

Unit 14: Support Social Innovation

The objective of this session is to

- Understand about supporting social innovation
 - At public level
 - At organizational level
 - At individual level

Understanding social innovation process

1. Finding alternative way to design solutions
2. Building missing links (connecting unconnected parts)
3. Engaging a new customer base
4. Leveraging peer support
5. Prompts, inspiration, and diagnoses
6. Proposals and ideas
7. Prototyping and ideas
8. Sustaining
9. Scaling and diffusion
10. Systemic change

Elements of Social innovation

- Social technology
- Innovation intermediaries
- People who drive innovation

- openness

Support in public level

- Innovation linked into strategy
- Visible leadership
- Innovation supported by incentives
- Appropriate risk management
- Formations and training
- Circuits of information
- User engagement
- Learning cultures
- Safe spaces for innovation

Support in organizational level

- Creation of fund for socially innovative ventures
- Prioritizing sustainability and social innovation at organizational level
- Generating commitment from other institution and partners
- Garnering support through mass media

Support in individual level

- Willingness to go beyond the expected
- Ability to care for the community, society
- Motivation for innovators, change makers and initiators
- Support at any level

Build a network

- Seek out people who are motivated and have positive energy for social change
- Look for people with different skills and talents
- Invite community members
- Wide network of people and organizations

Agree upon shared purpose

- Why do you want to do this?
- What is it you want to achieve?
- What are the collective values

Map the resources and opportunities

- What and who do you know
- Your collective strengths and capabilities
- Anything that is readily available and working right away
- Re – imagine

Dream of a better world

- Imagine the impact you can make
- Create a image, story, illustration
- Visit it time and again
- What is necessary for it to actually happen

Build knowledge

- Data you can collect
- Who can help you with it

Engagement

- In creative solving process
- Structured approach – Bono's six thinking hats
- Accept all sorts of ideas
- Refrain from critical thinking for some time
- Devise a process to identify the most feasible solution
- Involve yourself in co – production activities

Accelerating social innovation

Treat members equally

- Equal opportunity to contribute
- Professional expert's vs experts by experience
- Beneficiaries treated as equal during the design process

Buy in and support

- Invite representatives from local authority, businesses and as such
- Recruit motivated individuals that can bring about social change
- Identify the aim and objectives that can assist larger organizations
- Think beyond organizational boundaries

A fail – safe space

- No harm when we innovate
- Consider the risks and returns
- Seek appropriate professional support

Support each other

- Build a supportive network and be considerate of each other
- Develop a supportive environment
- Seek for help

Have fun

- Important and necessary
- Innovating is hard but rewarding
- Build friendships, learn about yourself
- Develop new skills
- Refine creating thinking

Key takeaways

- It is a new concept, but everyone should take a chance with it
- Public institutions, corporations and individuals have an integral role to support social innovation
- Create positive impact in the society

References

Lettice, F., & Parekh, M. (2010). The social innovation process: themes, challenges and implications for practice. *International Journal of Technology Management*, 51(1), 139-158.

Murray, R., Caulier-Grice, J., & Mulgan, G. (2010). *The open book of social innovation* (Vol. 24). London: Nesta.

Supporting social innovation in your local area. (n.d.). Retrieved November 18, 2022, from https://projects2014-2020.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1607445091.pdf

NHS. (n.d.). NHS choices. Retrieved November 18, 2022, from <https://www.nhs.uk/conditions/stress-anxiety-depression/improve-mental-wellbeing/>