

Innovation for Entrepreneur

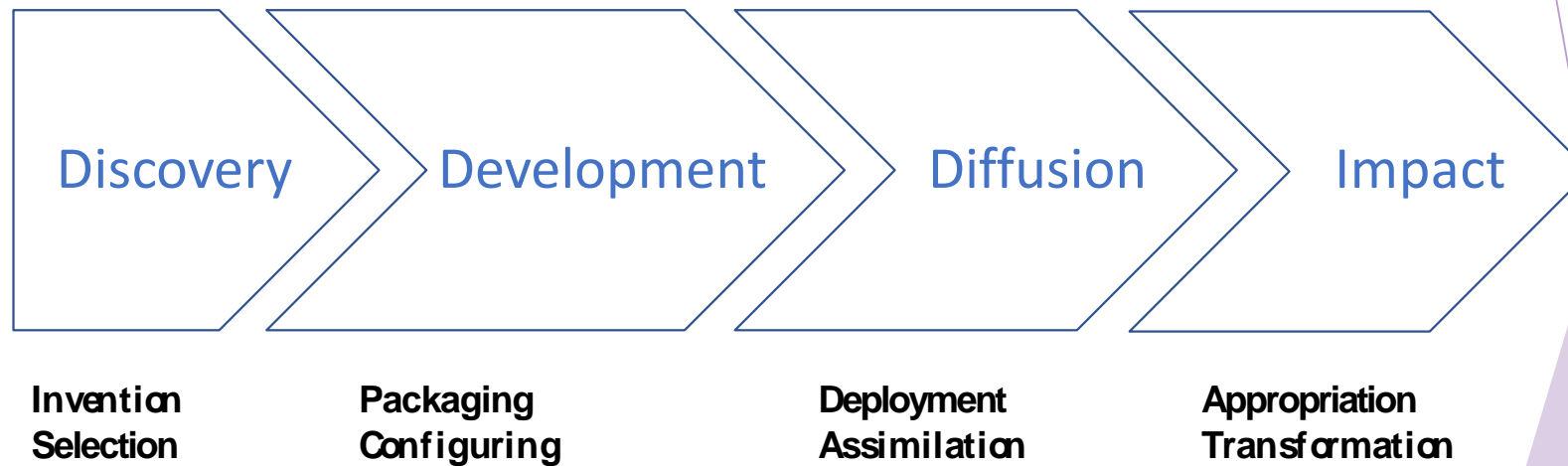
Innovation for Entrepreneur

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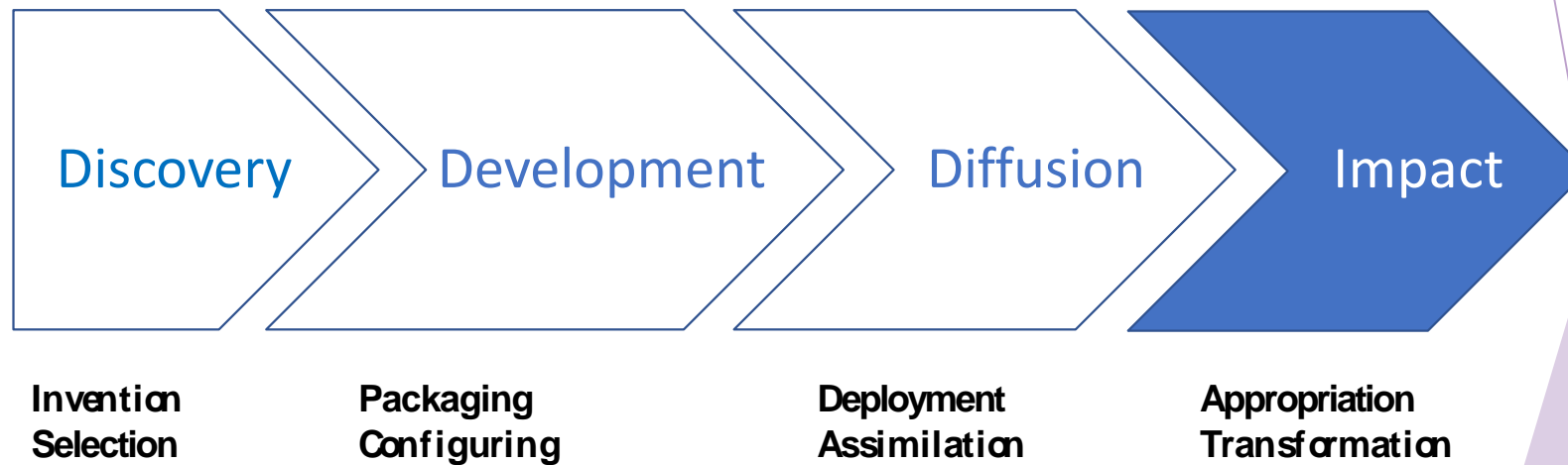
Impact - Social Innovation

