

# Social Innovation

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# Social Innovation

- 'new ideas that work in meeting social goals'.

Mulgan et al., 2007, p. 8

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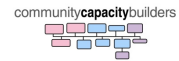
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## Types of Innovation

- Incremental innovations - doing something better: an improvement on an existing idea
- Radical innovations - doing something new

Schaper and Vollery, 2004, p. 56

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## Types of Innovation

- Continuous innovations are considered to be the normal upgrading of products that do not require people to change their behaviour
- Discontinuous innovations are considered to be products that require people to change their behaviour and modify other products and services that they already rely on

Moore, 2002, p. 10

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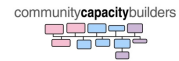
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## Innovation Activities

- Product/service innovations
  - changes to the actual products and services produced and sold
- Process innovations
  - changes in the way products and services are created and delivered
- Position innovations
  - changes in the context in which products, services and processes are applied
- Paradigm innovations
  - changes in the underlying mental models in the business, and the world view, due to the new products, services or processes

Francis and Bessant, 2005, p. 180

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## Systemic Social Innovation

- Defined as 'a set of interconnected innovations, where each is dependent on the other, with innovation both in the parts of the system and in the ways that they interact'

Davies, et al., 2012

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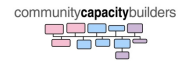


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## Systemic Social Innovation Example



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