

What is common or similar among social innovation, social entrepreneurship and social technology?



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**The aim of the presentation –
introduce to the concepts of the:**

- **social innovation;**
- **social entrepreneurship;**
- **social technology.**



Why social innovation is important?



BOLD IDEAS. BETTER LIVES.
THE AUSTRALIAN CENTRE FOR SOCIAL INNOVATION

STANFORD GRADUATE SCHOOL OF
BUSINESS | Center for Social Innovation



DELL
**SOCIAL
INNOVATION
CHALLENGE**

Stanford **SOCIAL
INNOVATION** REVIEW
Informing and inspiring leaders of social change



Office of Social Innovation and Civic Participation

Social innovation – constant evolution of definition

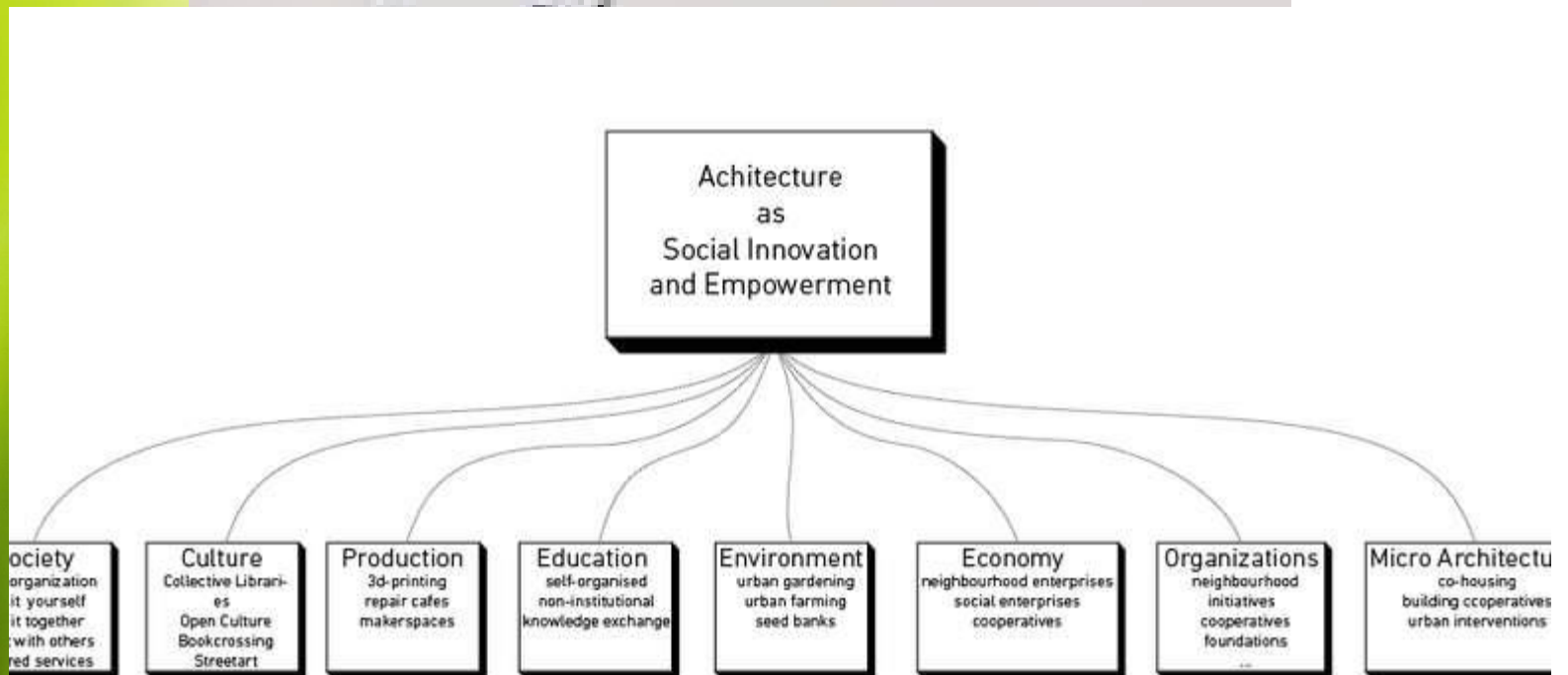
- Social innovation refers to **new ideas** (products, services and models), which are designed **to meet social needs** (NESTA, 2008).
- **New solution to a social problem** that is more effective, and sustainable (Stanford Social Innovation Review, 2008).
- A process that leaves a lasting, positive impact on society.