888147 - Innovation Entrepreneur

Stages of Innovation



Stages of Innovation



Social innovation

The background features abstract, overlapping geometric shapes in various shades of purple, ranging from light lavender to dark, almost black tones. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The overall composition is clean and modern, with the text centered in the white space.

Need to respond to major challenges

- Climate change and sustainability
- Demographic change – e.g. ageing populations, urbanization, migration
- Technological change – e.g. impact of automation on jobs
- Economic change – e.g. declining growth rates, productivity

...whether through for-profit, or social enterprises, or innovation in public sector (government)

Need to respond to major challenges



SUSTAINABLE DEVELOPMENT GOALS



SUSTAINABLE
DEVELOPMENT
GOALS

Social innovation

- Innovation that meets social needs (in new ways)
 - Solutions to social problems or environmental issues, which create social relationships in the process, and imply new types of collaboration
- Mulgan, Rice, Murray, *The Open Book of Social Innovation* (2013)

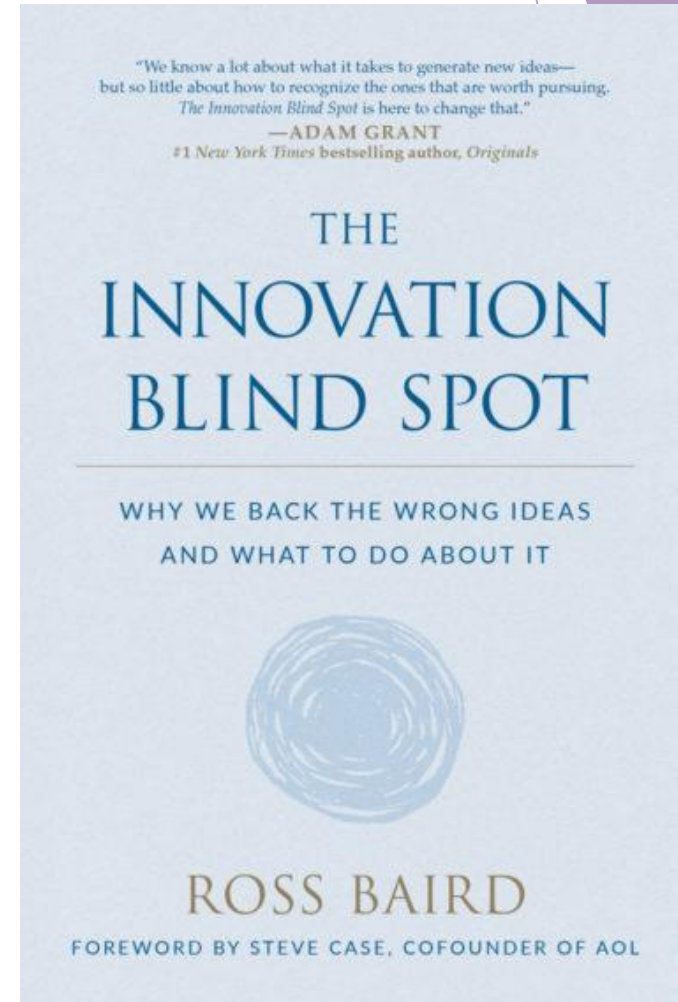
Work & Social concerns

We separate

'what we do for a living'

