

Social Innovation

Types and Field

Bikash Dahal
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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

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Contents

- The types of Social Innovation
- The fields of Social Innovation

Learning Objectives

- To learn about the different types of Social Innovation
- To be able to integrate these types into practice
- To learn about the different fields of Social Innovation
- To be able to explore, and understand these fields

Types of Innovation

Dutch philosopher Herman Dooyeweerd designed a systemic framework identifying ten types of social innovation: **socio-juridical, socio-cultural, socio-political, socio-ideological, socio-ethical, socio-economic, socio-organisational, socio-technical, socio-ecological and socio-analytical**. Initiatives within the social innovation sphere can include one or several of these typologies as one might lead or require another one to exist. ([Wigboldus, S., 2016](#)).

Types of Innovation

Propris, L. D. (2002). Types of innovation and inter-firm co-operation. *Entrepreneurship & Regional Development*, 14(4), 337-353.

- Product
- Process
- Incremental
- Radical
- Disruptive

Product Innovation

Heany, D.F. (1983), "DEGREES OF PRODUCT INNOVATION", *Journal of Business Strategy*, Vol. 3 No. 4, pp. 3-14. <https://doi.org/10.1108/eb038984>

Product innovation can run the gamut from new products and product-line extensions to product improvements and style changes. Business managers need to understand this entire spectrum of product innovation in order to be able to compete effectively in the marketplace.

It is the introduction of something new. That something could be anything from new services to products, processes and even incremental improvements to something that already exists. In practice, however, people usually refer to new or improved products when they talk about innovation (<https://www.viima.com/blog/product-innovation>)

Process Innovation

OECD, 2005, "The Measurement of Scientific and Technological Activities: Guidelines for Collecting and Interpreting Innovation Data: Oslo Manual, Third Edition" prepared by the Working Party of National Experts on Scientific and Technology Indicators, OECD, Paris, para. 163.

A process innovation is the implementation of a new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software.

Process innovations can be intended to decrease unit costs of production or delivery, to increase quality, or to produce or deliver new or significantly improved products.