innovations which have a social purpose
=
social innovation

Confusion about social innovation term



Confusion about social innovation – overlapping meaning

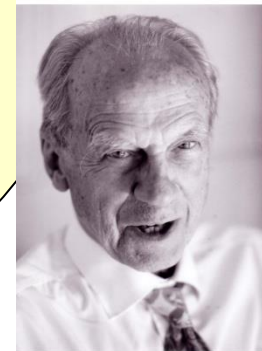
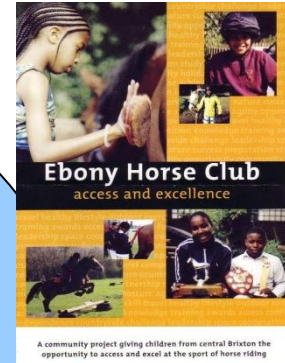
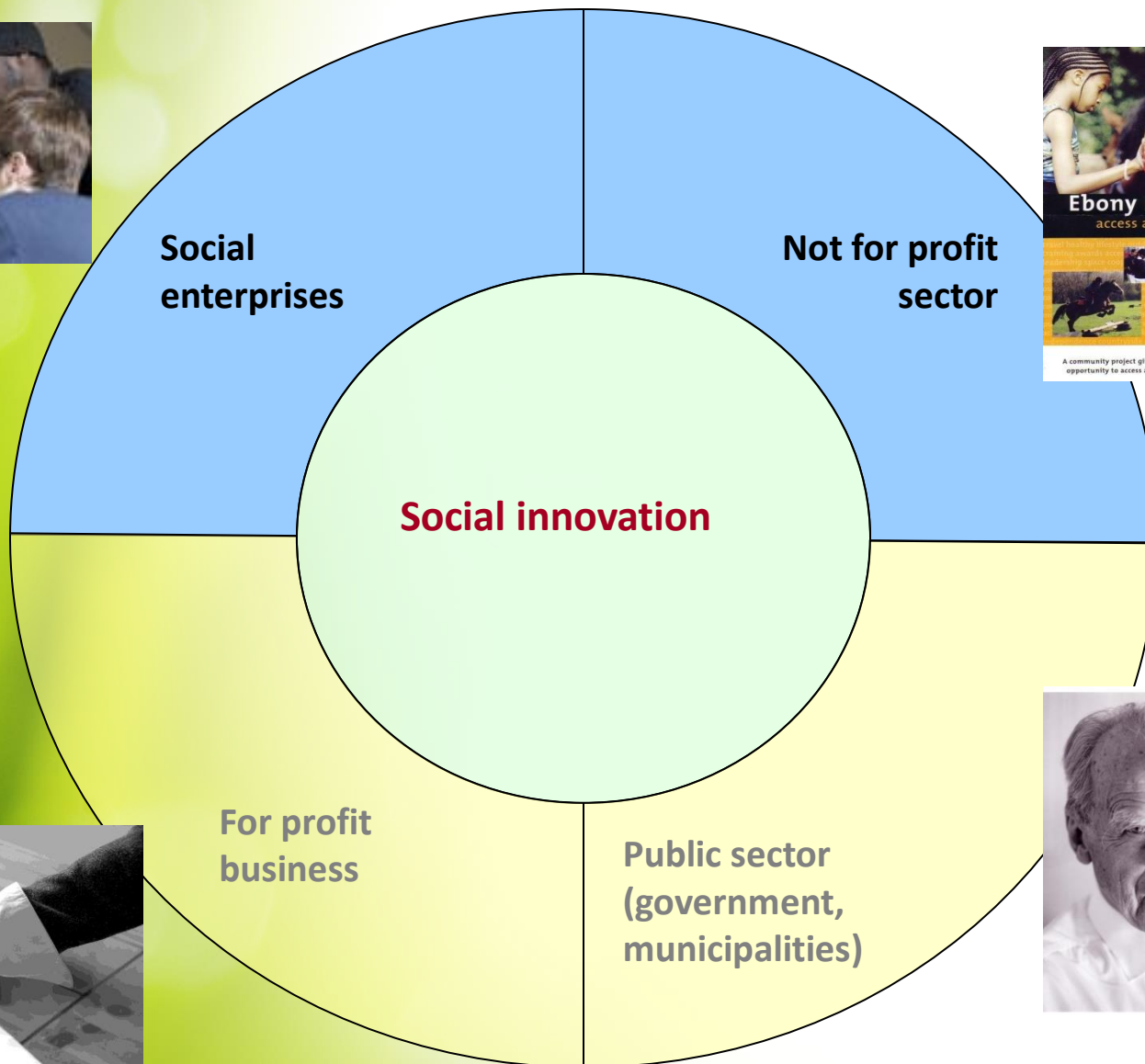
Social innovation refers to new strategies, concepts, ideas and organisations that **meet social needs of all kinds** - from working conditions and education to community development and health - and that extend and strengthen civil society.