and

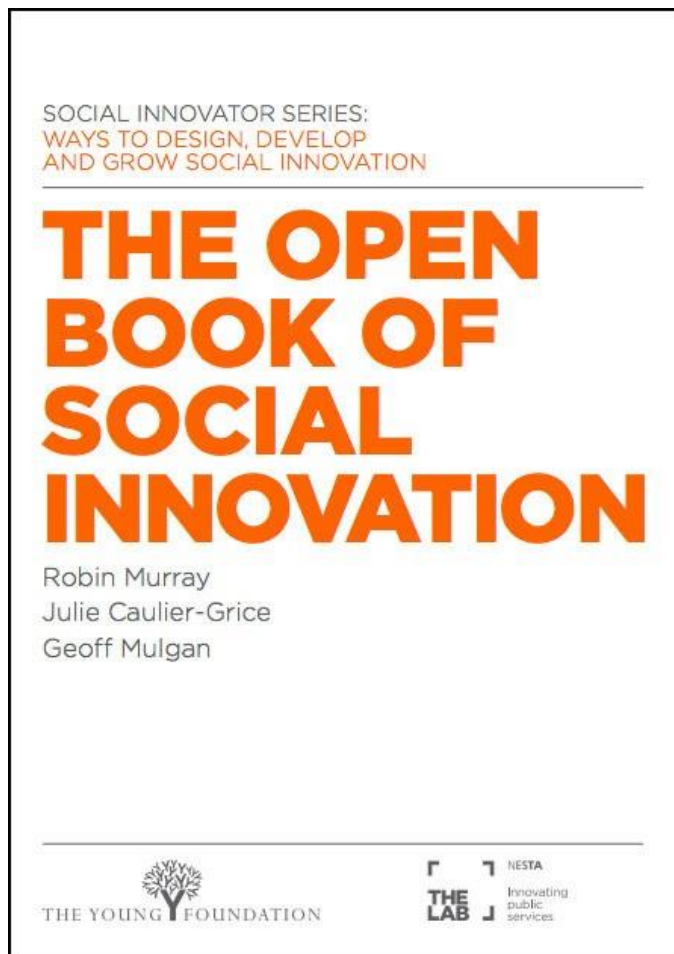
'what we really care about'



Social Innovation

- an innovation is truly social only if the balance is tilted toward social value
 - benefits to the public or to society as a whole
 - differentiate social innovations from ordinary innovations
- James A. Phills, Jr., Kriss Deiglmeier & Dale T. Miller, 'Rediscovering Social Innovation', *Stanford Social Innovation Review*, Fall 2008

..and hundreds of others



www.nesta.org.uk/report/the-open-book-of-social-innovation/

Social Entrepreneurship

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Definition of social enterprises

- A business (at least 50% of the income is business based) with primarily social objectives, whose profits are principally reinvested for the purpose of the business or the community (UK law)

- A business which has a clear objective to develop a community by solving its problems and a central revenue source from producing a service or product which is parallel to its social objective (TSEO)

- Business organizations that play the role of change agents in the social sector by adopting a mission to create and sustain social value pursuing new opportunities and engaging in a process of continuous innovation (Dees, 2007)

- A multiple-goal, multi-stakeholder and multiple-resource enterprises that rely on collective dynamics and bear economic risk related to their activity (Defourny and Nyssen, 2010)

Social entrepreneurship

- “adopting a mission to **create and sustain social value** (not just private value)”
- “**making a profit, creating wealth, or serving the desires of customers ...are means to a social end, not the end in itself.**”
 - J. Gregory Dees, *The Meaning of ‘Social Entrepreneurship’* (2001)
- Like for-profit businesses, it is **the innovation (invention + exploitation through entrepreneurship) that creates the new (social) value**

Social entrepreneurship

'Social' can mean a few different things:

- **Motivation/mission** (of entrepreneurs/organizations) – to create and sustain 'social value'
- **Type of organization** – nonprofits and international nongovernmental organizations (NGOs). But the complexity of social problems, and the growth of cross-sector approaches that involve business and government, means definitions that are tied to organizational form are swiftly becoming outdated
- **Type of need or problem** – for example, justice, fairness, environmental preservation, improved health, arts and culture, and better education
- **A kind of value that is distinct from financial or economic value** – the creation of benefits or reductions of costs for in ways that go beyond the private gains and general benefits of market activity

Social entrepreneurship vs. socially minded business

This is **different** from the entrepreneurs/businesses which are **not full social entrepreneurs**,

but nevertheless want their businesses to be sustainable, act ethically to employees/customers/society,

have a positive impact, and may see sustainability as a **competitive advantage**

