



Social Innovation Brokers
WE FOR YOU

Course for Youth

MODULE 6: Monitoring, Sustaining and Scaling up

- **Slide 2:**

Agenda

- Introduction to Monitoring, Sustaining, and Scaling Up
- Understanding the Importance of Scale in Social Innovation
- Strategies for Scaling Up Social Innovations
- Factors Contributing to Successful Scaling Up
- Learning, Adaptation, and Systemic Change
- Conclusion and Next Steps

Slide 3: Introduction to Monitoring, Sustaining, and Scaling Up

Welcome to Module 6 of our course on social innovation. In this module, we'll delve into the crucial aspects of monitoring, sustaining, and scaling up social innovations. As we've learned, delivering and implementing innovations is only the beginning; evaluation, sustaining, and scaling up are vital for maximizing their impact and addressing entrenched societal challenges.

Regarding the Innovation spiral, we will address the 6th and 7th step of the spiral - last two stages of preparing and implementing innovative ideas.

Slide 4: Definition of Scaling up

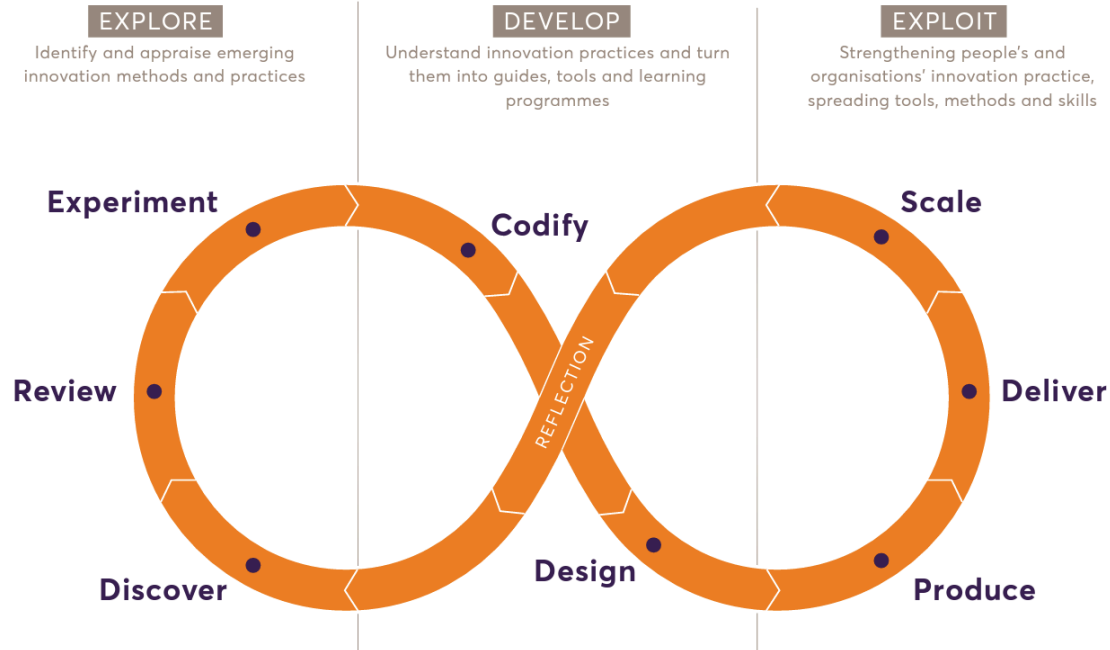
Scaling up social innovations refers to the process by which their impact expands to meet the level of societal needs. As articulated by Madeleine Gabriel of Nesta, scaling up is essential because many social innovations initially start on a small scale but possess significant potential to generate widespread impact.

Scaling up entails the development and implementation of dissemination strategies aimed at reaching larger audiences and addressing broader societal challenges.

Slide 5: Understanding the Importance of Scale in Social Innovation

Many social innovations start small and remain so, but to address widespread societal issues, scaling up is essential. However, scaling isn't always straightforward and requires careful consideration. While some innovations naturally grow over time, others necessitate deliberate strategies for expansion.

It is all a process and reflection is essential for success.



Slide 6: Factors Contributing to Successful Scaling Up

Successful scaling up depends on several factors, including effective demand for the model and organizational capacity for growth – in terms of management, money, leadership and governance. There are many characteristics to consider, such as the managerial, financial and personnel skills.

Scaling is not appropriate in every case.

Scalable social innovations tend to be ones that:

- Are relevant beyond their initial context.
- Are relatively simple.
- Are clearly better than their competitors and have a unique added value.

