



Social Innovation Brokers
WE FOR YOU

Course for Youth

MODULE 5: Implementing the Ideas

Slide 2: Agenda

- Delivering and Implementing
- Securing Funding
- Project Management
- Communication
- Building alliances & creating ecosystems - the Quadruple Helix model
- Operations

Slide 3: Social Innovation Spiral

Slide 4: Delivering and Implementation

Step 5 of Social Innovation Spiral

SLIDE 6 : Securing Funding

We will explore various funding methods suitable for social innovations.

The first method involves grants and support for early-stage ideas. Typically, funding for promising concepts comes in the form of small grants for social innovators or groups comprising frontline workers, professionals, and citizens. These grants are directed towards community organizations and local groups, often to develop and showcase innovations involving volunteers or community action.

The next approach is challenge grants, typically accessible within the public sector. These grants are open to applications from existing public agencies and may involve bidding or collaboration among multiple organizations addressing common challenges.

Another avenue is prizes and public challenges, serving as effective tools for distributing funds and stimulating innovation. Funding networks represent another method, requiring recipients to disseminate emerging knowledge, as seen in initiatives like the European Commission's EQUAL program. Incubation funding encompasses various elements such as researching existing models, designing, developing, piloting, and creating business plans.

SLIDE 6: Funding bodies and programs

Some of the funding bodies and programs that you may consider are:

1. [National Centre for Research and Development \(NCBiR\)](#) - This is the largest government agency funding research and development in Poland. They provide funding for various projects, including social innovation.
2. [European Social Fund Plus\(ESF+\)](#) - ESF+ is a European Union fund dedicated to promoting employment, improving education, and social inclusion. It provides funding for initiatives that support social innovation.

3. [The Stefan Batory Foundation](#) - This is a leading Polish foundation that supports social innovation, civil society development, and public policy reform. They offer various grants and funding opportunities for social innovation initiatives.
4. [The Academy of Development](#) - This is a non-governmental organization that supports development initiatives in Poland. They offer various funding opportunities for social innovation initiatives.
5. [The Foundation for Social and Economic Initiatives \(FISE\)](#) - FISE is a non-governmental organization that supports social and economic initiatives in Poland. They offer various funding opportunities for social innovation initiatives.
6. [The Polish-American Freedom Foundation](#) - This foundation supports various initiatives that promote social change, including social innovation. They offer various grants and funding opportunities for social innovation initiatives.
7. [The Norwegian Financial Mechanism](#) - This is a funding program supported by Norway that provides grants for social innovation initiatives in Poland.
8. [The European Regional Development Fund \(ERDF\)](#) - ERDF is a European Union fund that supports regional development initiatives in Poland. They provide funding for various projects, including social innovation.

To look for available funding opportunities, you can search:

1. Funding Databases - You can search for funding databases like [GrantWatch](#) or [GrantStation](#), which provide a comprehensive list of funding opportunities and their deadlines for various countries, including Poland.
2. Funding Websites - Visit the websites of funding bodies and programs that are relevant to your social innovation initiative. Most funding bodies and programs will have a section on their website dedicated to funding opportunities and deadlines.
3. Social Innovation Networks - Join social innovation networks and communities in Poland to stay up-to-date with the latest funding opportunities and deadlines. Example: <https://www.facebook.com/groups/671510136350071>
4. Social Innovation Events - Attend social innovation events, such as conferences, workshops, and webinars, to learn about the latest funding opportunities and deadlines. These events often feature presentations from funding bodies and programs.
5. Government Websites - Check the official government websites of Poland, as they often list funding opportunities for social innovation initiatives.

Remember to carefully read the eligibility criteria and application requirements for each funding opportunity and to submit your application before the deadline.

Useful links:

- Hop-on facility
https://rea.ec.europa.eu/funding-and-grants/horizon-europe-widening-participation-and-spreading-excellence/hop-facility_en

- Europejski Instytut Technologii <https://eit.europa.eu/our-activities/innovation>
- Fundusze Europejskie dla Nowoczesnej Gospodarki <https://www.gov.pl/web/fundusze-regiony/harmonogram-naborow-do-programu-feng-2021-2027-na-ten-rok-juz-znany>
- Erasmus+ <https://erasmusplus.org.pl/>

- **SLIDE 7: Project management**

In this section, we delve into the fundamental principles and practices of project management.

