



Social Innovation Brokers
WE FOR YOU

Course for Youth

MODULE 1: Understanding Social Innovation

Slide 2: Agenda

Welcome to Module 1 of our course on Understanding Social Innovation. Today, we'll delve into the fundamental concepts of social innovation, exploring its definitions, drivers, dimensions, types, and the role of social innovation brokers. We'll also discuss the essential skills required for effective social innovation brokerage.

Agenda:

- Definitions
- Drivers
- Social entrepreneurship
- The Role of Social Innovation Brokers
- Skills of social innovation Brokers

Slide 3: Definitions

Let's begin by defining social innovation.

Stanford University defines social innovation as the process of developing and deploying effective solutions to challenging and often systematic social and environmental issues in support of social progress.

To simplify, Social innovation is a process of introducing new products, processes or services that are capable of solving complex social problems. Successful social innovations have long term impact in the society.

The keyword of the subject of social innovations is cooperation - between non-governmental organizations, enterprises and science.

Slide 4: Definitions

We can frame social innovation as a solution to a complex problem, a tool to integrate various stakeholders and new answered to satisfy unmet needs. A novel way of working and thinking. An opportunity to create shared values. And it is a social mission.

Slide 5: Why do we need social innovations?

Social innovation is needed to address the many pressing challenges facing society today. From poverty and inequality, to climate change and global health issues, we are in need of solutions that go beyond traditional approaches.

Social innovation takes a holistic approach to finding creative solutions for complex social problems. It involves collaboration between individuals, organizations, government agencies and communities to develop new ideas that can be implemented quickly and effectively.

Slide 6: Types of innovative ideas

New ideas that meet different social needs include: new services and products, new practices, new processes, new rules and regulations, new organizational forms

Slide 7: Drivers of Social Innovation

What drives social innovation? Several factors contribute to the emergence of social innovation, including:

- Social Needs: Identifying pressing social issues or unmet needs within communities.
- Technological Advancements: Harnessing technology to develop innovative solutions.
- Policy Changes: Shifting political landscapes and policies can spur social innovation.
- Lack of adequate support from government institutions
- Demographic Shifts: Changes in population demographics may require new approaches to social problems.

Slide 8: Social Entrepreneurship

We find it important to clarify already at this stage that social entrepreneurship is related to social innovation, but the two phenomena are not the same.

Social entrepreneurship plays a crucial role in driving social innovation. Social entrepreneurs are individuals or organizations that pursue innovative solutions to social problems. They combine business principles with a focus on social impact, aiming for sustainable change.

It is the social entrepreneur who creates social innovation(s), which otherwise would have only been an idea for better ways of solving social problems and challenges.

Social enterprises are for-profit companies, but they make money by solving social problems.

Slide 9: The Role of Social Innovation Brokers

Now, let's discuss the role of social innovation brokers. Social innovation brokers act as intermediaries who facilitate collaboration, networking, and knowledge exchange among stakeholders. They bridge the gap between different sectors, organizations, and communities to catalyze social change.

An innovation broker connects ideas, people, organizations, and communities to enable and support the innovation process. They are the bridge builders that try to connect every question with an answer. This is hard to achieve since it requires deep knowledge and understanding of many things together with good connections in the field.

Slide 10: Skills of Social Innovation Brokers

Effective social innovation brokers possess a range of skills, including:

- **Communication:** Building relationships and conveying ideas effectively.
- **Collaboration:** Working with diverse stakeholders to achieve common goals.
- **Creativity:** Generating innovative solutions to complex social problems.
- **Adaptability:** Being flexible and responsive to changing circumstances.
- **Empathy:** Understanding the needs and perspectives of various stakeholders.

Purpose of the Training is to train Social Innovation Brokers who operate as Sancho Panzas with 21st century skills:

- critical and design thinking and problem solving,
- collaboration and ecosystem building,
- curiosity and imagination,
- accessing and analyzing information,
- communication and digital skills,
- social entrepreneurial and innovator competences.