The term has overlapping meanings:

- It can be used to refer to social **processes** of innovation, such as open source methods and techniques (example – mana balss.lv);
- Alternatively it refers to innovations which have a **social purpose** - like distance learning;
- The concept can also be related to **social entrepreneurship** (entrepreneurship is not necessarily innovative, but it can innovate at certain stage);
- innovation in public policy and **governance** (in social policy sector).

Social innovation can take place within government, within the for-profit sector, or within the non-profit sector (also known as the third sector), or in the space between them.

Social innovation



Social innovation and social entrepreneurship

Social entrepreneurship and social innovation **both explicitly aim to provide innovative solutions to unsolved social problems**, putting social value creation at the heart of their mission in order to improve individuals' and communities' lives and increase their well-being.

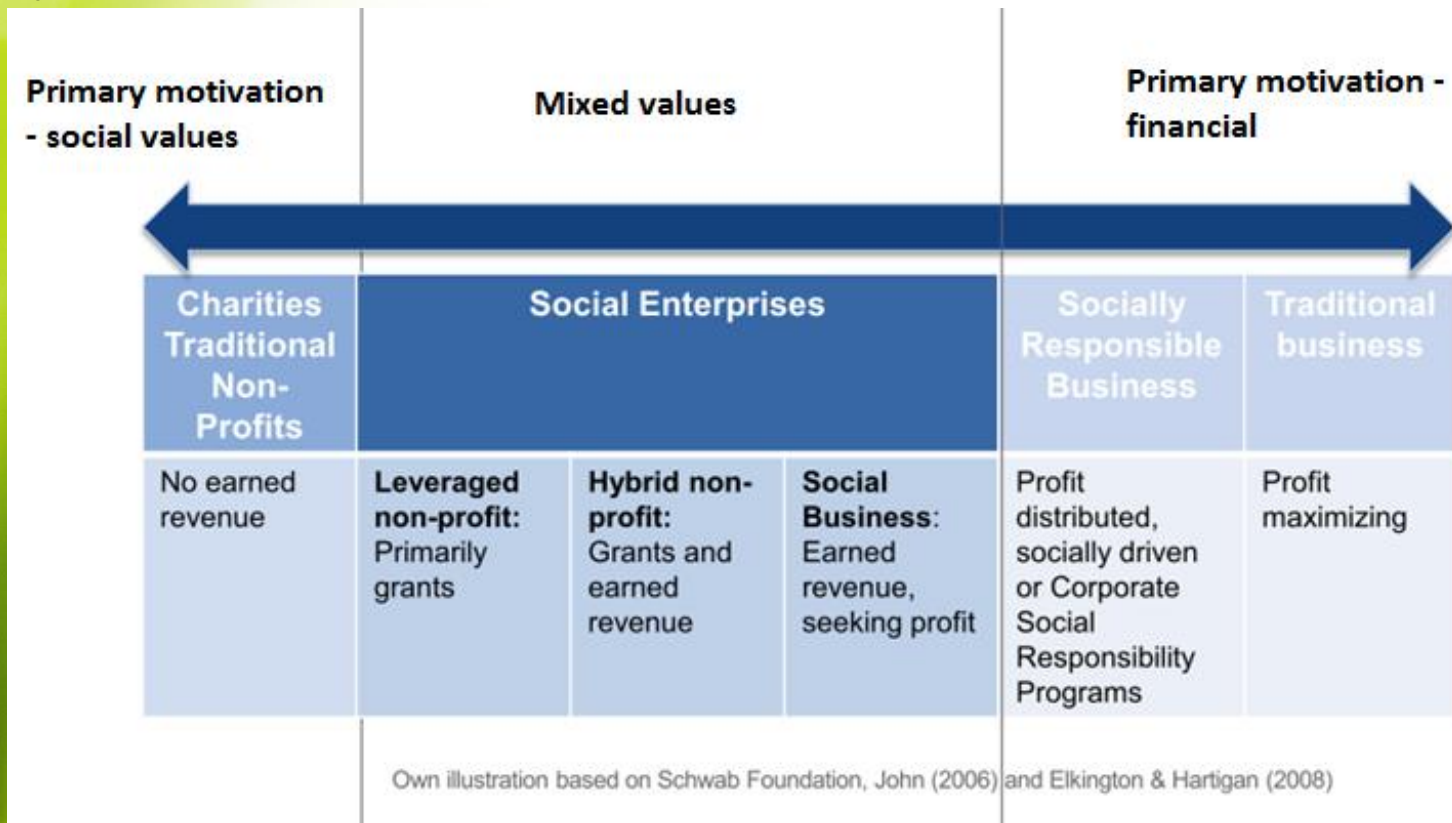


Social entrepreneurship forms social economy



Social entrepreneurship in Europe

- A great variety of definitions of social entrepreneurship and social entrepreneurs has been provided since the early 1980s



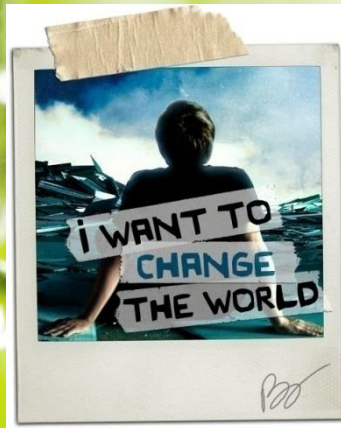
Is it possible to define social entrepreneurship?

There is a lack of agreed definition for social entrepreneur, social entrepreneurship and social enterprises in United States and Europe.

Social entrepreneurship is a business which aims to offer innovative solutions for unmet social needs, but income-making is designed to reinvested into development of social enterprise.



Terminology



Social entrepreneur (individual)




Social enterprises

(entity – different legal forms may apply)



Social entrepreneurship

(process)

