

Social Innovation

Introductory session

Bikash Dahal
September 13, 2022

Social Innovation

The schedule

- Week 1: Definition and Concept of Social Innovation
- Week 2: Theories and Frameworks of Social Innovation
- Week 3: Types and field of Social Innovation
- Week 4: Who is a Social Innovator?
- Week 5: Design Thinking
- Week 6: Designer's mindset

Social Innovation

The schedule

- Week 7/8: New Business Models
- Week 9: Integrating social into business models
- Week 10: Turning ideas into minimum viable product
- Week 11/ 12: Sustainability and Social Innovation
- Week 13: Network and capacity building
- Week 14: Supporting social Innovation
- Week 15/ 16: Good practices in Social Innovation

Social Innovation

Concept and Definitions

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Contents

- The concepts of Social Innovation
- The meaning of Social Innovation
- The forms of Social Innovation
- The elements of Social Innovation
- The definition of Social Innovation

Learning Objectives

- To understand the concept of Social Innovation
- To be able to integrate these concepts into practice
- To expand our horizon
- To acquaint ourselves for further sessions

Concept

- The idea that works in meeting social goals
- New ideas that meet the unmet needs
- New social practices to meet social needs in a better way
- Social purpose of meeting social needs for the society and community
- Different from business innovation
- Innovation for social and public good
- Effective, creative and optimal solution to a social problem or a social cause

Concept

- Made, nurtured and started within a society
- Positive change with combined effort of every individual in a society
- Innovation for a better society or community
- Innovation to meet social needs of the society and people through various innovations
- Novel solutions to social problems that focuses on the community

Social Innovation

Decoding the meaning

Weerakoon, C., & McMurray, A. (Eds.). (2020). *Theoretical and Practical Approaches to Social Innovation*. IGI Global.

- It is a multidisciplinary subject (clusters)
 - Social enterprise and entrepreneurship
 - Urban studies, territorial innovation and governance
 - Transition management and grassroots innovation
 - Ecological resilience
 - Social policy and network
 - Social innovation practice

Forms of Social Innovation

Weerakoon, C., & McMurray, A. (Eds.). (2020). *Theoretical and Practical Approaches to Social Innovation*. IGI Global.

- Product
- Services
- Process
- Legislation
- Model
- Social movements
- Business practices/ Social Practices

Common elements

Cajaiba-Santana, G. (2014). Social innovation: Moving the field forward. A conceptual framework. *Technological Forecasting and Social Change*, 82, 42-51.

- Society
- Shared values
- Scalable
- Sustainable
- Something new

Social + Innovation

- Social: relating to society or its organization
- Innovation: new method, idea, product and a lot more

Definition of Social Innovation

- Improved forms of action, news ways of doing things, new social inventions (Taylor, 1970)
- The process of social innovation produces the effect of rebuilding social relations systems, as well as the structure of rules and resources that reproduce such systems. Therefore, according to the author, one only speaks of social innovation “when the changes alter the processes and social relations, changing the pre - existing structures of power” (Fleury, 2001)

- Social innovations are new solutions (products, services, models, markets, processes, etc) that simultaneously satisfy a social need (more effectively than existing solutions), create new or better capabilities and relationships, and make better use of assets and resources. In other words, social innovations are good for society and improve society's capacity to act. (The Young Foundation, 2012)

- Social innovation refers to the creation, development, adoption, and integration of new concepts and practices that put people and the planet first. Social innovations solve existing social, cultural, economic and environmental challenges. (Center for Social Innovation, 2016)

Further Definitions

Michelini, L. (2012). Innovation for Social Change. In: Social Innovation and New Business Models. SpringerBriefs in Business. Springer, Berlin, Heidelberg. https://doi.org/10.1007/978-3-642-32150-4_1

Source and year	Definition
Social Innovation Europe (2012)	Social innovations are new ideas, institutions, or ways of working that meet social needs more effectively (than existing approaches).
Organization for Economic Co-operation and Development (OECD) (2010)	Social innovation deals with improving the welfare of individuals and communities through employment, consumption or participation, its expressed purpose being to provide solutions for individual and community problem.
CII-ITC CESD (2010)	Sustainable and inclusion innovation concerns innovations that add value to business, to customers, to the environment and to society.
Pol and Ville (2009)	An innovation is expressed as social innovation if the implied new idea has the potential to improve either the quality or the quantity of life.
Bisgaard (2009)	New products, services, business models, processes, distribution channels and so on are able to solve global challenges related to both environmental issues and social problems.
Phills et al. (2008)	A novel solution to a social problem that is more effective, efficient, sustainable, or just than existing solutions and for which the value created accrues primarily to society, as a whole, rather than private individuals.
Mulgan (2006), Mulgan et al. (2007)	Social innovation is new ideas that work in meeting social goals. Innovative activities and services that are motivated by the goal of meeting a social need and that are predominantly developed and diffused through organizations whose primary purposes are social.
Christensen et al. (2006)	Social innovation is subset of disruptive innovations whose primary objective is social change.
Little (2006)	Social innovation is the use of social, environmental or sustainability drivers to create new ways of working, new products, services and processes, and new market space.

Social Innovation in a nutshell

- Of the society, by the society, for the society
- Suitable, sustainable, scalable
- Targets achieving 2 or more SDG indicator
- Caters to Bottom of the Pyramid

Takeaways from this session

- The concept is easy to understand but hard to implement
- Has no borders and boundaries
- Is an integral part of a human life cycle

Our learning for next session

- The different theories in relation to Social Innovation
- The different frameworks in relation to Social Innovation

References

Weerakoon, C., & McMurray, A. (Eds.). (2020). *Theoretical and Practical Approaches to Social Innovation*. IGI Global.

Taylor, J. B. (1970). Introducing social innovation. *The journal of applied behavioral science*, 6(1), 69-77.

Godói-de-Sousa, E., & Júnior, V. M. V. (2013). Social Enterprises in Brazil: Socially Produced Knowledge Versus Social Innovation. *Journal of Technology Management & Innovation*, 8(3), 166-176.

Thank You!