

Global Social Innovation

Louise Pulford
Director
Social Innovation Exchange



Social Innovation globally

Learning how to innovate

How to encourage more innovation?



The Social Innovation Exchange (SIX)


[Home](#)
[Ideas and Inspiration](#)
[Global](#)
[People](#)
[Summer School 2012](#)

Investing in Insight — Accelerating Action

SIX Spring & Summer Schools bring together a global group of participants to invest thought and insight and accelerate their projects down the right path.


< >

[Our highlights](#)
[Network Feed](#)
[Blog](#)




Event 07.09.2012

6Seconds Campaign Against Homelessness




Features 20.03.2012

The hub for European social innovation




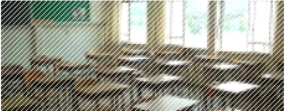


Features 13.12.2011

Check out the SIX video!



Event 01.10.2012

SOCAP 12

SIX has a vision of a world where...

Social innovators can easily exchange and share:

- Ideas that work, across sectors and geographies
- Talent, capabilities, skills
- Access to power
- Money, capital and resources

SIX members feel **inspired, connected, and supported**



Building a 'field' of social innovation

- Connect a worldwide network of more than 6000 innovators across 6 continents
- Curate of relevant and up to date thinking and practice of social innovation
 - Work with governments including across EU, Hong Kong, Malaysia, and Colombia
 - Web-based innovation exchange of knowledge and action, funded by EU
- Convene face-to-face meetings for social innovators



