

Good Practices in Social Innovation

Week 15

November 2022

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What is good practices?

- Process or methodology that has been shown to be effective in one part or at one point and might be effective in another too.
 - David Skyrme Associates. 2008. Best Practices in Best Practices
- 6 step approach suggested by David Skyrme Associates
 - David Skyrme Associates. 2008. Best Practices in Best Practices

6 step approach

- Identify user's requirements
- Discover good practices
- Document good practices
- Validate good practices
- Disseminate and apply
- Develop a supporting infrastructure

SIMRA

- Social Innovation in Marginalised Rural Areas
- Developed by Dr. Sophie Alkhaled and Prof. Sarah Jack at Lancaster University Management School
- 7 steps to developing your social innovation
 - Step 1: Getting ready
 - Step 2: Do your research
 - Step 3: Setting up your social innovation
 - Step 4: Finding initial and sustainable resources
 - Step 5: Monitoring – moving forward, pushing through while keeping track
 - Step 6: Organic growth of your social innovation
 - Step 7: Evaluation, revitalization and renewal of your social innovation

SIMRA step 1

- Getting ready
- Your take on a certain problem and motivation to find new ways to solving it
- Opportunity to act collectively
- Example: the Norwegian Trekking Association played a huge role in integrating refugees through trekking activities with local communities

Step 1 (cont...)

- Build a team with members you trust
- Share tasks among team members
- Organize your time as a group
- Manage your time and task

Checklist

- Identifying an issue in the community
- Establishing the motivation for supporting social innovation
- Finding a mentor or other similar social innovation
- Building a team you trust

SIMRA step 2

- Do your research and engage the community
- Why civil – society led approach, solo or collaborative approach?
- Are others OK with the approach?
- Go through legal aspects in your region or country

Checklist

- Drawing a context map
- Extent the community shares your team's vision for Social Innovation
- Creating a shared value mission statement

SIMRA step 3

- Setting up your social innovation
- What do you have until now (come together for a certain idea)
- What do you need to do strategize
- What is it you are looking for? (eg. Funding, crowd sourcing)

Checklist

Formalising the team and deciding on a legal form (if needed)

Developing a strategy for the next period

SIMRA step 4

- Finding initial and sustainable resources
- Apply for small grants
- Run a pilot
- Social connection and people skills

Checklist

- Researching and applying for appropriate small grant
- Running a pilot
- Deciding on what to measure, and how for the pilot
- Identifying your resources beyond the financial (who can support your social innovation)

SIMRA step 5

- Monitoring: moving forward, pushing through while keeping track
- Keep a record of what is happening
- Monitor and evaluate
- Continuous involvement with community
- Good team of supporters
- Develop your presence

Checklist

- Nominating a 'scribe'
- Maintaining continuous involvement of the community by asking for feedback on a regular basis
- Nominating a board of directors
- Nominating an accountant
- Developing a marketing strategy to be visible in your community

SIMRA step 6

- Organic growth of your social innovation
- Empowerment (eg. Education, training, skills building)
- Community of mutual support, accountability and collaboration

Checklist

5-year plan (flexible, modifiable and adjustable)

Revisiting shared value statement created by innovation actors

SIMRA step 7

- Evaluation, revitalization and renewal of your social innovation
- Reflect and move forward
 - How well are you doing?
 - Problems encountered
 - Evaluation and revitalization

Checklist

- How well are you doing and the problems you have encountered
- Has the environment changed and are you still an integral part?
- Necessity to broaden your portfolio of actions
- Are you struggling to find a way out
- Usefulness of a 'critical friend' throughout the process

Key takeaways

- Is a practitioners guide
- A tool to develop your social innovation
- Helps understand the process as well as the path to reaching your social innovation objective
- Gives clarity and is not time consuming

References

- Polman, N. and Dijkshoorn (eds.) (2019) Verdienmodellen natuurinclusieve landbouw. Wageningen Economic Research
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- Price, M., Miller, D.R., McKeen, M., Slee, W. and Nijnik, M. 2017. Categorisation of marginalised rural areas (MRAs). D3.1, Social Innovation in Marginalised Rural Areas (SIMRA), Report to the European Commission. pp. 57.

Thank You !!!