

Solutions - Social Innovation



What is Social Innovation?



Social Innovation is all about solving societal challenges in new ways.

**Who are
social
innovators?**



Social innovators can come from all walks of life. Social innovation can take place in **public, private** and **third sector organisations**.

Often the most fruitful sources of new ideas take place in the context of **collaboration** between different sectors.

Almost everything revolves around two aspects: the involvement of **people** and the use of **technology**.

All of us can be **innovative citizens**, making us enablers of change in our communities and moving from our daily practices to real innovation policies

Who are the social entrepreneur?

The stereotype of a social entrepreneur is someone who is trying to make a social change and impact and is struggling to raise enough money to cover the costs.





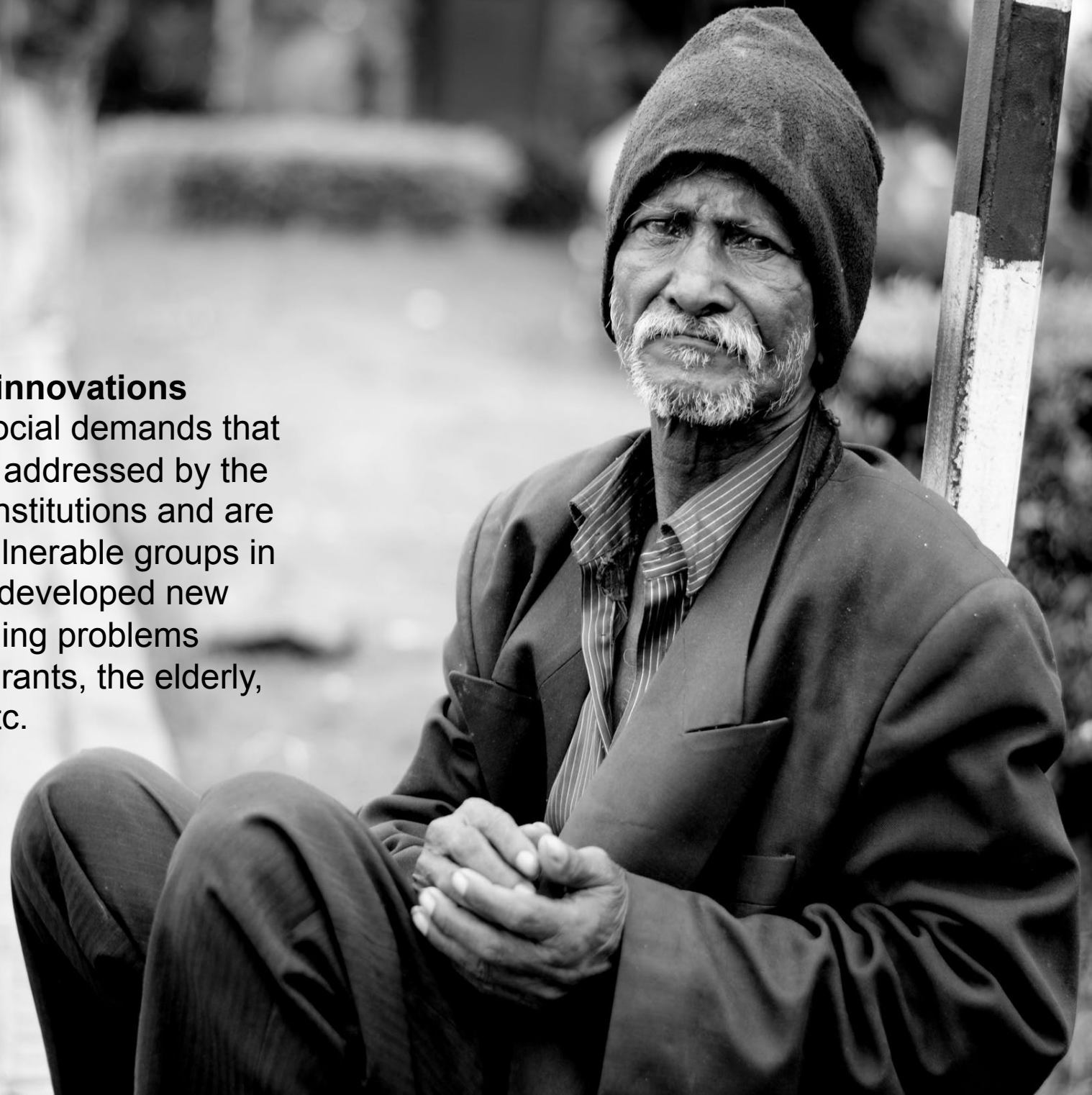
Which side of the coin? To do good or to make money? Both!