An ocean of social innovations

Innovation in Social services

Magazines sold by the homeless

Cooperatives

TACSI Family by Family

Escuela Nueva

North Karelia Health

Harlem Children's Zone

Hammarby Sjöstad eco-town

Khan Academy

Kaboom

Wikipedia

Lonely Planet

Charter schools

Kiva

Mothers to Mothers

Academies

Participatory Budgets

Tyze

Facial recognition

Crowdsourcing

Avaaz

Facebook

Twitter

Radical transparency

Move On

Texting/IM etc

Web chat

CSR to develop BoP products

All Out

MySpace

38 Degrees

Skype

Online learning platforms

Innovation done Socially

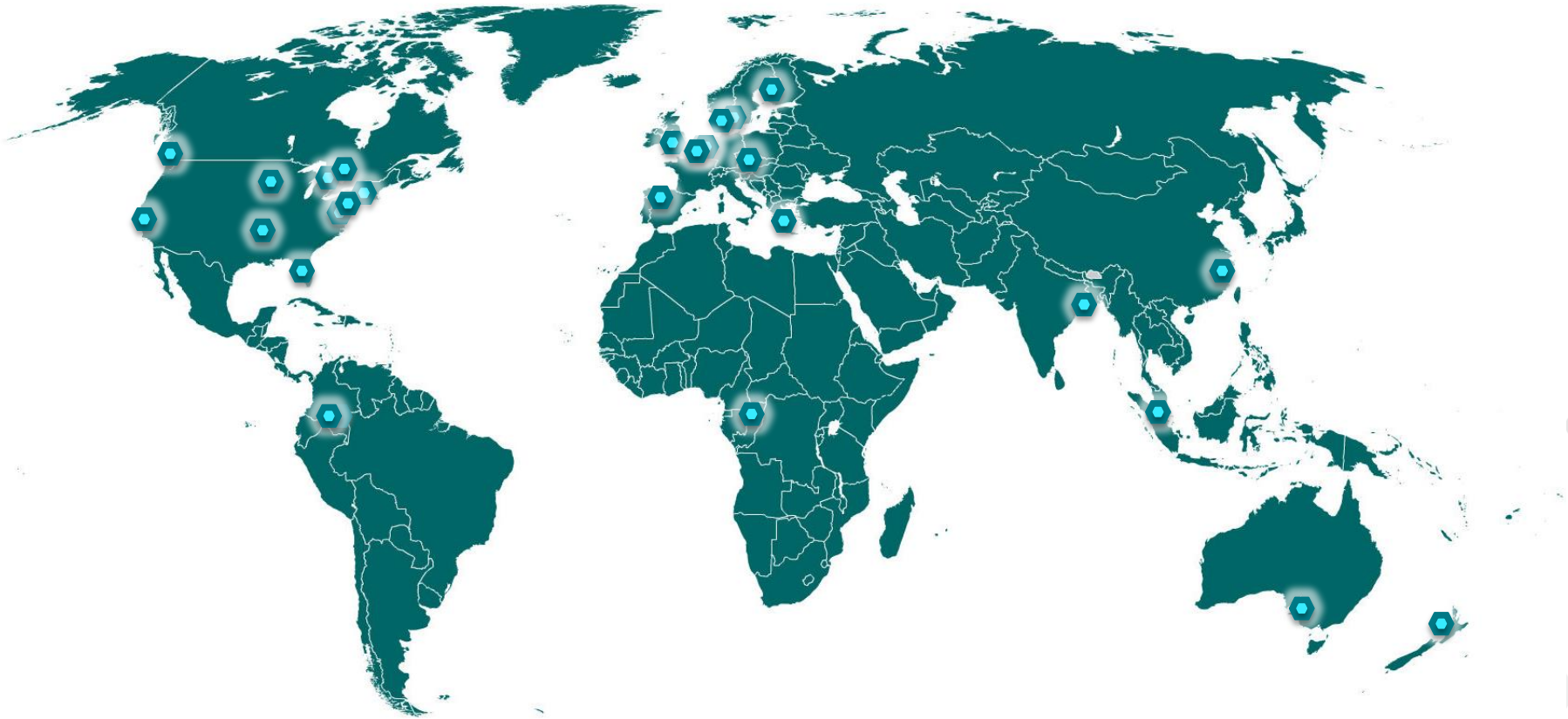
Innovation in how we Socialize

We define social innovation as:

A new product, service or process which meets a previously un-met social need

Innovations which are both good for society and enhance society's ability to act





“Social Innovation”