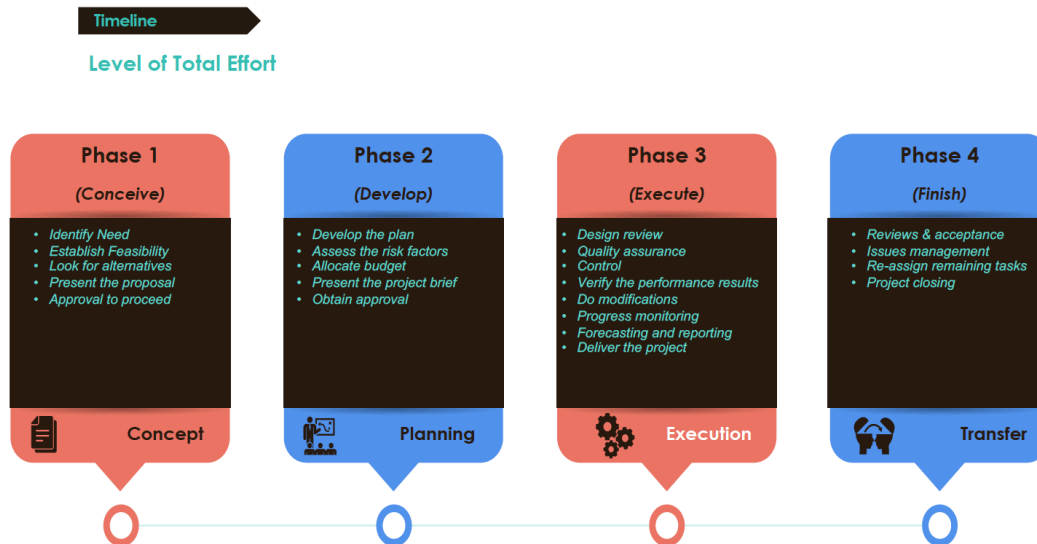
- **SLIDE 8: Project Management Lifecycle**

Go for a project only if you are passionate about something!

Feel the power that comes from focusing on what excites you! Passion ensures that you will be successful in implementing the key stages of the life cycle of your project:

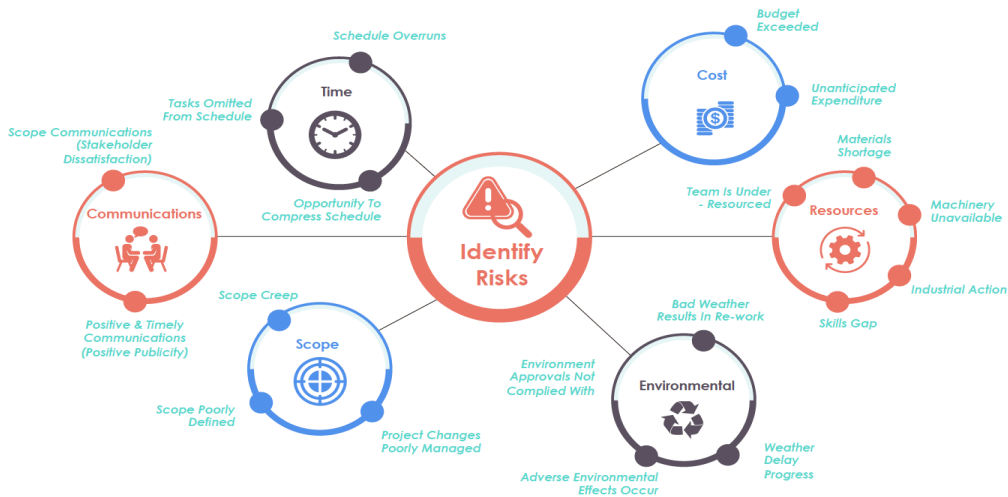
- (i)Project Identification,
- (ii)Project Preparation,
- (iii)Project Implementation and
- (iv)Project Completion (evaluation/closure)