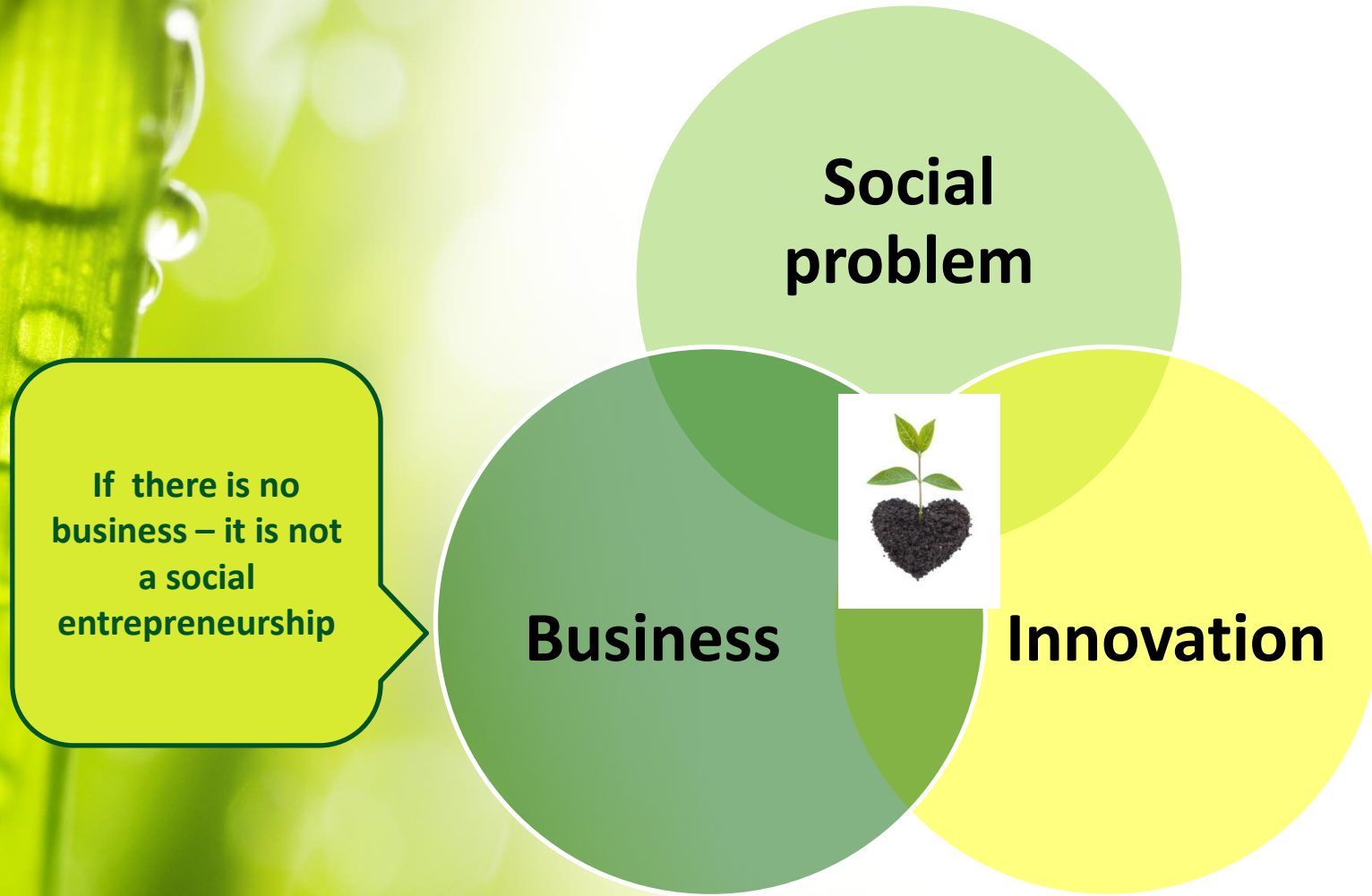


The 7 principles of Social Business

(*Yunus*, 2009)

- Business objective will **be to overcome poverty, or one or more problems** (such as education, health, technology access, and environment) which threaten people and society; not profit maximization.
- Financial and economic **sustainability**.
- Investors get back their investment amount only. No dividend is given beyond investment money.
- When investment amount is paid back, company profit stays with the **company for expansion and improvement**.
- Gender sensitive and environmentally conscious.
- Workforce gets market wage with better working conditions.
- ...do it with **joy**.

Where does social entrepreneurship appears?



