

Module: Social and eco innovations

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SOCIAL INNOVATION

Eco-social innovations and global challenges



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A brief history:

The themes and concepts in social innovation existed long before the 1960s. Social innovation as a concept, is found in the writings of figures such as Peter Drucker and Michael Young (founder of the Open University and dozens of other organizations) in the 1960s.

It also appeared in the work of French writers in the 1970s.

However, the themes and concepts in social innovation existed long before. Benjamin Franklin, for example, talked about small modifications within the social organization of communities that could help to solve everyday problems. Many radical 19th century reformers like Robert Owen, founder of the cooperative movement, promoted innovation in the

social field, and all of the great sociologists including Karl Marx, Max Weber and Émile Durkheim focused attention on broader processes of social change.

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THE IDEA:

SOCIAL CHANGE

- Social change is essential to creating a society in which everyone prospers.
- For people who work in the field of Social Entrepreneurship and Social Innovation, business and social change are interlinked; the ways businesses operate impact and determine outcomes for people all over the world.

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WHAT IS SOCIAL INNOVATION?

DEFINITION

- Social innovations are new solutions (products, services, models, markets, processes etc.) that meet a social need (more effectively than existing solutions) and lead to new or improved capabilities and better use of assets and resources.
- Social innovations enhance society's capacity to act.

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CRITERIA:

Innovation

- Novelty: new to user, context or application
- Improvement: more effective or efficient

Social innovation

- Sustainable
- Just Public Value

What does social innovation comprise of?

- Addressing a human need.
- A concept or idea for a humanitarian challenge.
- A product created to aid

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🌈 Social entrepreneurship and Social innovation? Is it the same?

SI

Social Innovation is about the IDEA (a product, service or method) that creates social change and performs better than existing solutions.

For example, a cell phone isn't a socially innovative product by itself, but can be used to diagnose disease.

SE

Social Entrepreneurship is about the MINDSET. Social entrepreneurs are change agents who fashion bold and creative solutions, through the creation of new organizations or within existing organizations and communities, to create social change.

They don't rely on innovation and invention alone.

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WHY TALK ABOUT SOCIAL INNOVATION?

GLOBAL CHALLENGES

- Persistent inequalities across countries: poverty, income
- Increasing inequalities within countries
- Food, water and nutrition insecurity
- Climate change
- Increasing resource scarcity
- Loss of bio-diversity
- Unemployment
- Rapidly changing demographics: growth, migration, urbanisation, ageing
- Conflict and violence
- Governance deficits at all levels



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What is a radical social innovation?

A radical social innovation is an innovation that provides entirely new models for thinking and doing towards a goal with a humanitarian purpose.

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Examples of Social Innovation:



1. Microfinance
2. Emissions Trading
3. Charter Schools
4. Socially Responsible Investing
5. Fair Trade

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Examples of Social Innovation:

Ideas for social growth

- 1) Habitat Conservation Plans:** Habitat Conservation Plans is an effort by the US Fish and Wild Life Service and the Environmental Protection Agency to protect species and their endangerment by providing economical incentives to conserve their habitats and protect these species from endangerment.
- 2) Microfinance:** This social innovation is created to support those financially unable to gain access to financial services such as banking, lending, and insurance.
- 3) Emissions Trading:** The Emissions Trading program was designed to address issues associated with the continuous increase in pollution. The program provides solutions such as setting a cap on the amount.

Muhammad Yunus



Muhammad Yunus is a banker and economist from Bangladesh, who was awarded the Nobel Peace Prize for founding the Grameen Bank and pioneering the concepts of microcredit and microfinance. These loans are given to entrepreneurs too poor to qualify for traditional bank loans. Yunus and the Grameen Bank were jointly awarded the Nobel Peace Prize "for their efforts through microcredit to create economic and social development from below". The Norwegian Nobel Committee said that "lasting peace cannot be achieved unless large population groups find ways in which to break out of poverty" and that "across cultures and civilizations, Yunus and Grameen Bank have shown that even the poorest of the poor can work to bring about their own development".

