

## Unit 16: Good practices in social innovation

- Social Innovation is easy to learn about but hard to implement
  - There is a lot of work left to do
  - Initiatives by individuals, institutions and corporations are exemplary
- It is solely about creating positive impact in the society
- Benefit the marginalized, under privileged and people who do not have access to resources or do not know how to access the resources

### SDGs and social innovation

- Achieving the targets set will require new forms of innovation
- In development and for development
- Social innovation specific element to work with across 17 SDGs

### Urbanization and social innovation

- Smart
- Green
- Sustainable
- Equitable
- Inclusive
- Resilient

### Migration and social innovation

- Urgent and challenging issue
- 82 million migrants in Europe
- New and novel ideas necessary to pave the way for newcomers

### Social system and social innovation

- Rethink how to improve our social systems
- In terms of education, health care, and/ or cultural services
- Changing relationship between our communities and individuals

### Climate change and social innovation

- One of the major pressing challenges
- Moving away from fossil fuels
- Looking for alternatives to use of plastic bags
- Reforestation initiatives

### Technological change and social innovation

- Huge potential for digital social innovation
- During the pandemic worked as a boon
- Strengthen collaborative and open technologies

### Circular economy and social innovation

- Circular economy action plan launched in 2015
- To deal with future challenges and pave way for climate – neutral, circular economy
- Fertile ground for development

### The future of work and social innovation

- Respond to new technological opportunities
- Social challenges
- Citizen needs
- Inclusive, resilient and equal society

## Examples of social innovation

T – shirts to make you eat your words

- Amanda Brinkman's idea
- Donald Trump called Hillary 'nasty woman' and Amanda put it on T - shirt for sale
- 10, 000 orders
- Start of a new business venture

Project listen up

- 800, 000 hearing impaired babies born globally each year
- 100, 000 are Indian
- Sohum Innovation labs India aims to tackle the problem
- Low-cost hardware cum software solution using brainstem auditory evoked response

Under the mango tree

- 84% of the farmers small and marginal (own less than 2 hectares of land)
- Creation of hybrid social enterprise that promotes beekeeping to increase agricultural productivity and provides market access to enhance income and improve the livelihoods

Green Buildings

- Aids in regenerating the planet
- Conceived by Grant Associates
- Solar powered artificial trees
- 150,000 living plants

Crowdsourcing projects

- Social Innovation Europe – directory of social innovation projects and organizations in EU
- I paid a bribe – international movement to expose the world of bribery

- Open Ideo – women’s safety innovation challenge

#### Innovation centres

- Young foundation – research, project partnership opportunities and support
- Centre for social innovation – student-based project groups helps companies become more environmentally innovative
- UNICEF innovation labs – a do it yourself guide to setting up a UNICEF innovation lab

#### Connectors

- Nesta UK – provides grants for socially innovative projects, hosts innovation contests and provides general publications and resources on open innovation for social good
- Social Innovation exchange – connects innovative organizations and people worldwide by hosting events, workshops and innovation consulting
- UNDP workshop toolkit – guidelines, context, and background information to implement the process of design thinking further withing the UNDP

#### References

- Balamatsias, G., Agrawal, A., Seferian, N., Novak, M., Sotiropoulos, K., & Guerra, I. (2020, April 23). *8 examples of Social Innovation in Singapore*. Social Innovation Academy. Retrieved November 18, 2022, from <https://www.socialinnovationacademy.eu/8-examples-of-social-innovation-in-singapore/>
- Novak, M., Sikora, D., Admin, Smolinski, M., Balamatsias, G., & Guerra, I. (2020, January 8). *8 inspiring examples of social innovation in India*. Social Innovation Academy. Retrieved November 18, 2022, from <https://www.socialinnovationacademy.eu/8-inspiring-examples-of-social-innovation-in-india/>