Different motivation of Social entrepreneurs and For-Profit Entrepreneurs

Based on the 72 social and 116 for profit entrepreneurs from United Kingdom.

| Social entrepreneurs | For-profit entrepreneurs |
|---|--|
| 1. Meaning of job/ help others (universal values) | 1. Independence |
| 8. Independence | 2. Income/profit |
| 11. Income/profit | 11. Meaning of job/ help others (universal values) |

Research authors: Lukes, M. & Stephan, U. (2012, in press). Nonprofit Leaders and For-Profit Entrepreneurs: Similar People with Different Motivation. Ceskoslovenska psychologie

Key elements of social entrepreneurship



...NOT PROFIT, PROFIT, PROFIT

Areas of social entrepreneurship

- Environment;
- Employment (marginalized groups);
- Education;
- Health;
- and other.



Examples – 1



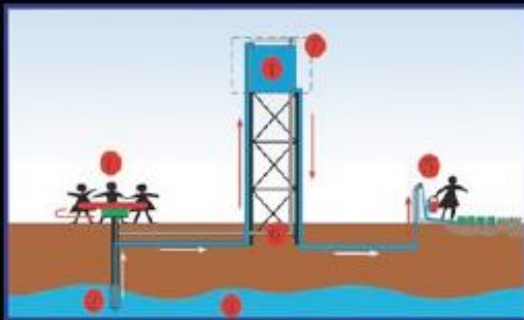
Nobel Prize winner **Muhammad Yunus** in 1976 launched the Grameen Bank project aimed at:

- to provide banking services to the poor,
- to prevent the exploitation of poor people,
- create self-employment opportunities for the unemployed in rural Bangladesh.

Example – 2



A low-tech fun
solution supplying
water to rural villages



Examples 3,4 – developed countries



Women's Bean Project (USA, Denver) employs women from families with long-term unemployment and poverty, for the production of food. The project aims to sell beans products in order to create jobs for women.



Juma Ventures (US, several cities) operates in the stadiums, in order to ensure employment opportunities for economically disadvantaged, troubled youth.

Definition of social technology

- The term "**social technology**" was first used at the University of Chicago at 1895.
- **Social technologies** can be defined as any technologies used for **goals of socium or with any social basis**, including social hardware (traditional communication media), social software (computer mediated media), and social media (social networking tools) (Alberghini, et al., 2010).