Social enterprises feature the generation of social impact at their core. In this sense, it is what they do with their profits that differentiates them from traditional businesses. Like traditional businesses, they sell products or services in an open market, but by reinvesting the profits or benefits in the business or local community, they help to create job opportunities (especially for groups that are at a disadvantage in the labour market), support local communities and tackle social problems.

Three key approaches to Social Innovation


1. Social demand innovations

which respond to social demands that are traditionally not addressed by the market or existing institutions and are directed towards vulnerable groups in society. They have developed new approaches to tackling problems affecting youth, migrants, the elderly, socially excluded etc.



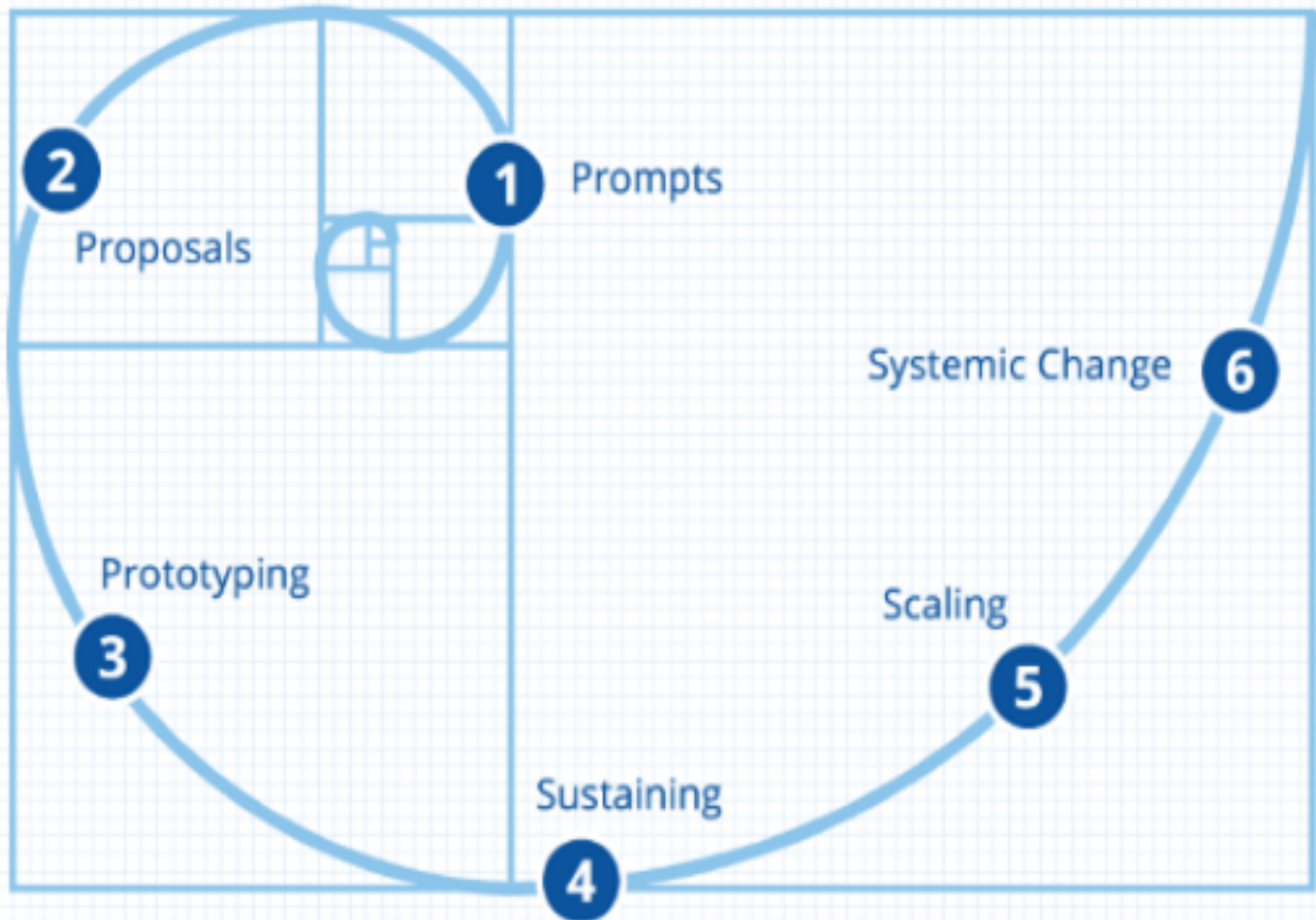


2. The societal challenge
perspective focuses on innovations
for society as a whole through the
integration of the social, the
economic and the environmental.

