

Supporting Social Innovation

Week 14

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Objectives of the session

- The objectives of this session is to
 - Understand about supporting social innovation
 - At public level
 - At organizational level
 - At individual level
 - Practical examples

Understanding the 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

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

Understanding the social innovation process

- Prompts, inspiration and diagnoses
- Proposals and ideas
- Prototyping and ideas
- Sustaining
- Scaling and diffusion
- Systemic change

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

Elements of Social Innovation

- Social technology
- Innovation intermediaries
- People who drive innovation
- openness

Support in the 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 the 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 trough mass media

Support in the 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
- Seek 'buy in' and support from local organizations
- Create a fail – safe space
- Support each other's well being
- Have fAcAun

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

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

For the next session

- Best practices in Social Innovation
 - 6 step to understand best practices
 - SIMRA tool kit
 - Its steps

Thank You !!!