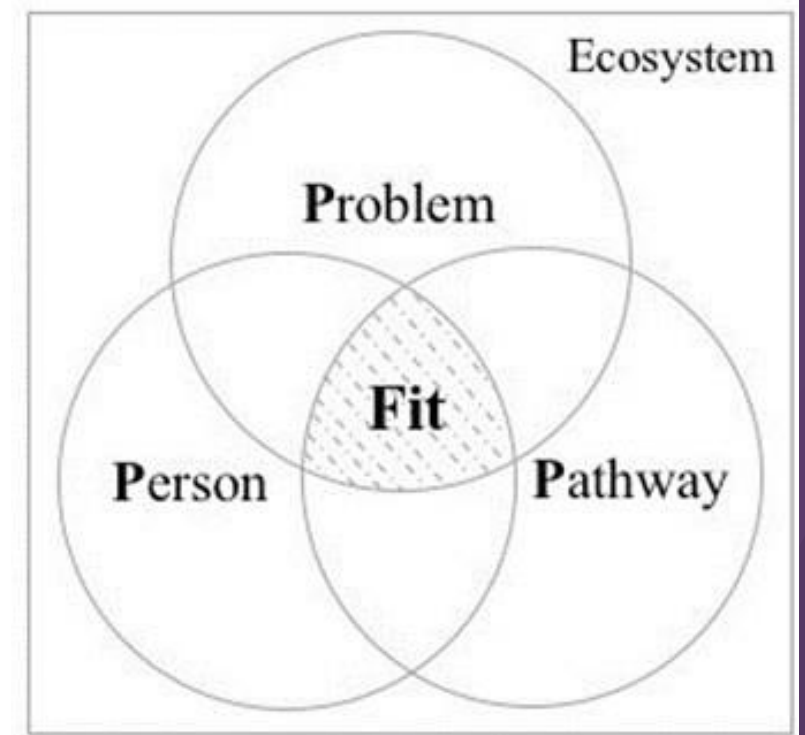


Social entrepreneurship

You need to find an alignment between:

- **the problem at hand** – including economic, political, social, psychological factors
- **the person pursuing change** – understanding yourself, your motivations, and a lasting sense of purpose to survive setbacks
- **the pathway to change** – possible vehicles for social impact, communicating to potential coalitions, how to scale (geographically, up/downstream, adoption by stakeholders)

And, **adoption often requires collective action**, and so social innovations often need to be part of a **broader movement for social change**, and understand where power lies



Types of social entrepreneurs

1. The Community Social Entrepreneur

This entrepreneur seeks to serve the social needs of a community within a small geographical area. These entrepreneurial initiatives could be anything from creating job opportunities for marginalized members to building a community center. These social entrepreneurs are usually individuals or small organizations.

This is where most people start, as a change in your own community is instantly visible. You can see the results of such social entrepreneurship almost immediately and talk to people you are helping directly. All you need to do to start this type of endeavor is find a local isolated social problem and apply yourself to solving it.

Types of social entrepreneurs



Types of social entrepreneurs

2. The Non-Profit Social Entrepreneur

These entrepreneurs are focused on social, not material gain, meaning they prioritize social well-being over traditional business needs. Non-profit social entrepreneurs are **usually companies and organizations that choose to use their power for social good**. They reinvest any profits into the business to facilitate the further expansion of services.

This path is usually taken by **more business-savvy entrepreneurs** who want to use their skills for creating change. While the results often take longer to manifest, they can take effect on a larger scale. Joining a local non-profit or training program is usually a reliable way to start.

Types of social entrepreneurs



Types of social entrepreneurs

3. The Transformational Social Entrepreneur

These people are focused on creating a business that can **meet the social needs that governments and other businesses aren't currently meeting**. The **transformational category is often what non-profits evolve to with sufficient time and growth** - sometimes to the point of working with or getting integrated into governmental bodies.

Such organizations usually recruit and foster talent in-house. If you apply for a job opportunity or volunteer position and show social entrepreneurship skills, they are likely to help you enroll in a mentorship program and facilitate your growth from there.

Types of social entrepreneurs



Types of social entrepreneurs

4. The Global Social Entrepreneur

These entrepreneurs seek to **completely change social systems in order to meet major social needs globally**. It's also where the largest charity organizations, such as the Bill & Melinda Gates Foundation, stand.

The global need in question can be anything from free access to education to clean water. This is usually a lofty goal that spans continents and links many organizations and interests together. These organizations are usually tied to a particular cause and work with other social entrepreneurs to make it happen. As such, you are more likely to achieve these heights if you connect with other social entrepreneurs and build a global community around solving social issues.

Grameen Veolia



- What social problem are they focused on?
- How are they funding their social mission?
- Which SDG(s) is this SE addressing?



www.grameen.veolia.com.bd/

Types of social entrepreneurs



GRAMEEN
Banking for the poor

Government



The Electricity Generating Authority of Thailand (EGAT), a state-owned enterprise, put the 45MW hydro-floating solar hybrid – the world's largest – into commercial operation at Sirindhorn Dam in October 2021.