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European policies

- Social Investment and Welfare Reform
 - The social investment package (SIP)
 - Progress
 - European platform against poverty and social exclusion
- Cohesion Policy & Structural funds
 - European Regional Development Fund
 - European Social Fund
- Supporting Public

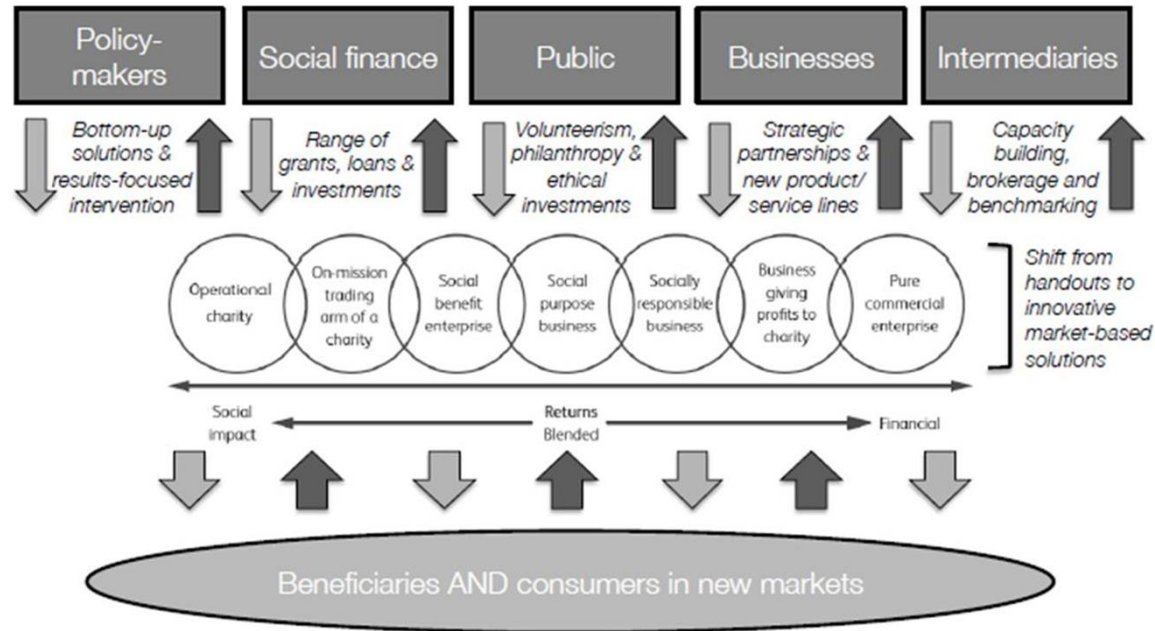
- Supporting Social Enterprises
 - Social Business Initiative
- Creating & Strengthening networks
 - SIE
 - SIC
- Digital Social Innovation
 - Smart digitization policies
 - Europe 2020
 - CAPS
- EU supported Research
 - Horizon 2020

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The social innovation ecosystem



International Symposium on Designing Ecosystems for Social Innovation
6 September 2011, Tokyo (Japan)

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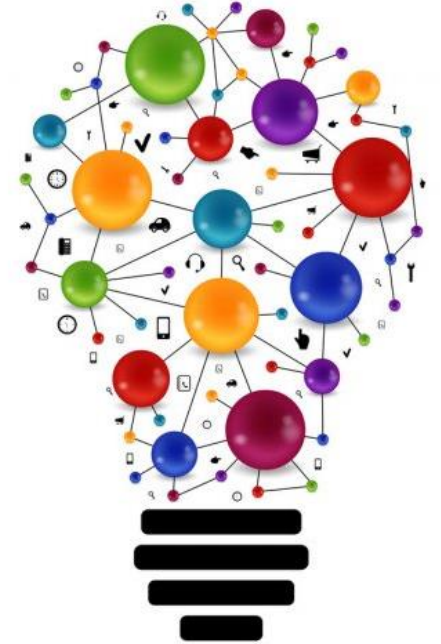
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Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has”.

Margaret Mead



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