



**Social Innovation Brokers**  
WE FOR YOU

## Course for Youth

### MODULE 2: Identifying Needs and Generating Ideas

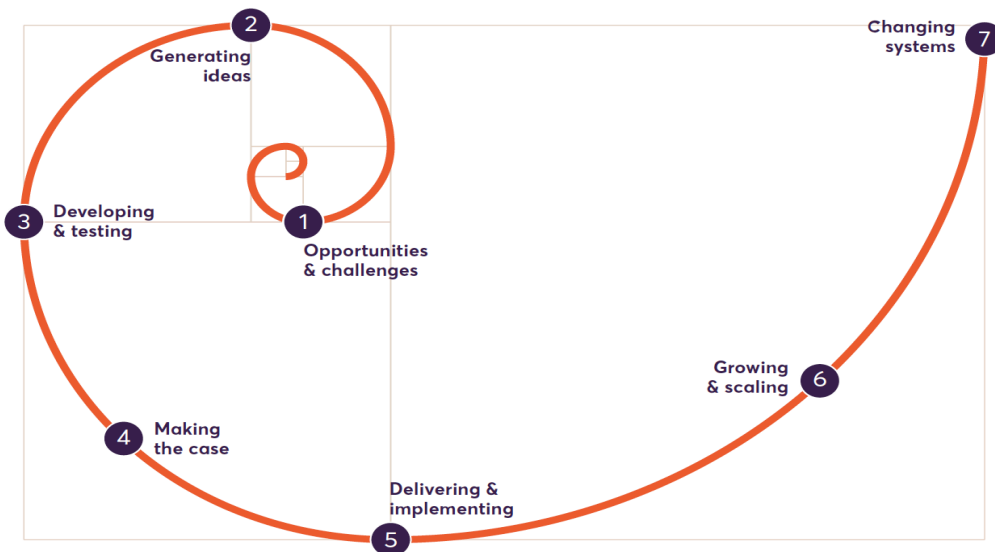
## SLIDE 2: Agenda

In this lecture we will discuss the following things:

- Social Innovation Process
- Identifying Needs
- 17 Sustainable Goals
- Generating Ideas

## SLIDE 3: Social Innovation Spiral

The Social Innovation Spiral we use in our Training was developed by Nesta , the UK's leading innovation agency for social good to generate a shared understanding of what the innovation process looks like and what different stages and actions are involved.



Source: NESTA - [The Open Book of Social Innovation](#)

The above model was developed by Murray, Caulier-Grice, and Mulgan (2010) and it has the form of a nautilus, emphasizing the growing effects of the different stages.

While many people tend to associate 'innovation' with creativity and flashes of inspiration, in reality more innovation comes about as the result of a disciplined, planned and managed process.

## SLIDE 4: Seven stages

In line with this innovation process passes through the following seven stages phases:

1. Exploring opportunities and challenges: Identifying the opportunity or challenge to which you'd like to respond, and investing time early on to investigate and understand it.
2. Generating ideas: Producing, borrowing or "stealing" ideas, and identifying the ones with real potential.
3. Developing and testing: Investigating, learning from and iterating on the idea you want to develop.
4. Making the case: Planning and implementing a strategy for gathering evidence on the impact of your solution.
5. Delivering and implementing: Planning and organising for the Implementation of your solution, including its ownership and the form and structure you need to create to deliver it.
6. Growing, scaling and spreading: Developing the conditions for and extending the reach of your solution, including choosing the right growth model and spreading practice.
7. Changing systems: Systemic innovation is where maximum social impact can be created. It usually involves changes in the public and private sector over long periods of time, and the interaction of many elements and new ways of thinking.

## **SLIDE 5: Identifying Needs**

In this lecture we will focus on the first phase of the social innovation process. We will discuss steps 1 & 2 of the Social Innovation Spiral.

Opportunities and challenges is a step that involves identifying the needs, the problem, resources and all hidden factors. Basically, identifying the sources of social innovation deficit so every social innovation starts from a real needs. This can come from an environmental, economical, humanitarian or health crisis such as the pandemic, or it can be triggered by technological advances or disruptive changes within contemporary societies.

Some of the most pressing problems nowadays are: Sustainable Development Goals, rapid urbanization, migrations, climate change, social systems, democracy and trusts, technological developments and the future of work and health.