Incremental Innovation

<https://www.northeastern.edu/graduate/blog/what-is-incremental-innovation/>

Refers to a series of small improvements made to existing products/ services

Low - cost improvements

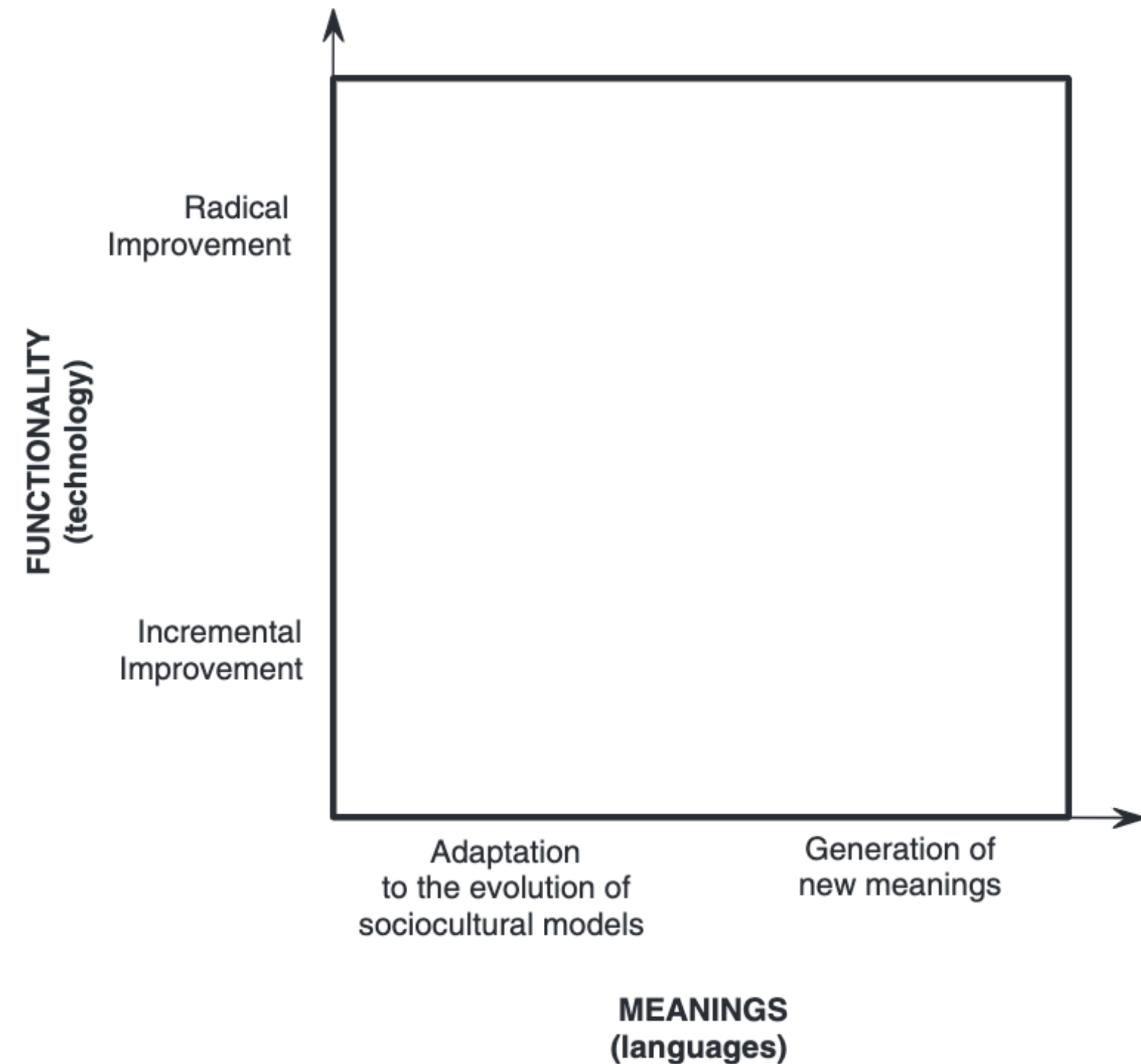
Further differentiation from existing competitors

“You’re not really trying to bring new technology in, nor are you necessarily trying to look at a new market,” says Gloria Barczak, professor emeritus of marketing and innovation at Northeastern’s D’Amore-McKim School of Business. “You’re trying to improve the product in some way.”

Radical Innovation

The dimensions of Innovation (Verganti, 2008)

- Profound changes
- Innovation that combines power of new business models and technology
- Displacement and replacement



SE perspective of SI

- Motives, mission and outcomes of social value creation process
- Co – creation through networks and partnership
- Effects of institutional actors on the SE process
- Various clusters that taken on the concept of SI in relation to SE
 - Opportunity identification, evaluation, formalization, exploitation, scaling up

Territorial Development perspective of SI

- Patterns and links between SI and territorial development research
- SI as an alternative perspective of development
- TD underpinning social relations to empower communities

Transition management perspective of SI

- Socio technical innovation in markets
- Civil society led innovation in social institutions and arrangements

Transitions are transformation processes in which society changes in a fundamental way over generation or more (Rotmans, Kemp, and Van Asselt 2001, p. 15)

Key terms

- SI/ SE
- Design Thinking
- VUCA
- Intrapreneurship/ Extrapreneurship
- Bottom of the pyramid

Takeaway

How has the social innovation conceptualization evolved over time; what patterns of core – meanings and characteristics can be found in the social innovation definitions and research findings in different social innovation knowledge clusters?

Takeaway

The clear difference from other forms of innovation is on the basis that they are aimed at conferring benefits primarily to society and are understood as contributing to capacity building among people and communities in resource – constrained environments.

Our learning for next session

- Who is a Social Innovator?
 - Qualities and Traits
- How to develop ourselves into a Social Innovator?
 - Tools
 - Techniques

References

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Thank You!