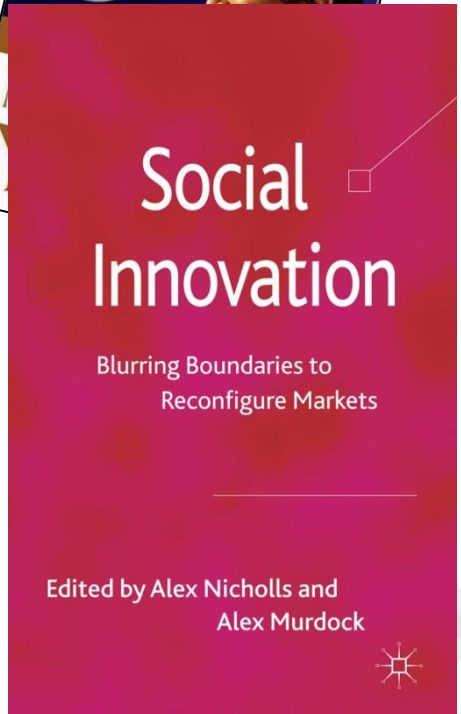
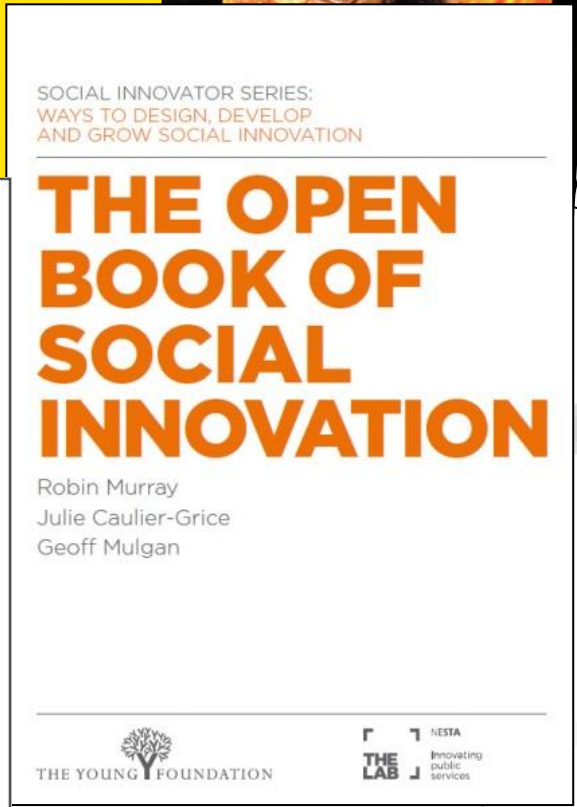
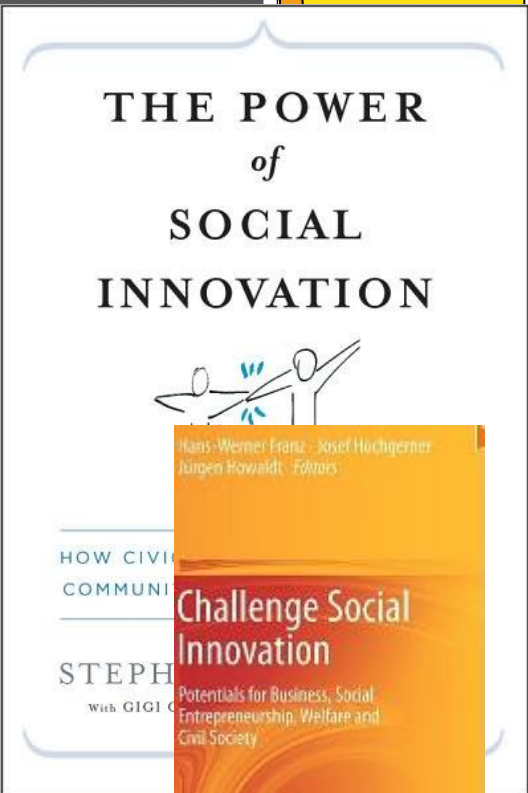
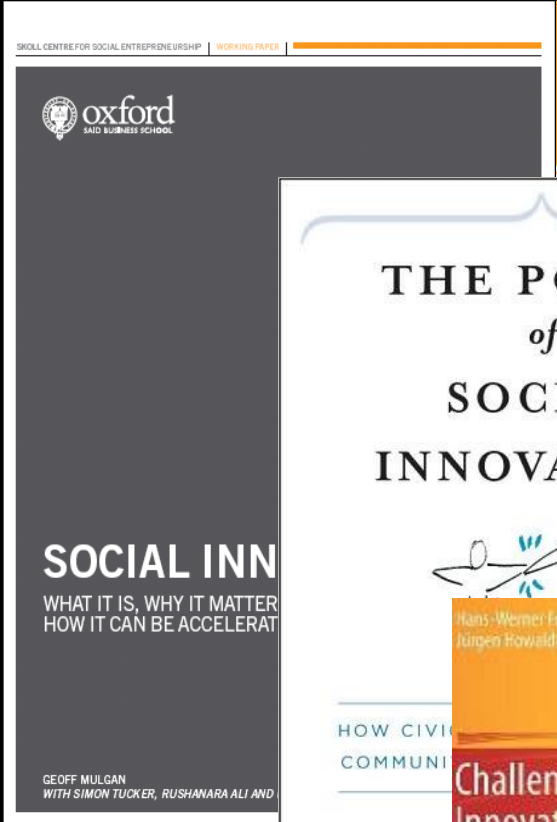
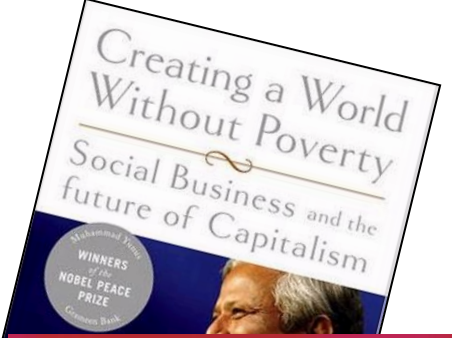
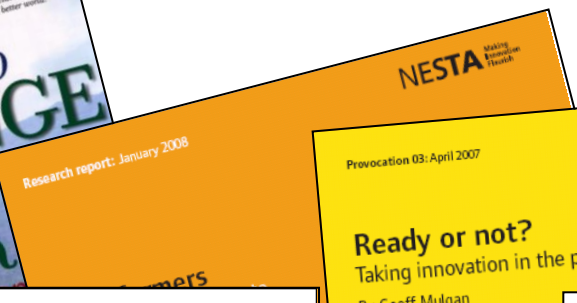
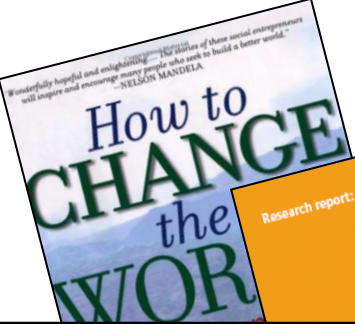
1990 : 1

2013: 2000+



Social ...

- Innovation Parks (Bilbao, Singapore)
 - Innovation Exchanges (globally)
 - Innovation Camps (globally)
 - Innovation Funds (Australia, HK, France)
 - Innovation Incubators (several hundred)
 - Innovation Offices (eg White House)
 - Innovation Mayors (eg Seoul)
 - Innovation prizes (US, Europe, China..)
 - Venture intermediaries
 - Impact bonds (UK, US, Australia)
 - Innovation corporate initiatives (HP, Danone)
- 



Stanford SOCIAL INNOVATION REVIEW

There is increasing institutional support

iZone

ChangeFusion
SOCIAL INNOVATION DESIGN & INVESTMENT SERVICE

IMPACT HUB



Investing in Innovation (i3) Fund

American Recovery and Reinvestment Act: \$650 million

Grantees: School districts and nonprofit organizations working with districts or a consortium of schools

Type of Grant: Competitive

For more information visit www.ed.gov



Helsinki Design Lab
powered by Sitra



Nesta..