This stage involves diagnosing the problem and framing the question in such a way that root causes of the problem, not just its symptoms, will be tackled.

## **SLIDE 6: 17 Sustainable Goals**

[The 2030 Agenda for Sustainable Development](#), adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

The SDGs build on decades of work by countries and the UN, including the [UN Department of Economic and Social Affairs](#)

The 17 Sustainable Development Goals each have a list of targets and each of them are measured with specific indicators. They are to be achieved by 2030.

The 17 Sustainable Development Goals are:

- no poverty,
- zero hunger,
- good health and well-being,
- quality education,
- gender equality,
- clean water and sanitation,
- affordable and clean energy,
- decent work and economic growth,
- Industrial innovation and infrastructure,
- Reducing inequality,
- Sustainable cities and communities,
- Responsible consumption and production,
- Climate action,
- Live below water,
- life on land,
- peace,
- justice and strong institution and partnership for the goals.

## **SLIDE 7: Framing a Problem**

Framing a problem is something we do all the time in our daily lives, whether we are aware of it or not. Framing the problem is more than naming. It's also about connections we choose to draw between ideas.

The way we frame an issue strongly influences the way we think and feel about it. It is essential to go through certain steps of framing a question to be able to address an issue.

- The first step is identifying the problem.
- The second step is understanding the problem. We should look at the problems in terms of goals and barriers and ask questions to have a complete picture of the problem. Having a list of questions will help understand the problem better.
- The last step is framing the problem. This step involves structuring the problem to identify causes, effects, relationships and other information, which could help us to make a better decision.

Now we are familiar with the steps in framing the problem, so let's proceed to what are the tools for framing the problems.

### **SLIDE 8: Tools for Identifying Needs**

There are many tools which can help us recognize the frame and solve the problems.

Methods that can be used to collect this information include questionnaires, surveys and oral interviews. This information can then be used to identify or predict issues such as health and job safety concerns, discrimination, harassment, or work-life balance.

Tools that can be used:

- needs mapping
- market research
- assets mapping
- data science
- community research
- participatory techniques.

### **SLIDE 9: Ideas Generation**

It is a very important step in the process.

Often used methods and tools to develop new ideas include for example:

- [the World Café Method](#)
- The robust mindmapping tool: <https://miro.com/>
- NESTA's [Fast idea generator](#)
- [Idea Speed Dating Method](#)

## **SLIDE 10: The world cafe method**

Utilizing seven integrated design principles, the World Café methodology presents a straightforward, efficient, and adaptable framework for facilitating extensive group dialogues. Each facet of the approach serves a distinct purpose, aligning with one or more of these design principles.

The World Café method is highly customizable to suit diverse needs. Factors such as context, attendance, objectives, venue, and other variables are carefully considered in tailoring the event's unique invitation, structure, and question selection. Nonetheless, the fundamental model comprises the following five components:

- **Setting:** Establishing a welcoming ambiance akin to a café, typically featuring small, round tables adorned with checkered or white linen cloths, butcher block paper, colored pens, a vase of flowers, and optionally, a designated "talking stick" item. Each table ideally accommodates four chairs (with a maximum of five).
- **Welcome and Introduction:** The session commences with a cordial greeting and an overview of the World Café process by the host. This introduction contextualizes the dialogue, outlines Café Etiquette, and ensures participants feel at ease.
- **Small-Group Rounds:** Conversations commence with the initial of three or more twenty-minute rounds involving small groups of four (or five, at most) individuals seated around a table. Following each round, participants rotate to different tables. Optionally, one person may remain as the "table host" for subsequent rounds, briefing incoming groups on prior discussions.
- **Questions:** Each round is prefaced with a tailored question designed to suit the specific context and intended objectives of the World Café. Questions may be repeated across rounds or sequentially structured to guide discussions.
- **Harvest:** Post small-group discussions (and/or intermittently, as needed), participants are encouraged to share insights or outcomes with the larger assembly. These insights are often visually captured through graphic recording at the front of the room.

While the core process is straightforward and easily grasped, the nuances of context, attendance, question formulation, and objectives may necessitate the involvement of an experienced host.