Slide 11: Examples and Case Studies - Five App

Let's look at some examples relevant to young people interested in becoming social innovation brokers

Five App

A smartphone application facilitating communication for the deaf and hard of hearing. Invented by 18-year-old high school student Mateusz Mach, it was designed for conveying emoticons made from finger gestures to friends. Each gesture represented specific information. Upon its release, the application was found to facilitate communication for the deaf and hard of hearing, allowing them to communicate in American Sign Language (ASL). The creators of the application quickly managed to secure significant funding, which they used to further improve the application and tailor it even more to the needs of the deaf and hard of hearing.

<https://www.itgenerator.com/five-app-a-messenger-for-the-deaf/>

Slide 12: Examples and Case Studies - Couchsurfing

“Couchsurfing is a global community of 14 million people in more than 200,000 cities who share their life, their world, their journey. Couchsurfing connects travelers with a global network of people willing to share in profound and meaningful ways, making travel a truly social experience.

Couchsurfing began in 2004 as a small passion project by founders Casey Fenton, Daniel Hoffer, Sebastian Le Tuan and Leonardo Bassani da Silveira. An email to a group of students in Iceland gave birth to the idea that people anywhere would want to share their homes with strangers (or, as we like to call them, friends you haven't met yet).”

<https://www.couchsurfing.com/dashboard>

Slide 13: Examples and Case Studies - Aconchego Program

The Aconchego Program is the result of a partnership, which started in 2004, between our organization, the Porto Social Foundation, and the Academic Federation of Porto. Before getting together, these two institutions were very busy trying to solve their own problems: high number of elderly and isolated people and high number of students living outside the city looking for cheap accommodation, respectively. These institutions found each other and decided to join efforts to solve their problems through a partnership. The Aconchego program is based on an intergenerational perspective. Seniors provide housing to university students in their homes, and students contribute, while living with seniors and sharing the same home, to decrease their feelings of loneliness and isolation, promoting the welfare of seniors and their families.

<https://extranet.who.int/agefriendlyworld/afp/acochego-program/#prettyPhoto>

Slide 14: Examples and Case Studies - Grameen Bank

The financial industry is not exactly viewed as a paradigm of charity and giving back; quite the contrary, in fact, as studies have found it to be the world's least trusted industry. However, that's not to say that there aren't amazing people and social enterprises even in this industry – most notably, Muhammad Yunus and Grameen Bank.

Muhammad Yunus launched [Grameen Bank](https://www.grameen.com/) – “the bank for the poor” in 1976, and essentially started the microcredit revolution. For over 40 years, he's demonstrated the power of business solutions to tackle underlying causes of poverty, by providing small loans and banking opportunities to small business operators around the globe without requiring collateral. Loans dispersed amount to \$24 billion, among 9 million borrowers.

<https://www.grameen.com/>

Slide 15: Examples and Case Studies - Too good to go

Food waste is a big problem, and we can be a solution. Too Good To Go is the app that lets you rescue unsold food from an untimely fate at your favourite spots.

Use the app to explore shops and restaurants in your local area and save Surprise Bags of surplus food from going to waste at a great price.

<https://www.toogoodtogo.com/pl>

Slide 16: Examples and Case Studies - GoodGym

Based in the UK, GoodGym believes that the gym is a waste of energy - energy that could otherwise be used to make communities better.

The [GoodGym](#) model combines exercise with doing good. It sets up 'paired runs', where runners visit isolated older people, and organises weekly group runs that incorporate volunteering in the community, like clearing a river of rubbish or helping an elderly person tidy up their garden.

<https://www.nesta.org.uk/feature/8-social-innovations-making-it-big/goodgym/>

Slide 17: Conclusion

In conclusion, understanding social innovation is essential for aspiring social innovation brokers. By grasping the definitions, drivers, dimensions, types, and the role of brokers, you'll be better equipped to navigate the world of social change. That concludes Module 1. Thank you for your attention, and we look forward to exploring more about social innovation with you in the upcoming sessions.