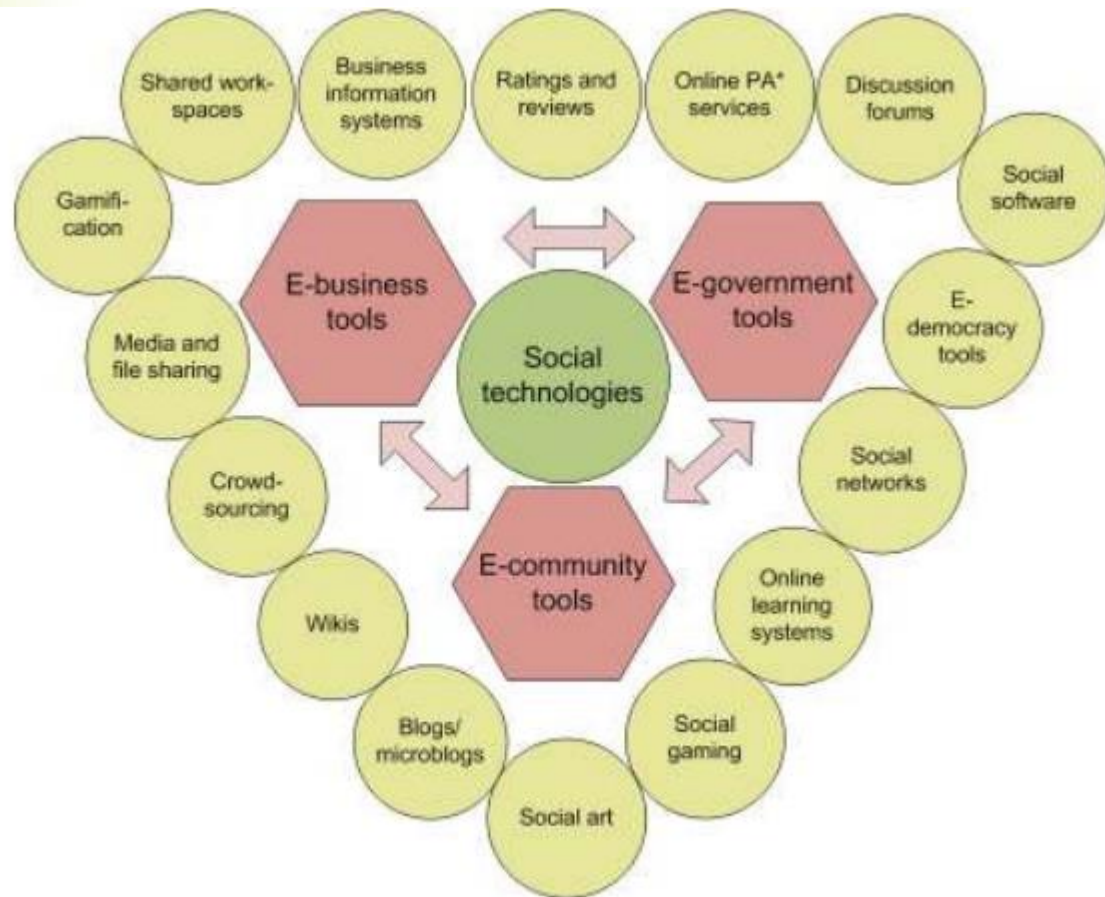




The global report “Technology for Good: Innovative Use of Technology by Charities” grouped the technologies into following categories:

- **Mobile technology:** Mobile devices that range from low-end talk and text phones to smartphones or tablets.
- **Tracking technology:** GPS or other monitoring systems that track people and goods.
- **Mapping technology:** Tools that organize geographic data and feed data sets into a digital map.
- **Data management technologies:** Tools for processing large amounts of data or improving administrative functions.
- **Social media and crowdsourcing:** Data collection through open-sources.
- **Cloud Technology:** Computing that allows access to software and information via the Internet instead of a hard drive or computer network.
- **Portable Networks:** Moveable devices that can create instant Internet connectivity or telecommunication networks.
- **Drone Technology:** Unmanned aerial vehicles used to leapfrog infrastructural deficits.