'CONTEXT' ORIENTED

'Are relevant beyond their initial context.'¹

'SIMPLICITY' ORIENTED

They are not too complex to be comprehended and are 'relatively simple.'¹

'POTENTIAL' ORIENTED

'Are clearly better than the alternatives.'¹

'DIVERSITY' ORIENTED

'Don't rely solely on the talents of specific individuals.'¹

It is scalable, if it is context oriented, which means that it should be relevant to and beyond the initial context. It should be simplicity oriented - not too complex to comprehend and relatively simple. It also have to be potential oriented - it has to be clearly better than the alternatives. Lastly, it should be diversity oriented, so it doesn't rely solely on the talents of specific individuals.

Slide 7: 4 steps to scaling up

1. Claryfying goals
2. Establishing what to scale
3. Choosing a route
4. Gearing up to scale

You have to clarify your goals. Clear vision is an enabler in scaling up.

You have to establish what to scale. So thinking rigorously through both sides of the supply and demand equation is essential to scaling

Strategies. Giving attention to scaling up requires systemic planning of how pilot tested elevations can be implemented onto a larger scale and achieve broad impact.

Slide 8: Strategies for Scaling Up Social Innovations

Scaling up can be achieved through various methods, such as building delivery networks, forming strategic partnerships, or transitioning into advisory roles.

There are many ways of scaling up – from repeating an idea in a different place, or collaborating with different organisations and building relationships and alliances that work.

Ideas can be diffused, copied, replicated and adapted.

Building a delivery network – franchising, licensing, federations;
 Strategic partnerships – mergers, acquisitions, using a larger organisation’s network or back office expertise;
 Influencing and advising – moving into a role of advisor rather than deliverer in order to spread your message but not grow your organisation

Slide 9: Planning and Tools

STAGE	SPECIALIST SKILLS REQUIRED	EXAMPLE ACTIVITIES & TOOLS	RISK LEVEL AND HANDLING	FINANCE REQUIRED	KINDS OF EVIDENCE GENERATED	GOAL
1 Exploring opportunities & challenges	→	→	→	→	→	→
2 Generating ideas	→	→	→	→	→	→
3 Developing & testing	→	→	→	→	→	→
4 Making the case	→	→	→	→	→	→
5 Delivering and implementing	→	→	→	→	→	→
6 Growing, scaling and spreading	→	→	→	→	→	→
7 Changing systems	→	→	→	→	→	→

Source: [NESTA DIY - Development Impact & You](#)
 PRACTICAL TOOLS TO TRIGGER & SUPPORT SOCIAL INNOVATION

Slide 10: Tools for scaling up

Another valuable tool for scaling up social innovations is stakeholder mapping. This process involves creating a visual representation of all stakeholders involved in a project, product, or idea. By mapping out cross-functional stakeholders and documenting their roles and relationships, organizations gain insight into the broader network influencing their work. The primary benefit of stakeholder mapping lies in its ability to identify key influencers and the dynamics of their relationships. This understanding allows organizations to enhance stakeholder engagement and prioritize relationship-building efforts with vital partners within their organization.

<http://www.limitless.lu/project/stakeholder-relevance-mapping/>

Slide 11: Tools for scaling up



Another essential tool for scaling up social innovations is the Scaling Up Journey. The objective of scaling up training is to enable social innovation teams to establish a sustainable ecosystem around their innovation.

The first step in the scaling up journey is to identify the foundation. This involves specifying the key components of the project approach to scaling up, assessing relevant contextual influences, and taking stock of social innovation. Additionally, it entails identifying potential stakeholders within the community and developing a strategy to engage them in the scaling up process. Anticipating financial needs is another crucial aspect. Organizations must identify their scale-up costs and develop a financial plan for the long term. Establishing a sound governance system is also essential for supporting the implementation and scaling up of social innovation initiatives. Lastly, monitoring and evaluation are vital components of the scaling up process. Organizations must consider the needs of their stakeholders and continuously assess the effectiveness of their scaling up efforts.

Slide 12: Learning, Adaptation, and Systemic Change

Learning and adaptation are integral to the scaling process, as innovations often evolve beyond their initial conception.

Learning and adaptation turns the ideas into forms that may be very different from the expectations of the pioneers. Most of the times, innovations do not derive from as 'eureka' moments but are the result of a learning process of possibilities initially not fully understood by inventors.

Slide 13: Systemic Change

Systemic change is a stage that not automatically follows from the previous steps. Creating space for something new is the most difficult part of implementing innovation. Systematic change is the result of social innovation that changes attitudes, values, strategies and policies, organizational structures and processes.

The dimension of systemic change is expressed as a level transformation cultural and organizational.

Systematic change involves in most cases the interaction of ideas, movements, models, and interests. Every social innovation has its own dynamic and it is the task of a Social Innovation Broker to allow for this dynamic.

Slide 14: Conclusion and Next Steps

In conclusion, scaling up social innovations requires a strategic approach, effective communication, and a commitment to learning and adaptation. As social innovation brokers, it's our responsibility to facilitate this process and create space for systemic change.