A high-angle, top-down photograph of a group of people sitting on a green lawn. Their arms and hands are extended towards the center, where they are stacked on top of each other in a circular formation. The hands vary in skin tone, suggesting a diverse group. Some people's legs and clothing, like jeans and a striped shirt, are visible around the perimeter of the circle. The overall mood is one of unity, teamwork, and shared purpose.

3. The systemic change focus, the most ambitious of the three and to an extent encompassing the other two, is achieved through a process of organisational development and changes in relations between institutions and stakeholders.

A stage model of Social Innovation



- 1) Prompts: This stage includes all the initiating factors that highlight the need for change and the inspiration that sparks it. This involves diagnosing the root of the problem and framing the question that will help to identify the opportunities that a new change could generate.
- 2) Proposals: This is the idea-generating stage. The process of creating ideas can involve design thinking or creative methods to attract insights and increase the number of solution options from a wide range of sources.
- 3) Prototyping: In this stage, ideas are tested, either by simply trying things out or through more formal pilots, prototypes and randomised controlled trials. Through a process of iteration and refinement, ideas gain strength. Trial and error help build up firm evidence that the solution works.
- 4) Sustaining: When the solution becomes everyday practice, innovators must sharpen ideas and identify what is working well and what is not. There must also be income streams ensuring the long-term sustainability to carry the innovation forward.
- 5) Scaling: This involves a range of strategies for growing and spreading innovation, from organisation growth to licensing and franchising. Emulation and inspiration also play a critical role in spreading an idea or practice in an organic and adaptive manner.
- 6) Systemic change: Systemic change is the ultimate goal of social innovation, and usually involves the interaction of many elements and new ways of thinking. It typically entails changes in the public and private sectors over long periods of time.



**A tool to promote social innovation:
The Social Innovation
Camp**



The goal of the Social Innovation Camp is to stimulate Social Innovation by creating multi-disciplinary groups.

The camp develops the techniques of multi-disciplinary working in a real world setting - some solutions are taken into the outside world

How to organize a Social Innovation Camp:

<https://unicefstories.files.wordpress.com/2013/09/social-innovation-camp-cookbook.pdf>



A Social Innovation Camp for **Circular Economy**

Capannori - Circularicity
<http://open.toscana.it/web/circularicity/home> (in italian)

Classroom exercise

Define Problem

**Define factors that highlight the
need for change**

Design your IDEA

Make a solution



**We live in complex world of
interconnected challenges.**

A new a call for action: **17 Goals to Transform Our World**



In 2015, UN adopted the 2030 **Agenda for Sustainable Development** and its **17 Sustainable Development Goals**.

<https://www.un.org/sustainabledevelopment/>

11 SUSTAINABLE CITIES AND COMMUNITIES



Cities are hubs for ideas, commerce, culture, science, productivity, social development and much more. At their best, cities have enabled people to advance socially and economically. With the number of people living within cities projected to rise to 5 billion people by 2030, it's important that efficient urban planning and management practices are in place to deal with the challenges brought by urbanization.

Many challenges exist to maintaining cities in a way that continues to create jobs and prosperity without straining land and resources. Common urban challenges include congestion, lack of funds to provide basic services, a shortage of adequate housing, declining infrastructure and rising air pollution within cities.

**What are the challenges
you perceive in your local
context?**



classroom discussion time

Now it's your turn!



Tips for starting to be social innovators in your local community

Local Community: OUTREACH, MAPPING RAISING AWARENESS



1. WHO DO WE REACH?

MAKE A MAP OF PEOPLE

- ┆ Who do we want to involve?
- ┆ What groups are active in the area?
- ┆ Who are the stakeholders?
- ┆ The associations/organisations?
- ┆ The opinion leaders?

2. HOW TO REACH THEM?

USEFUL TOOLS TO START MAPPING

- |Snowball technique... Start with a small group to involve many others
- |Direct phone calls
- |Interviews

3. WHAT ACTIVITIES?

EXAMPLES OF INITIATIVES TO ENCOURAGE INVOLVEMENT AND AWARENESS CAMPAIGNS

- ▮ Group Walks
- ▮ Displays of photographs
- ▮ Listening spaces
- ▮ Market days
- ▮ Work with maps
- ▮ Activities with young people

A map of the town/village centre created using photos taken by local people



**Design your town/village centre ...
with glossy paper, cards and
photocopies**





"The town/village centre I want"
Use what materials are available
as a resource ... organise activities
that people will want to
participate in



Walks and visits to meet and discuss



Outreach in the marketplace





Get out on the street ...



