leading Sustainable Strategies & Paragon Communication"

17+ years of experience: proven record of impact and implementation of effective change

"I possess strong aptitude for optimizing performance and I am able to visualize success and identify innovative and effective strategies for achieving it." LP

Involved in the world of politics Laura is very active in supporting and advising political figures as senior political adviser. Her life and background are **international**, her experiences **intercultural**, her sharp and agile thinking is able to adapt both "in" and "out of the box" thinking. While her experiences are eclectic, they all boil down to one task: advising others to succeed.

With more than 15 years' experience as leading intercultural expert, she brings a wealth of experience and insight to several peacekeeping missions and she continues to help determine the overall strategy and direction of [AKT AS 1- Leading Intercultural Training Institute](#) that she created.

She believes that a cultural "**hybrid identity**" is a sustainable key of social development. Laura is cultivation a thriving ecosystem for social innovation and more sustainable, equitable, and inclusive communities. "[Trans-nationally, trans-lingually and trans-culturally](#)" are the key words she uses for a "sustainable future".

As builder of sustainable communities, she decided to create the [Migrant Sustainable Integration Lab](#). The Migrant Integration Lab aims to provide a **transnational** framework defining **sustainable actions** (migrant integration, economic development, **job creation**, promoting democracy and solidarity) by fostering cohesion, gender equality, tackling social exclusion, poverty and generational as well as demographic disparities.

Laura defines innovation as a social, collaborative process involving artists, scientists, humanists and industry professionals working together on new problems and opportunities raised by technological and cultural change. By mixing leading domain experts, thought leaders, scholars and practitioners the BE COM 1 Innovation Lab that she founded, has pioneered breakthroughs in multiple areas, including social curation and storytelling, management, strategy and political advice.

She **breaks Management, Language & Communication barriers** and believes that successful communication is to be able to comprehend, speak and understand the "culture". Laura also strongly believes that **creativity drives innovation, innovation drives entrepreneurship, and entrepreneurship drives sustained economic growth**.

Being an Intercultural Mediator, a Fellow, a Change Maker and Mentor is what she does best. As mentor, she cares **about the future of democracy and the wellbeing of generations to come**, helping young people believe in themselves and their abilities to improve the world, as to create positive social impact. As a fellow for the Change Makers Alliance, Laura shares Humanity and builds a better world!

Key Words: Paragon Communication Leading Expert-Motto design//Design Thinking - Innovation – Intercultural Expert//Capacity Building//Sustainable Strategies of Communication-Internationally experienced//Network aggregator//Inspirator//Mentor//Story Teller//

Interests: Gender Equality//Transnational Framework-Migrants Sustainable Integration//Identity-Civic engagement-Sustainable Communities//Education- Sustainable Learning//Global citizenship& Democratic Values//



& Holistic Communication

Invent-Inspire-Integrate-Guide Renewal

<http://www.B1-AKT.com>

*“We are inspiring leaders working to **create transformational change**. Our work is **diverse**. Our approach **transnational**. Our goals are **unique**. But we stand united in our purpose: **build a brighter and sustainable future**”*