Project Management Lifecycle



- **SLIDE 9: Risk Identification**

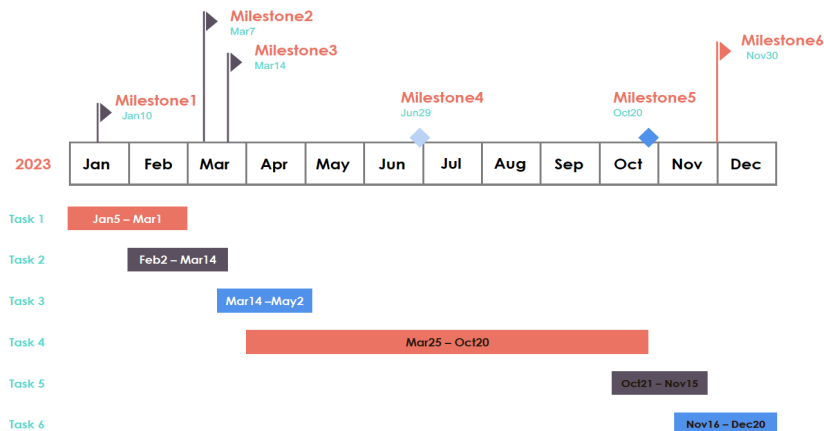
Risk Identification



Experienced project managers know that planned things rarely go off. It is essential to produce a risk log with an action plan for the project’s risks during the planning process. Ensure that your risk log is known by all key stakeholder. If something happens, with the management plan that has already been set up, the team can quickly resolve the problem.

- **SLIDE 10:Gantt Chart**

Project Timeline – GANTT Chart – Data Visualization



- **SLIDE 11: Key Performance Indicators**

Criteria for Evaluation of the Innovation and its Impact

NAME OF THE CRITERIA	DESCRIPTION OF THE CRITERIA
Adequacy	To assess the adequacy of the planned innovation objectives and methods of its implementation to problems and social-economic challenges, which were identified in the diagnosis.
Cohesion	To assess whether given elements of the planned innovation (objectives, activities, results) are linked in the cohesive way? How does the product/service serve the objective indicated in the application/strategy?
Efficacy	To assesses the relation between the investment, costs, resources and the achieved results of the innovation. At the ex-post stage, it is the knowledge whether it was possible to achieve better or the same results at lower cost?
Efficiency	To assess the degree of realisation of assumed objectives (whether they managed to achieve what was planned), The efficiency of methods used, institutions and the impact of external factors on final results.
Usefulness	To assess the entirety of real activities induced by the intervention (both those planned, and those unplanned, the-so-called by-products).

Check your progress and regularly evaluate the results. To quickly understand if the project is on track, define key performance indicators (KPI) and use reports. You will recognize early on when things start to go wrong and you will be able to take countermeasures before greater harm is done.

- **SLIDE 12: Communication**

Communication is the lifeblood of any project or initiative. It encompasses the exchange of information, ideas, and feedback among stakeholders to ensure clarity, alignment, and progress. Effective communication fosters collaboration, mitigates misunderstandings, and enhances overall project outcomes. In this section, we explore the importance of communication and strategies for facilitating clear and concise communication within teams and with external stakeholders.

- **SLIDE 13: Communication Plan**

A communication plan serves as a roadmap for how communication will be managed throughout the project lifecycle. It outlines the key messages, audiences, channels, and

frequency of communication activities. A well-crafted communication plan ensures that stakeholders are informed, engaged, and involved at every stage of the project.

BASICS FOR YOUR COMMUNICATION PLAN

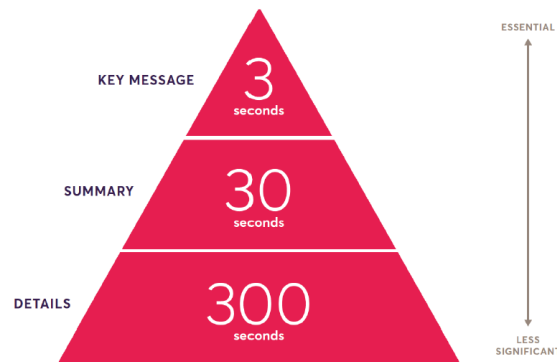
- » Decide what you want to achieve with your communication
- » Define or determine your target audience
- » Make sure your message matches this audience, So that you get the desired response