## **SLIDE 11: Miro templates and 6 Thinking Hats**

<https://miro.com/templates/brainstorming/>

Among other workflow features, Miro offers 4 different brainstorming templates, which guide through different brainstorming processes in fun and visually appealing ways.

One of the templates is on the 6 Thinking Hats method. The Six Thinking Hats were created by Dr. Edward de Bono and have been adopted in training programs by organizations around the world since 1991.

The Hats are used to give direction to the thinking. They are a signal for everyone in the team to use the same mode of thinking at the same time. They are not for categorizing thoughts after they have been had.

The person organizing the meeting uses the Blue Hat to set out a sequence of Hats that sets the agenda for the meeting. This template uses a preset sequence for evaluating and developing ideas:

- Blue Hat: The Conductor's Hat (at the beginning of the sequence). Thinking about and managing the thinking process. The blue hat is the control hat. In the beginning, the blue hat sets the agenda, focus, and sequence of hats.
- White Hat: The Factual Hat. The white hat is all about information. What information do you have, what information you need and where to get it.
- Red Hat: The Hat For The Heart. The red hat is about gut reactions, feelings, intuitions, and instincts at a particular point in time. The red hat invites feelings without justification. This is important because feelings can change over time.
- Yellow Hat: The Value Hat. The yellow hat is for a positive view of things. It looks for the benefits and values.
- Grey Hat: The Judge's Hat. The grey hat identifies risk. It is used for critical judgment and must give logical reasons for concerns. It is one of the most powerful hats.
- Green Hat: The Creative Hat. The green hat is for creative thinking and generating new ideas, alternatives, possibilities, and new concepts.
- Blue Hat: The Conductor's Hat (at the end of the sequence). The blue hat at the end of the sequence is for summaries, conclusions, decisions, and plans for action.

## **SLIDE 12: NESTA'S Fast Idea Generator**

This tool allows a team to generate ideas by looking at a problem or opportunity from a range of perspectives. This helps come up with new ideas for potential solutions, and also strengthens current offerings. Comprised of nine different approaches, you can choose the ones that seem most applicable to take the topic at hand further and stimulate a discussion.

How to use it? Clearly lay out your concept, opportunity or problem then apply the approaches to it. Think of ways to bend, break and stretch the 'normal rules' around your concept, opportunity or problem. Review the ideas generated and select the best ones to develop further.

## **SLIDE 13: IDEA SPEED DATING**

Idea Speed Dating offers a swift approach for groups to generate a multitude of ideas and foster collaborative ideation. The resulting collection of thoughts forms a vibrant tapestry of inspiration, serving as a valuable resource for current and future events.

#### Instructions

- Arrange a table (or multiple tables) large enough to accommodate all participants, ensuring a tight fit with individuals seated shoulder to shoulder around the perimeter.
- Cover the entire table surface with a large roll of paper.
- Ensure each participant has drawing materials, preferably with a variety of colors.
- Initiate background music as the facilitator signals the start of the idea generation session.
- After approximately 2 minutes, pause the music. Each participant moves one seat to the left, assuming their neighbor's position.
- Resume the music, prompting participants to expand upon their neighbor's idea.
- Repeat steps 5 and 6 until the entire roll of paper is filled with ideas.

#### Do:

- Maintain an open and positive attitude throughout the ideation process.
- Utilize creativity in expressing ideas, with drawings and prototypes encouraged. Larger-scale representations are advantageous.

#### Don't:

- Critique ideas during the idea generation phase.
- Write negative comments or cross out contributions.

#### Facilitator's Role:

The facilitator is responsible for managing the music, ensuring proper movement of participants, and signaling transitions between idea rounds. Additionally, the facilitator determines when the session concludes.

### **Slide 14: Selecting Ideas**

After you have generated the ideas, you can use different techniques and tools in selecting the best ideas. The golden bullet advice is that you should focus on possible impact.

You can use voting. You can also try bundling, rating or matrixes.

To elaborate, bundling ideas is grouping all the ideas you have identified in order to create a robust solution. The clustering of ideas moves you from individuality to the creation of robust solutions. By grouping ideas you have generated in the ideation process, you will realize that many of them are very similar and can be grouped into a concept.



## **Slide 15: Conclusion**

In this lecture we got to know the seven steps of the social innovation process. We discussed steps 1& 2 in depth. In the next lecture we will address steps 3, 4 & 5.