Digital social innovation

According to Nesta, digital social innovations:

- Harness digital technologies to improve lives and reorient technology towards more social ends
- Empower citizens to take more control over their lives, and to use their collective knowledge and skills to positive effect
- Make government more accountable and transparent
- Foster and promote alternatives to the dominant technological and business models — alternatives which are open and collaborative rather than closed and competitive
- Use technology to create a more environmentally sustainable society



Social capital

https://wakelet.com/wake/kHQ-DLQwbqLrz-_mSb41

Social Innovation examples

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10 world-changing social innovations

- **The Open University** - and the many models of distance learning that have opened-up education across the world and are continuing to do so
- **Fair trade** - pioneered in the UK and US between the 1940s and 1980s, and now growing globally
- **Greenpeace** - and the many movements of environmental direct action which drew on much older Quaker ideas and which have transformed how citizens can engage directly in social change

10 world-changing social innovations

- **Grameen** - new models of village and community-based microcredit/microfinance have been emulated worldwide
- **Amnesty International** - and the growth of human rights
- **Oxfam** (originally the Oxford Committee for Relief of Famine) - and the spread of humanitarian relief
- **The Women's Institute** - and the innumerable women's organizations and innovations which have made feminism part of the mainstream

10 world-changing social innovations

- **Linux software** - and other open source methods such as Wikipedia and Ohmynews
- **NHS Direct** - and the many organizations, ranging from Doctor Robert to the Expert Patients Programme, which have opened up access to health and knowledge about health to ordinary people
- **Participatory budgeting models** - of the kind pioneered in Porto Alegre and now being emulated, alongside a broad range of democratic innovations, all over the world

example

Genes in Space

<https://www.youtube.com/watch?v=Uv2DSCIMqCA>

50 sec to 2 mins

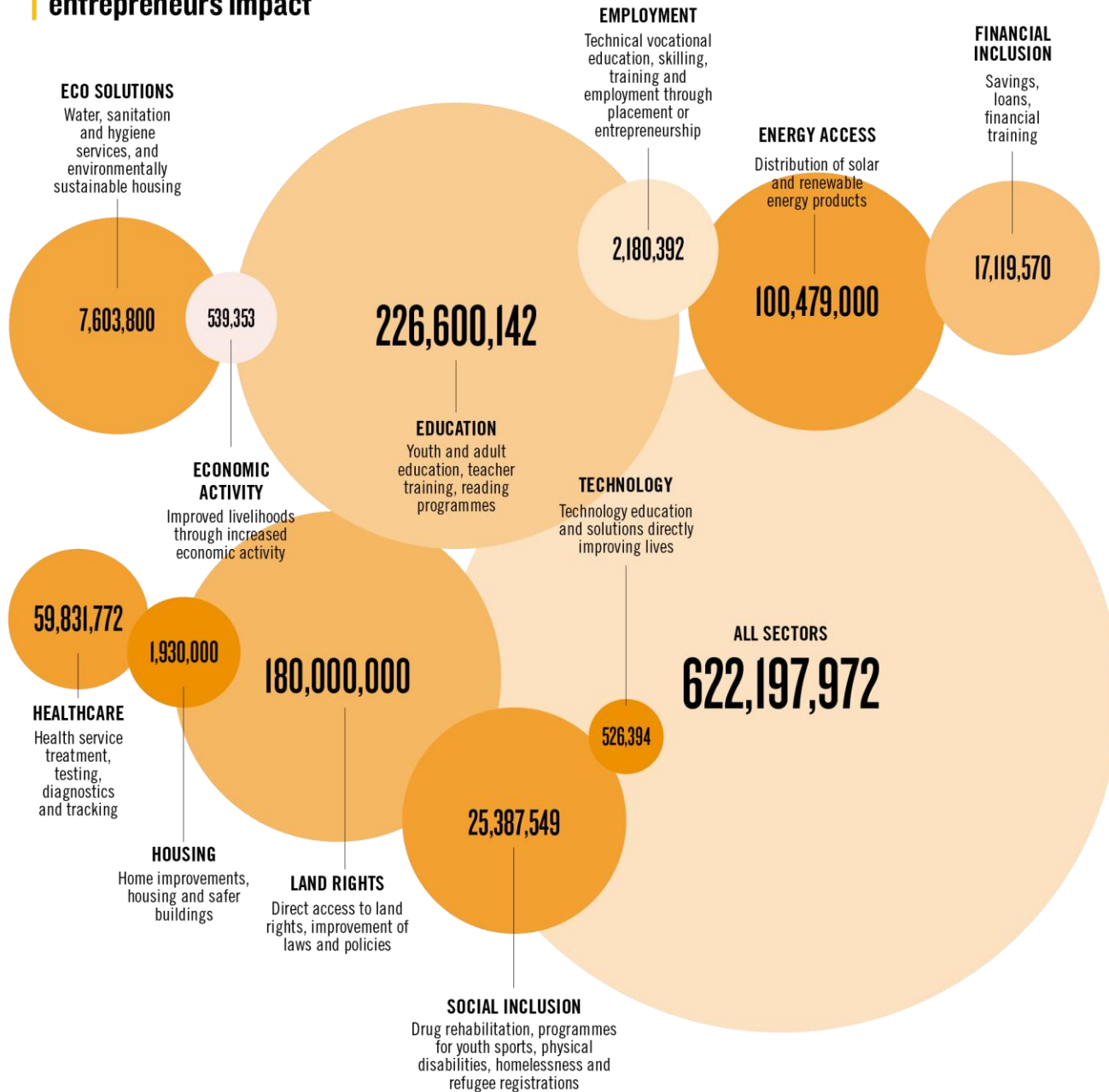
Genes in Space was the **world's first mobile game dedicated to analyzing cancer data.**