La 27^e Région

Sharing City Seoul
공부하는 서울



MIND LAB

BOLD IDEAS.
BETTER LIVES.



THE GOOD LAB
好單位

New sources of money

KICKSTARTER



The practical craft of social innovation

Innovation can be learnt – it's a practical craft

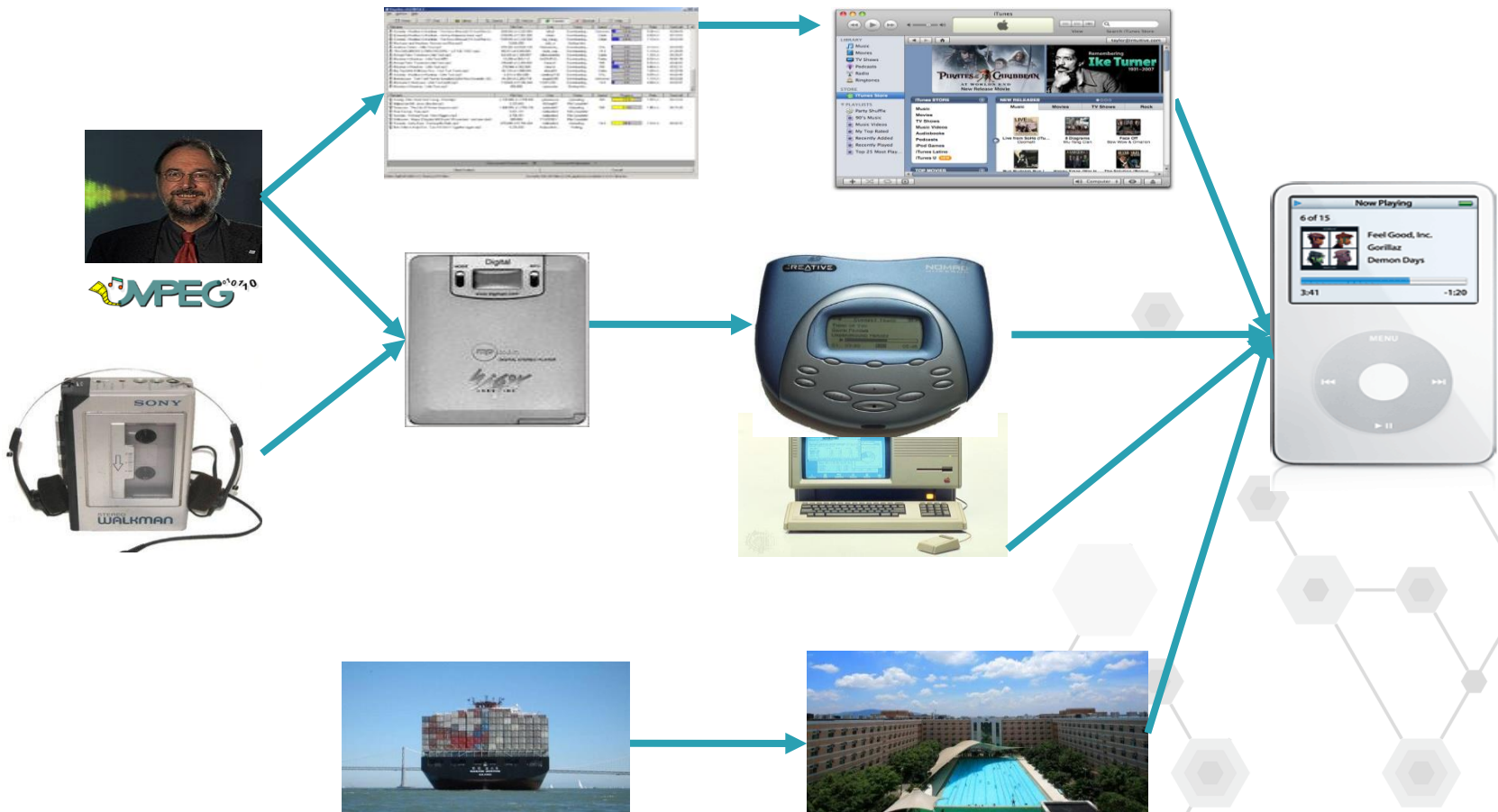
Its not about brainwaves and out of the box thinking