Working on maps ...

Results of citizen involvement

Focus on:

- ┆Places for the community
- ┆Needs
- ┆Type of activity/proposal/ solutions
- ┆Commitment of citizens/ stakeholders/networks
- ┆Institutional support
- ┆Means and resources
- ┆Feasibility study



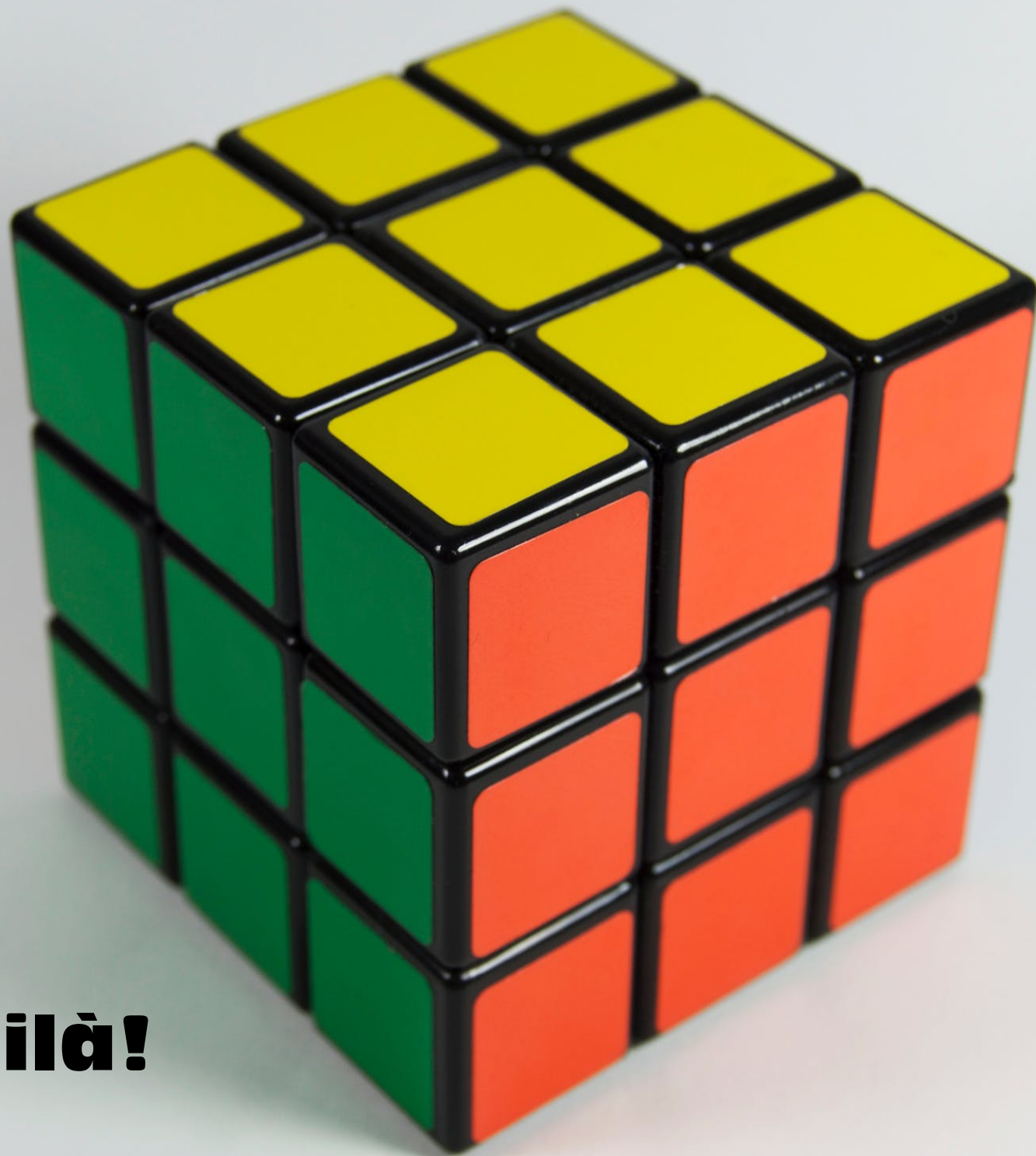
Classroom exercise

Divide young people into groups

Define a local strategy for Social innovation

Discuss together





et voilà!