SOCIAL INNOVATION – THE GLOBAL CONTEXT

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OVERVIEW

1. Global Social Innovation
2. Policy Support for Social Innovation
3. Social Innovation Research
4. What next?
‘We define social innovations as new approaches to addressing social needs. They are social in their means and in their ends. They engage and mobilise the beneficiaries and help to transform social relations by improving beneficiaries’ access to power and resources.’
MAPPING THE FIELD - PRACTICE

WHO DOES SOCIAL INNOVATION?

- Informal networks – online & offline (Transition Towns, sharing economy)
- Intermediaries, networks & spaces (SIX, Hub, incubators, Labs)
- Philanthropists (Gates Foundation, Rockefeller, Omidyar)
- Social economy organisations (Mondragon, Co-ops UK)
- Policy makers (EU, national level)
- Service designers e.g. user led design, prototyping
- Social enterprises (Working Rite, Dialogue in the Dark)
- Corporates (CSR, shared value)
- Social investors (Big Society Capital, Bridge Ventures)
The bottom line is clear: Solutions to America’s challenges are being developed every day at the grass roots—and government shouldn’t be supplanting those efforts, it should be supporting those efforts.

—President Barack Obama, June 30, 2009
Centro de Innovación Social
Welcome to the Centre for Public Service Innovation
The teams and funds making innovation happen in governments around the world

Rhuh Purtick, Peter Baecck & Philip Colligan

Nesta... Bloomberg Philanthropies

THE YOUNG FOUNDATION
THINKING
ACTION
CHANGE
GUIDE TO SOCIAL INNOVATION

The Social Business Initiative of the European Commission
MAPPING THE FIELD - RESEARCH

Schools of Thought/Research Traditions for Public and social innovation

- Non-profit management (e.g. Stanford Social Innovation Review)
- Public administration (e.g. Kennedy School of Government)
- Social entrepreneurship (e.g. INSEAD and CASE at Duke)
- Socio-technical systems/transition (e.g. SPRU)
- Resilience studies (e.g. Waterloo Institute)
- Third sector studies (e.g. TSRC)
- Social economy (e.g. EMES)
- Design studies (e.g. DESIS)
TEPSIE

Major contributions to:

• Developing the tools, methods and policies which will be part of the EU strategy for social innovation

• Strengthening the foundations for other researchers, policy-makers and practitioners so that they can analyze and plan with greater confidence mapping the field and reviewing theories, models, methods

• Identifying gaps in existing practices and policies, as well as pointing towards priorities for future strategies.
8 RESEARCH WORK PACKAGES

- Theory
- Measuring
- Barriers
- Finance
- Engagement
- Impact
- Scaling
- Networks

Social Innovation Scenarios

- Sustainable urban growth
- Independent living
- Employment
- Education
- Health
- Voting
- Export
- Job creation
- Social protection
- National identity
- Social cohesion
AN ECOSYSTEM FOR INNOVATIVE SOCIAL PURPOSE ORGANISATIONS

FRAMEWORK CONDITIONS
- Financial/economic environment
- Human resources
- Legal/institutional environment
- Political context
- Social context

FINANCIAL SUPPORT
- Grants for early stage development
- Prizes for social innovation
- Debt instruments
- Patient capital
- Risk capital
- Crowdfunding
- Loans
- Social impact bonds
- Venture philanthropy

NON-FINANCIAL RESOURCES
- Incubators
- Safe spaces for R&D (e.g., labs for social innovation)
- Business development support (e.g., accelerator programmes)
- Mentoring and coaching
- Peer to peer support
- Professional services of various kinds including: legal advice, marketing services, fiscal and accounting services, HR advice and governance advice

SKILLS FOR INNOVATION
- Tailored courses for social entrepreneurs and other actors
- University programmes for social entrepreneurs
- Subsidised secondments
- Mobility schemes

ENHANCING SUPPLY → ENHANCING DEMAND

OF INNOVATIVE GOODS AND SERVICES

INTERMEDIARIES
- Social innovation networks
- Centres for information and evidence
- Hubs for diffusion and adoption
- Platforms for open data/exchange of ideas
- Providing programmes/interventions
- Networking opportunities/events
- Information and brokerage support
- Knowledge transfer programmes
- Learning forums and insight

Pre-commercial procurement
- Public procurement and commissioning of innovative goods and services
- Supporting private demand through tax incentives/subsidies/personalised budgeting
- Campaigning and advocacy
- New flows of information (open data)
- Developing the knowledge base (measuring impact and outcomes)
- Strengthening system-wide capabilities (cluster policies, network policies, support for R&D co-operation)

Transferring knowledge about social innovation
BRIDGING THE PROCUREMENT DIVIDE

• As part of our Tepsie research, we have looked at the barriers to social innovation

• One notable barrier is the difficulties that UK social enterprises face in securing public sector contracts

• We conducted qualitative research, interviewing both commissioners and social entrepreneurs in order to understand the barriers that both sides face when interacting with the other
CHALLENGES

We found four main challenges:

1. Lack of information on both sides
2. Difficulty in evidencing SE impact
   → especially if a service is preventative
3. Mismatched priorities
   → commissioners are seeking to drive down costs
4. Lack of SE capacity and inability to absorb risk
   → SEs are often barred from applying due to their size/history
RESPONSES

We made specific recommendations to address each of these problems:

1. Establish programmes which connect social entrepreneurs with commissioners
   → such as the Young Foundation in Residence Programme

2. Spread use of impact measurement tools
   → such as Social Return on Investment (SROI)

3. Prioritise Social value through legislation/education
   → for example the Social Value Act, or Commissioning Academy

4. Social enterprises joining forces to bid in consortia
   → for example, 3SC
SI-DRIVE – OBJECTIVES

Extending knowledge about social innovation

- Integrating theories and research methodologies to advance understanding of SI leading to a comprehensive new paradigm of innovation.

- Undertaking European and global mapping of SI, thereby addressing different social, economic, cultural, historical and religious contexts in eight major world regions.

- Ensuring relevance for policy makers and practitioners through in-depth analyses and case studies in seven policy fields, with cross European and world region comparisons, foresight and policy round tables.

Seven Major Policy Fields

QUESTIONS & DISCUSSION