Its not about men in white coats

Its not about research and development



It's about combination and synthesis

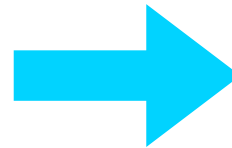


Samsung and the iPhone



Not just about men in white coats





User innovation



Innovation in services



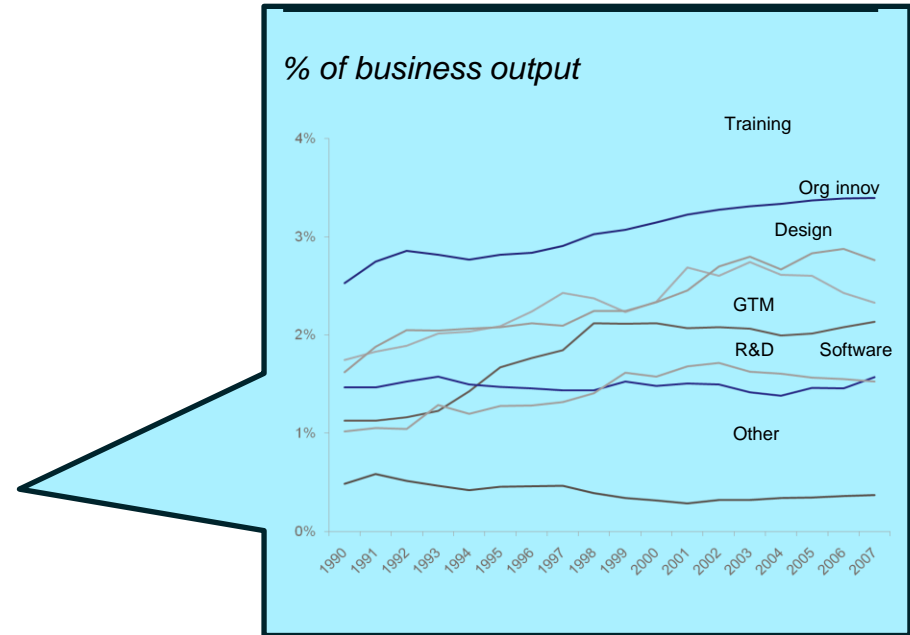
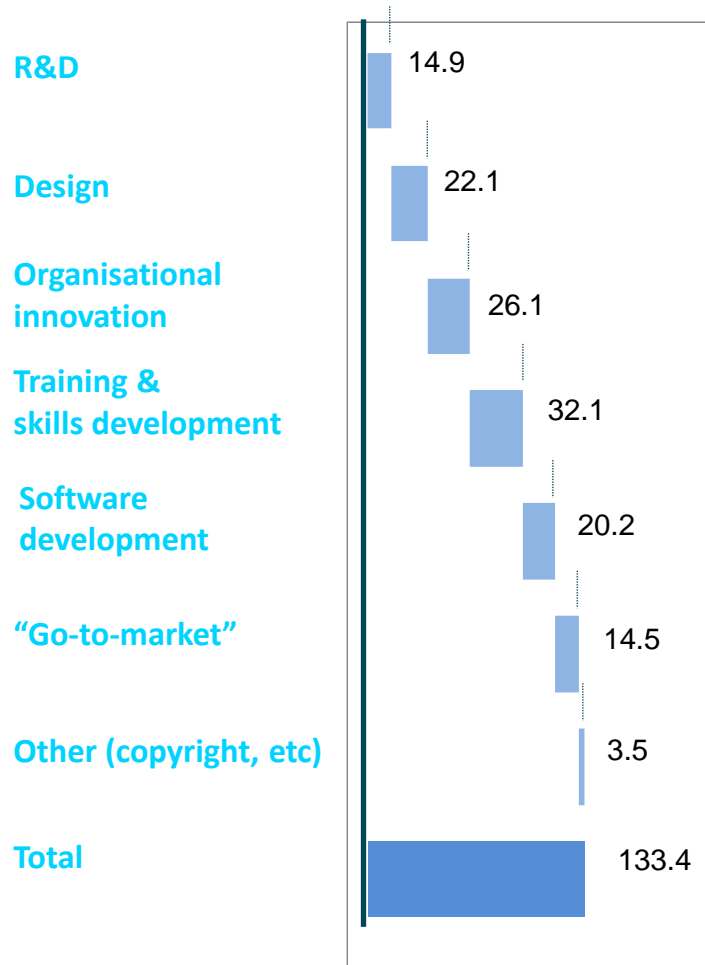
Social innovation



Open innovation



Investment in innovation, £bn



14.1% of private sector output



Scientific & technical knowledge



Service & process knowledge



User & supplier knowledge



What is Digital Social Innovation?