- **SLIDE 14: Communication Strategies**

Dissemination Basics 1

The 3-30-300 second rule

Guidelines for structuring information and making communication more effective



Source: Professor Pieter Jan Stappers, Delft University of Technology

- **SLIDE 15: Communication Strategies**

Dissemination Basics 2

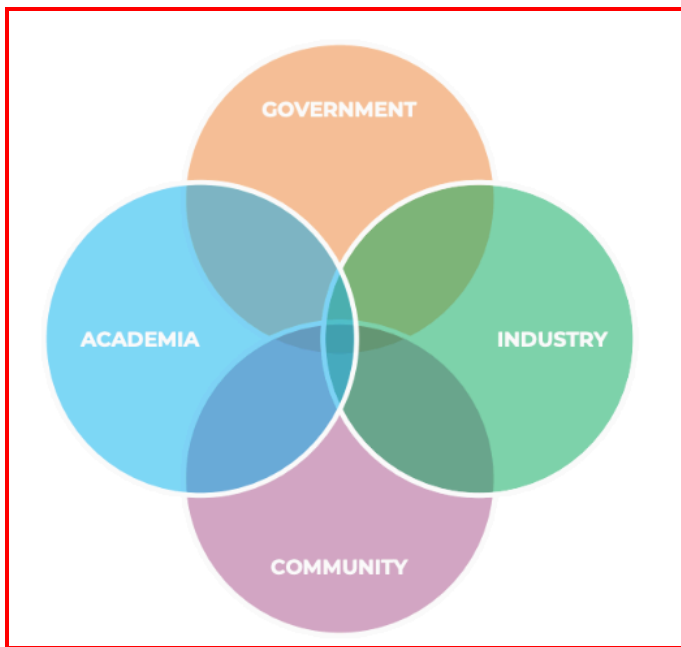
<p>Timing is important too How do you work out the news or interest value of what you have to offer?</p> <p>No USP (Unique Selling Point), no story</p> <p>Study the target publication - look at:</p> <p>Check editorial policy:</p> <p>Develop a relationship</p> <p>Increase your chances of success Journals receive 100s of unsolicited articles. To stand out you need to</p>	<p>Evaluate your offering in relation to other news issues</p> <p>Be objective Ask colleagues/associates for their opinion on the research findings Compare this with the content of the target publication You are looking for a good 'fit' with the publication</p> <p>Be realistic Don't flog a dead horse Avoid the infamy of the Massachusetts Institute of Technology archive of Useless Research at www.teleport.com/~dkosny/MIT.</p> <p>style subject matter format</p> <p>Find out if they accept articles for publication Do they publish guidelines? What are the terms and conditions? Who should you write to?</p> <p>Identify with your customer, the publication Check your offering for fit with their editorial style and readership Understand that their job is to attract, interest and keep readers Put yourself in their position and ask yourself 'what do they want?'</p> <p>Offer something of real value Present the information in a clear and accessible format Ensure that it is relevant to the publication and its readers</p>
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- **SLIDE 16: Building alliances & creating ecosystems**

Building alliances and creating ecosystems are essential components of fostering innovation and driving progress. By collaborating with various stakeholders, including government agencies, businesses, academia, and civil society, organizations can harness diverse perspectives, resources, and expertise to tackle complex challenges and achieve sustainable outcomes.

- **Slide 17 : the Quadruple Helix model**

The Quadruple Helix model expands upon the traditional Triple Helix model of innovation by incorporating a fourth helix: civil society or the public. This model emphasizes the interconnectedness and collaboration among government, industry, academia, and civil society in driving innovation and societal development. By leveraging the strengths and contributions of each helix, organizations can create dynamic ecosystems conducive to innovation, entrepreneurship, and inclusive growth.



- **SLIDE 18: Operations**

The main elements of operations that you'll want to plan are your supply chain, production or service delivery, distribution of the solution, customer or user service, finances, admin, legal aspects, I.T. and other technologies.

Ideally, you want to develop and codify repeatable processes for each of the above so that you can take yourself out of the equation so you can grow and scale properly.