- The mission was to collect a fictional substance dubbed Element Alpha.
- This represents genetic cancer data, which might underpin certain types of breast cancer.
- To do that, you map your space route through the densest areas of Element Alpha, and follow your route as you fly a ship collecting as much Element Alpha as you can.
- You could also shoot asteroids and upgrade your ship.
- Genes in Space was a world-wide hit with over 400,000 downloads and lots of press coverage. Nearly 5,000,000 nuggets of data were analysed - the entire genomes of 1980 patients, each checked 50 times for accuracy.
- The game proved the public's hunger for helping us analyse cancer data.
- But the gaming element was detrimental to accuracy.
- Our next project, Reverse The Odds, found a way to combine both engaging gameplay with clear analysis.

<https://www.cancerresearchuk.org/get-involved/citizen-science/the-projects#citizenscience1>

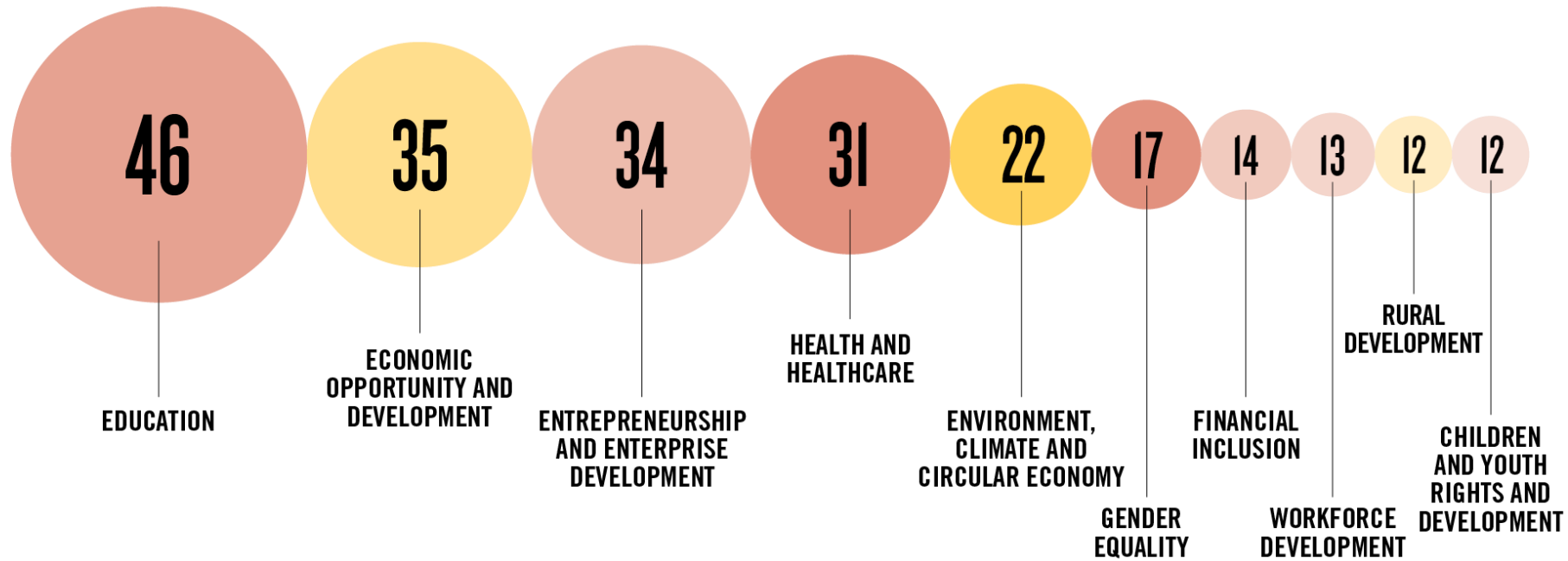


Sector breakdown of social entrepreneurs impact



Source:
<https://www.weforum.org/agenda/2020/01/how-social-innovation-can-deliver-the-sdgs-six-lessons-from-the-schwab-foundation>

Top 10 issues social entrepreneurs are working on



Source: <https://www.weforum.org/agenda/2020/01/how-social-innovation-can-deliver-the-sdgs-six-lessons-from-the-schwab-foundation>

Social innovation Thailand

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platform

<https://www.thaileandsocialinnovationplatform.org/>

academy



Social innovation in Thailand: 8 outstanding projects

by Maja Novak | Jun 30, 2020 | Social Innovation Academy



<https://www.socialinnovationacademy.eu/social-innovation-in-thailand-8-outstanding-projects/>

HiveSters

HiveSters is a search engine for locally run tours in Thailand. Every tour works directly with local communities, social enterprises, and individuals and tourists are able to tap into the local community's knowledge while ensuring money flows directly to those sharing their time and skills with you.

The organisation was founded by Thais as a way to create sustainable change in Thailand's tourism industry. The organisation uses the HiveSters incubation programme to **create and promote their sustainable activities aimed at increasing locals' income and livelihood**, preserving disappearing **cultural heritage**, positively impacting the community and environment, and **creating positive social change**.