'a type of social and collaborative innovation in which innovators, users and communities co-create knowledge and solutions for a wide range of social needs and at a scale that was unimaginable before the rise of ICT and the Internet'

**Why is that so interesting /
why is it a good thing**

Empowers Citizens
New opportunities for
partnerships and coproduction
between citizens and services
Creates new opportunities to
collaborate on creating
solutions that have a social
impact
Increases the potential to
rapidly scale social
innovations
Better smarter public value
services

A decorative graphic in the bottom right corner consisting of a network of interconnected grey hexagons of various sizes, some solid and some hollow, creating a mesh-like pattern.

Four technological trends in DSI

Open Hardware

New ways of making and using open hard-ware solutions and moving towards and Open Source Internet of Things

Open Data

Innovative ways to capture, use, analyse, and interpret open data coming from people and from the environment

Open Knowledge

Co-production of new knowledge and crowd mobilisation based on open content, open source and open access

Open Networks:

Innovative combinations of network solutions and infrastructures, e.g. sensor net-works, free interoperable network services, open Wifi, bottom up-broadband, distribut-ed social networks, p2p infrastructure



STAGE	SPECIALIST SKILLS REQUIRED	EXAMPLE ACTIVITIES	RISK LEVEL AND HANDLING	FINANCE REQUIRED	KINDS OF EVIDENCE GENERATED	GOAL
1 Exploring opportunities and challenges	Research and analysis for exploratory work	<ul style="list-style-type: none"> • Horizon scanning • Evidence scanning • Ethnography and insight generation • Systems mapping • Foresight • Complaints and consumer research 	<ul style="list-style-type: none"> • Low risk of failure, but clear decisions should be taken about how to act on insights. LOW	<ul style="list-style-type: none"> • Grants LOW	Insights derived from formal research and informal knowledge gathering	A well understood and clearly defined problem or opportunity
2 Generating ideas	Ideation and facilitation of creative thinking	<ul style="list-style-type: none"> • Creativity methods • Design tools • Crowdsourcing • Open innovation • Awards and rewards • Challenge prizes 	<ul style="list-style-type: none"> • High failure rate should be an explicit expectation • Visible senior leadership essential HIGH	<ul style="list-style-type: none"> • Usually grants, occasionally convertible LOW	A clear account of change or likely causation, supported – but not overly constrained – by evidence	An idea or set of ideas to develop and test
3 Developing and testing	Mix of design and implementation skills	<ul style="list-style-type: none"> • Rapid prototyping • Service, product and process design • Co-design • User-design • Light-touch evaluation • Cost-benefit modelling • Randomised control trials 	<ul style="list-style-type: none"> • High failure rate should be an explicit expectation • Visible senior leadership essential HIGH	<ul style="list-style-type: none"> • Grants, convertible grants/loans MEDIUM	A stronger case with cost and benefit projections developed through practical trials and experiments, involving potential users	Demonstration that the idea works, or evidence to support a reworking of the idea
4 Making the case	Business development and evaluation	<ul style="list-style-type: none"> • Market sizing, development and testing • Business case analysis • Identifying cashable savings 	<ul style="list-style-type: none"> • Prepare to adapt approach, based on evaluation results and user feedback MEDIUM	<ul style="list-style-type: none"> • Grant funding or funding out of investment MEDIUM	A stronger case with cost and benefit projections developed through practical trials and experiments, involving potential users	Clarity about what warrants implementation and funding
5 Delivering and implementing	Strong leadership, management, implementation skills	<ul style="list-style-type: none"> • Policy design • Programme design • Business modelling • Organisational design 	<ul style="list-style-type: none"> • Prepare for some adaptation to implementation MEDIUM	<ul style="list-style-type: none"> • Programme funds, equity, loans, grants HIGH	A robust and detailed case developed through formal evaluation and evidence gathering – use of a control group to isolate impact	An implemented and sustainable innovation
6 Growing, scaling and spreading	Strong leadership, management, implementation skills	<ul style="list-style-type: none"> • Business or organisational growth • Franchising • Licensing • Legislation • Spreading ideas • Transferring practice 	<ul style="list-style-type: none"> • Fidelity assessments may be important • Strong capacity needed to ensure transfer of practice MEDIUM	<ul style="list-style-type: none"> • Equity, loans, payment by results, social impact bonds HIGH	Evidence derived from evaluations in multiple sites, and independently run randomised control trials	Innovation or impact at scale
7 Changing systems	Strong leadership and management, and identification and training of new leaders and teams	<ul style="list-style-type: none"> • Building networks • Calibrating markets • Changing behaviour • Changing laws and regulations • Understanding interaction of technologies 	<ul style="list-style-type: none"> • Map potential unintended effects VARIED	<ul style="list-style-type: none"> • Multiple financial systems requiring potential rewiring • Possible outcome-based funding HIGH	New definitions of and measures for efficiency and impact are created	A transformation in the way we do things



FAST IDEAS GENERATOR (FIG)

Start with an existing service, a problem or opportunity and then apply simple steps to generate many new options; cut out the useless ones; combine the best into workable new innovations. All successful innovations have come from ...

