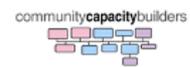


Social Innovation

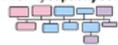


In this section we are going to unpack the Social Innovation School of Social Entrepreneurship's perspective of what is Social Entrepreneurship. Before we do that, in this lecture, we are going to explore the concept of Social Innovation.

Social Innovation

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

Mulgan et al., 2007, p. 8

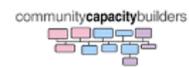
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Put simply, a social innovation is a new idea that works in meeting a social goal.

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

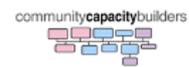


There are a number of types of innovations, including
Incremental innovations – which involve an improvement to an existing idea
And radical innovations which is the creation of something that’s completely new.

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



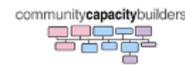
A distinction can also be made between continuous and discontinuous innovations:

- *Continuous innovations* are considered to be the normal upgrading of products or services that do not require people to change their behaviour
- In contrast, *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.

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



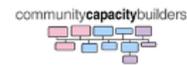
Social entrepreneurs can implement innovations in a range of their enterprise activities, including:

- 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, and
- paradigm innovations - changes in the underlying mental models in the business, and changes in the world view, due to the new products, services or processes.

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



Another form of social innovation is systemic social innovation. This is the type of social innovation that is considered the most appropriate form of social innovation for addressing complex social policy problems (Davies, et al., 2012, p. 17).

Systemic social innovations are 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, p. 4).

So a systemic social innovation approach focuses on a collection of intertwined initiatives, a collection of interconnected social innovations.

Systemic Social Innovation Example



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This slide shows an example of a systemic social innovation for addressing the complex social policy problem of food insecurity.

It shows a set of interconnected innovations including a community garden, school breakfast program and fresh food cooking classes. Each of these innovations is dependent on the other. In addition to the focus of systemic social innovation being on the innovation of each initiative, there is also a focus on thinking about innovation in the ways that the initiatives interact with each other.

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