The database features a range of quirky and fascinating tours in every corner of Thailand, from street-side cooking classes to biking through local neighbourhoods and more. [\[11\]](#)

Dignity Network, Chiang Mai

Dignity Network is an independent organisation established to help female ex-inmates reintegrate successfully into professional society.

In early 2014, Dignity Network opened its first Women's Massage Center to offer job placements to former prisoners after they had successfully become vocational graduates of traditional Thai massage.

Dignity Network's ultimate goal is to minimise the risk of recurrence by offering these women a safe working environment. [4]

Source: <https://www.socialinnovationacademy.eu/social-innovation-in-thailand-8-outstanding-projects/>



Giving Women Purpose & Means

Helping female ex-prisoners reintegrate into professional society successfully

Get in touch

hubs & centers

Chula Launches Social Innovation Hub

27 November 2020 Featured News



Chiang Mai to Bangkok

Social Impact in Chiang Mai

The motto, "Truth and Service" makes up the DNA of Payap University (PYU), and the Center for Social Impact (CSI) was founded as a channel to fulfill that motto.

OTHER



Recognizing that agents of social change often lack sufficient means to scale their social impact, the CSI aims to serve as a resource hub for local social impact practitioners and to engage stakeholders from all sectors to commit and tackle social issues.



We seek to empower agents of social change to achieve meaningful strategic impact, and we achieve this through facilitating interactions across various sectors such as policy makers, practitioners, academia, funders and the general public to promote and support social enterprises and other positive social impact initiatives

The Center for Social Impact

Our Core Values



Empathy:
Always walk in our stakeholder's shoes



Responsibility:
Always do the right thing with a minimum footprint



Integrity:
Always be transparent and accountable



Diversity:
Always be open-minded and inclusive

Definition of Social Impact

"Social impact is the effect on people and communities that happens as a result of an action or inaction, an activity, project, programme or policy" (GoodFinance)

Imagine if you could put an ultra-thin, **transparent solar sheet on your window to generate energy**, not just from sunlight but also artificial lights from inside your room?

