Global Social Innovation

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Social Innovation globally

Learning how to innovate

How to encourage more innovation?
The Social Innovation Exchange (SIX)

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.
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

Cooperatives

Harlem Children’s Zone
Khan Academy
Charter schools
Academies
Crowdsourcing
Radical transparency
CSR to develop BoP products

TACSI Family by Family
Escuela Nueva
Kaboom
Participatory
Budgets
Avaaz
Move On
All Out
38 Degrees
Online learning platforms

North Karelia Health
Hammarby Sjöstad eco-town
Wikipedia
Kiva

Innovation done Socially

Magazines sold by the homeless

Lonely Planet
Mothers to Mothers
Facial recognition

Facebook
Texting/IM etc
MySpace
Skype

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)
There is increasing institutional support
New sources of money
The practical craft of social innovation

Innovation can be learnt – it’s a practical craft

It's not about brainwaves and out of the box thinking

It's not about men in white coats

It's not about research and development
It’s about **combination and synthesis**
Samsung and the IPhone
Not just about men in white coats ....
Open innovation

Social innovation

Innovation in services

User innovation
### Investment in innovation, £bn

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>R&amp;D</td>
<td>14.9</td>
</tr>
<tr>
<td>Design</td>
<td>22.1</td>
</tr>
<tr>
<td>Organisational innovation</td>
<td>26.1</td>
</tr>
<tr>
<td>Training &amp; skills development</td>
<td>32.1</td>
</tr>
<tr>
<td>Software development</td>
<td>20.2</td>
</tr>
<tr>
<td>“Go-to-market”</td>
<td>14.5</td>
</tr>
<tr>
<td>Other (copyright, etc)</td>
<td>3.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>133.4</strong></td>
</tr>
</tbody>
</table>

#### % of business output

- **Training**
- **Organisational Innovation**
- **Design**
- **Software**
- **Other**

14.1% of private sector output

Source: Innovation Index
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’
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

Why is that so interesting / why is it a good thing
# Four technological trends in DSI

<table>
<thead>
<tr>
<th>Open Hardware</th>
<th>Open Data</th>
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<tbody>
<tr>
<td>New ways of making and using open hard-ware solutions and moving towards and Open Source Internet of Things</td>
<td>Innovative ways to capture, use, analyse, and interpret open data coming from people and from the environment</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Open Knowledge</th>
<th>Open Networks:</th>
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</thead>
<tbody>
<tr>
<td>Co-production of new knowledge and crowd mobilisation based on open content, open source and open access</td>
<td>Innovative combinations of network solutions and infrastructures, e.g. sensor networks, free interoperable network services, open Wifi, bottom up-broadband, distributed social networks, p2p infrastructure</td>
</tr>
<tr>
<td>STAGE</td>
<td>SPECIALIST SKILLS REQUIRED</td>
</tr>
<tr>
<td>-------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>1</td>
<td>Exploring opportunities and challenges</td>
</tr>
<tr>
<td>2</td>
<td>Generating ideas</td>
</tr>
<tr>
<td>3</td>
<td>Developing and testing</td>
</tr>
<tr>
<td>4</td>
<td>Making the case</td>
</tr>
<tr>
<td>5</td>
<td>Delivering and implementing</td>
</tr>
<tr>
<td>6</td>
<td>Growing, scaling and spreading</td>
</tr>
<tr>
<td>7</td>
<td>Changing systems</td>
</tr>
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</table>
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 ...

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

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