



## Quiz/ Exercise

1. What is social innovation?

- a) The development of a business plan
- b) Modifications on social media for the businesses to reach more people
- c) Initiatives, products or processes that fuel change and improvement
- d) Implementation of new projects

2. In social innovating, thinking includes all of these traits EXCEPT which?

- a) Creativity
- b) Natural curiosity
- c) Approaching problems with optimism
- d) Building new businesses

3. Where can you spot opportunities for social innovation?

- a) Focus groups or surveys
- b) Through awareness of issues
- c) Basic brainstorming
- d) All answers are correct

4. Align the \_\_\_\_\_ for social innovation with your company's existing mission or values.

- a) Exclusions
- b) Vision
- c) Definition
- d) Pattern

5. What is the difference between social innovation and social entrepreneurship?

- a) Social innovation is about creating ideas for change; social entrepreneurship is about the business model (for-profit or non profit);
- b) Social innovation is about the business model; social entrepreneurship is about the profit.
- c) Social innovation is about the mindset, social entrepreneurship is about brainstorming.
- d) Social innovation is about designing business models, social entrepreneurship is about creativity.

6. Why is social impact becoming important for traditional businesses?

- a) Because of the increased awareness among consumers about the social impact of their behaviors.
- b) Businesses are more aware of their impact on their surroundings.
- c) It can increase the competitiveness of a business.
- d) All of the above.

7. Management by objectives is a key method in project implementation. What features should characterise a correctly defined goal?

- a) Specific, measurable, achievable, results-oriented and time-related.
- b) Specific, measurable, achievable.
- c) Recorded, relevant and defined in time.
- d) Specific, results-focused and time-limited.

8. Which skills characterize social innovation leaders?

- a) Ability to plan, set direction, motivate.
- b) Ability to listen, observe, inspire and delegate.
- c) Ability to organize, build strategies, delegate.
- d) Ability to create visions, plan, delegate and motivate.

9. What is the difference between social impact and collective impact?

- a) Collective impact requires activities and communication. Social impact does not.
- b) There is no real difference between them.
- c) Collective impact focuses more on the community and not on the individual; social impact focuses more on the individual.
- d) For collective impact an intentional way of working together and sharing information is needed, for social impact not.

10. What is a radical social innovation?

- a) A radical social innovation is an innovation that has a limited impact on a market.
- b) A radical social innovation is an innovation through which an existing method is upgraded.
- c) A radical social innovation is an innovation that generates income for the business.
- d) A radical social innovation is an innovation that provides entirely new models for thinking and doing towards a goal with a humanitarian purpose.

11. What does social innovation not comprise?

- a) Addressing a human need.
- b) A concept or idea for a humanitarian challenge.
- c) A policy of fair relations between different business stakeholders.
- d) A product created to aid people in need.