Social technologies



Source: Defining Social Technologies

Social technologies - examples

Example of social app



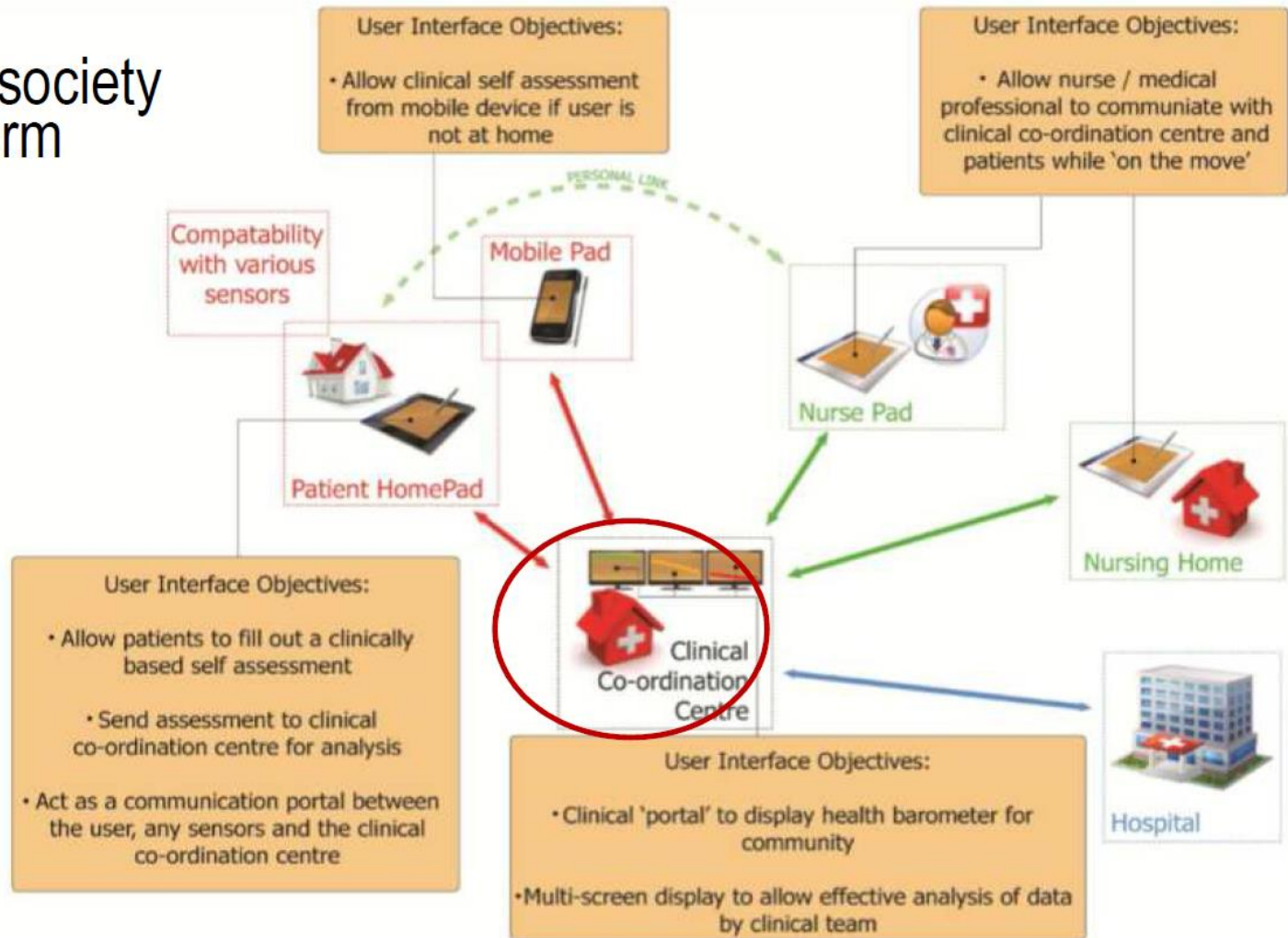
Social technologies - examples

Example of social technology



Social technologies - examples

Inclusion society platform





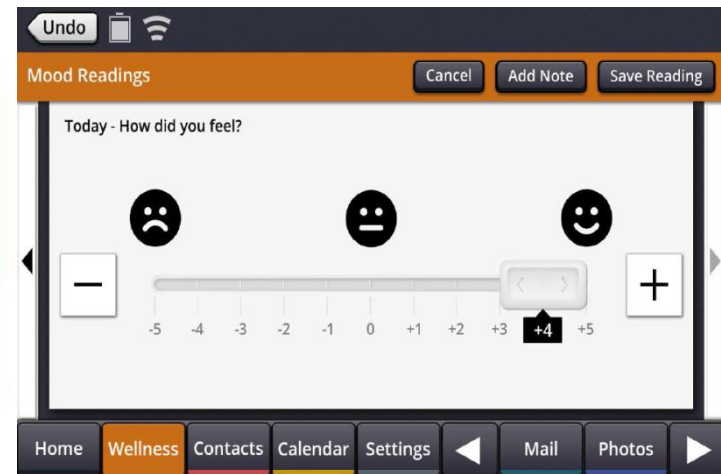
1 Sensors detect a rise in the patients body temperature. HomePad aggregates the sensor information and reports to the Clinical Co-ordination Centre.

2 A video call is instigated by the clinical co-ordination centre to assess the situation and arrange further treatment if needed.



3 The patient receives the details of the appointment with the identification information of the visiting doctor. This provides a sense of security for the patient.

4 The HomePad can then be used to order and schedule delivery of any medication or other items the user may require.



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Thank you for attention



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