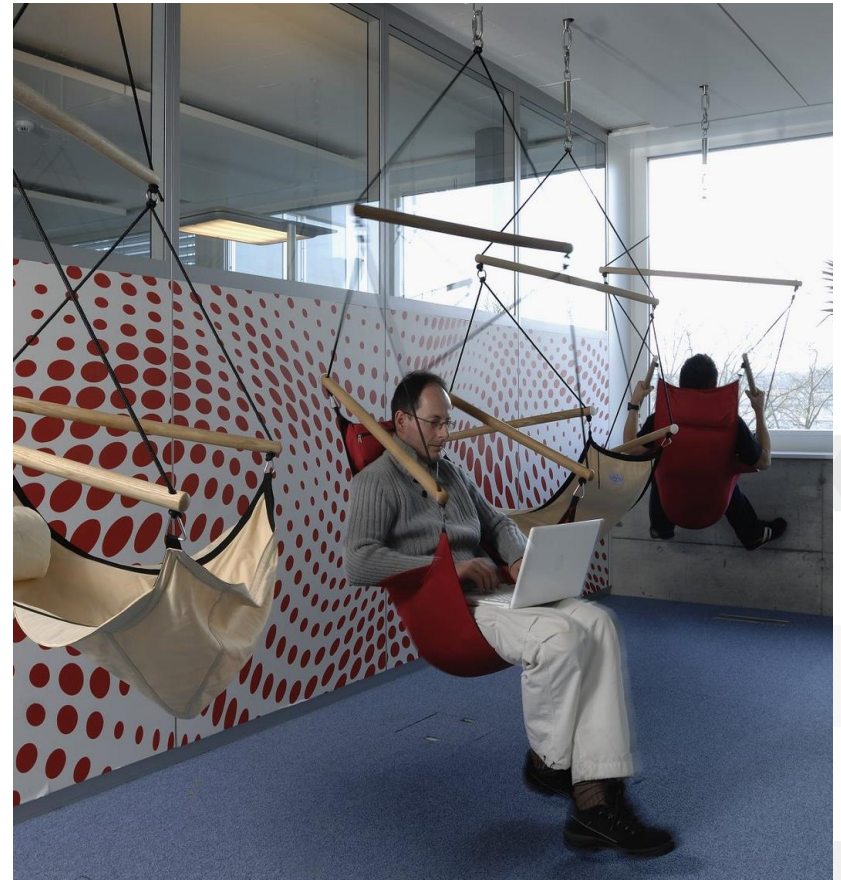
X	1 extension (more – making things faster, bigger, smaller)
^	2 inversion (turning things upside down - eg patients become doctors, give things away)
∫	3 Integration and addition (combine things in new ways – eg phone becomes camera)
∂	4 differentiation (re-imagine a product/service/organisation by adapting it to different user groups)
-	5 subtraction (take away unnecessary elements, declutter)
t	6 translation (graft ideas from one field to another - airport management into hospitals, business planning into families)
∞	7 creative extremism – push ideas and methods to their furthest boundaries or use random inputs (eg dictionaries, Yellow Pages) to spark ideas

Encouraging more social innovation

- What can government, academia and the business community do to promote enterprise, innovation and a start up culture?
- How can we deal with fear of failure?



1. Infrastructure that encourages innovation



2. Build skills and capacity (inside and out of systems)



What do we need to learn?