... this technology is called perovskite

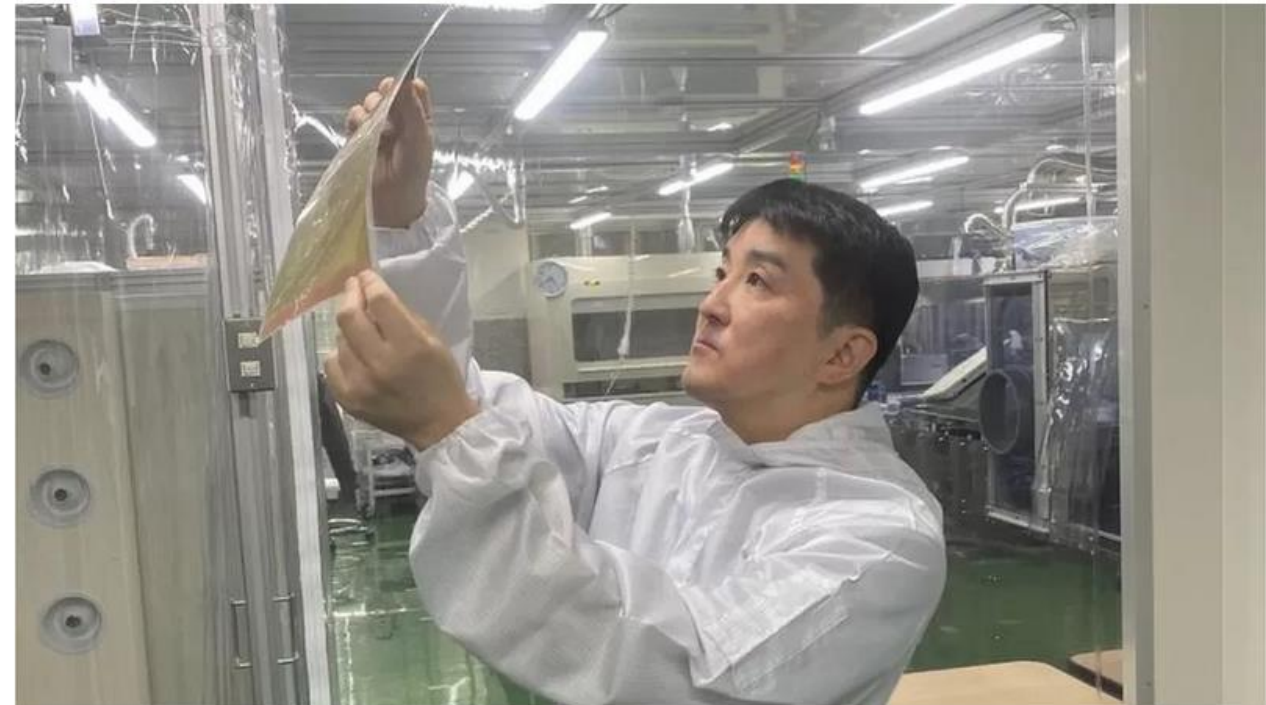
Kyoto University may be best known for producing more Nobel prize winners than any other university in Asia (11 in total), but it **also finances new start-ups** by students and researchers through its two venture capital funds.

Enecoat Technologies is one of the beneficiaries, and has received a total of 500m yen (\$3.6m; £3m). The money came from a \$300m fund that the university received from the Japanese government back in 2015 to **encourage entrepreneurship**.

Japan's push into 'deep tech' innovation

By Mariko Oi
BBC News, Kyoto

🕒 1 day ago



Naoya Kato aims to get his company's solar panels on sale in three or four years

Thai Social Enterprises



US SE Examples



kiva

The logo for Kiva is the word "kiva" written in a lowercase, bold, sans-serif font in a green color.

EVERYTABLE

The logo for Everytable features the word "EVERYTABLE" in a bold, dark blue, sans-serif font, enclosed within a dark blue rectangular border.

Other Se examples



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ideas for small business

Customer interaction

sponsor the planting and growing of a tree for **every newsletter subscriber**.

Customer interaction

When anyone **books a meeting** with me I provide fresh water to a family in need.

Customer interaction

When a website visitor interacts with a **webpage**, I support one of seventeen pre-selected worthy-causes that are aligned to the UN SDGs.

Customer interaction

When a potential customer **makes an enquiry** through a contact form, I support a global sustainability project



Choose the SDG that appeals to you

Choose the customer interaction that benefits you

Choose the action that benefits the chosen SDG –
align with your chosen customer interaction



Thank you!
any questions?