- Tools including:
 - Prototyping – storyboarding, role playing
 - Social business modeling
 - Ideation
- Capabilities including:
 - Influencing/Mobilising
 - Curation/bricolage
 - Analysis / synthesis
 - Impact /Theory of change
- Mindsets including:
 - Accepting and learning from failure
 - Managing risk
 - Thinking differently



Who needs to learn and who should we learn with

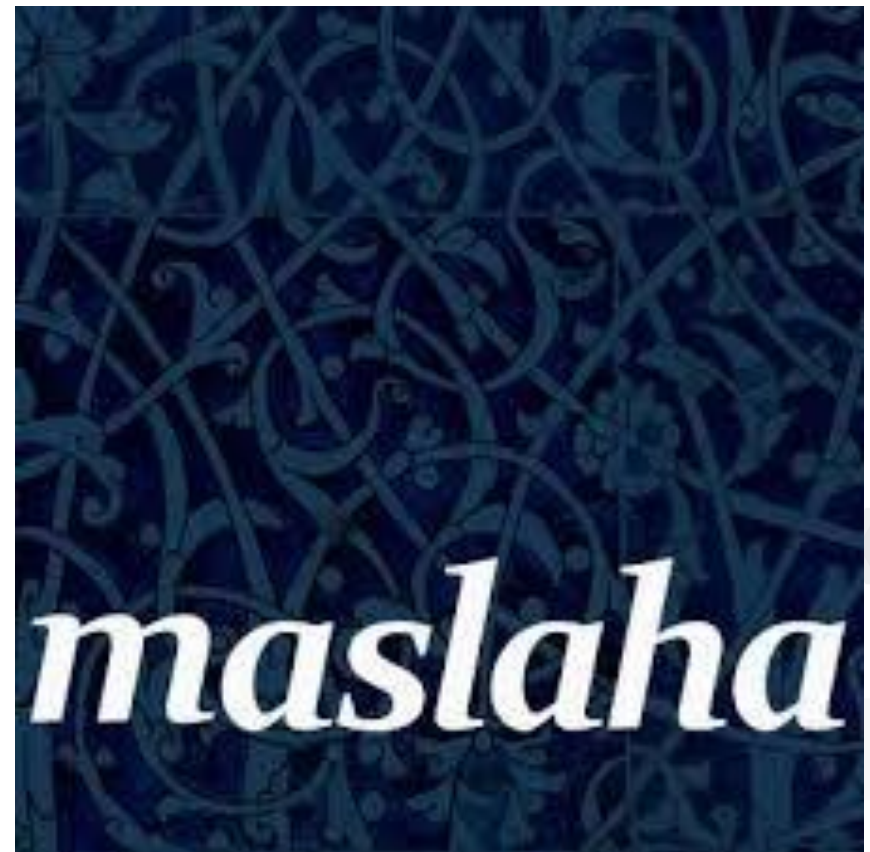
- **Those doing it**
 - Young people
 - Innovators themselves
 - Communities
- **Those trying to understand it**
 - Researchers/academics
 - Measurers/evaluators
- **Those who are supporting and incentivizing it**
 - Funders
 - Infrastructures – incubators etc
 - Governments



3. Encourage more experimentation



4. Transfer the risk



5. Better networks for learning and sharing – regionally and globally



Learning from the world

"nearly every problem has been solved by someone, somewhere. The challenge of the 21st century is to find out what works and scale it up."

President Clinton

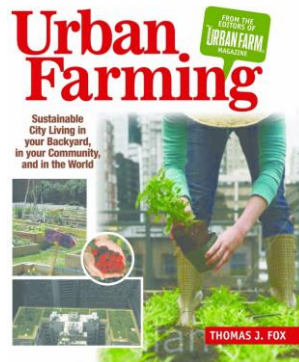


We need to know who is doing what already in other places

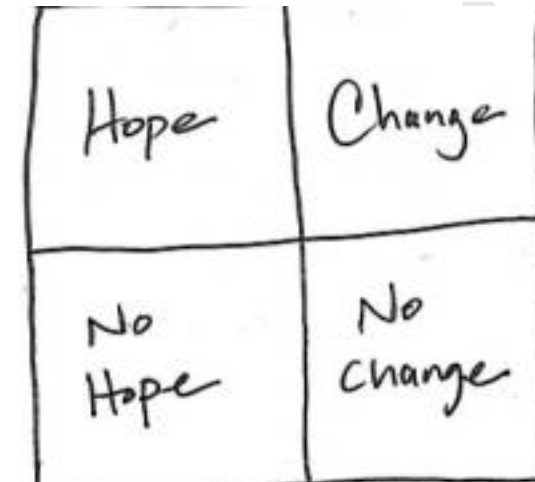




TEACHFOR AMERICA



6. Creating a culture of innovation



Social innovation isn't easy



Thinking differently isn't easy

- We need to create new ways to measure what is working and what is not
- We need quicker cycles of learning and feedback
- We need new approaches to risk
- We need different legal structures, insurance schemes, policies..
- We need to be more honest about what doesn't work
- We need to share our learning more effectively
- We need to move from being individuals to being a collective



The hardest part of innovation - making space for the new?



Connect with SIX



Louise.pulford@socialinnovationexchange.org



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www.socialinnovationexchange.org

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