Design for Social Innovation

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Workshop content

1. Defining Social Innovation
   • Examples of Social Innovation
   • Qualities of Social Innovation
2. Introducing the Public Collaboration Lab
3. Case study: Home & Community Library
4. Group Exercise
   • Creating/sharing your own examples of Social Innovation
I. What is Social Innovation?
Definitions, Examples and Qualities
Social Innovation

“Social innovation is a new idea that works in meeting social goals” (Mulgan, 2006)
Social Innovation

“Ideas that work in solving societal problems, and do so in socially relevant ways” (Manzini, 2013)
Social Innovation

“new ideas (products, services and models) that simultaneously meet social needs and create new social relationships or collaborations. In other words, they are innovations that are both good for society and enhance society’s capacity to act”  (Murray et al. 2010)
Social Innovation

“Social innovation means developing new ideas, services and models to better address social issues. It invites input from public and private actors, including civil society, to improve social services.” (European Commission, 2016)
societal challenges
time banking + food coops + micro finance + local currencies + car pooling + car sharing + farmers markets + zero miles food + community supported agriculture + community based tourism + social enterprise + co-working + co-housing + open open education + cycling schemes

social innovations
community garden

Highgate Newtown Community Centre, London
garden share
local food

Lewes Food Market, Lewes
co housing

Newham, London
house sharing

Room for tea, London
complimentary currency
time banking

1. Got an idea but need some help to make it happen?
   "I want to put on an exhibition of my drawings."

2. Post a request for some support
   "I need a venue and I need a graphic designer to help me make a leaflet."

3. Camden Shares connects you with capacity in the network
   We have a venue available on Tuesday from 18:00. Julie has kindly offered graphic design support for two hours.

4. Camden Shares helps you make the connection
   You put on your exhibition.

5. Camden Shares has helped you out, so can you help somebody else be entrepreneurial too?
   Jason has asked for somebody to hand out leaflets next Wednesday. I could do that!
skill share

Greeniversity, UK
mutual help
mutual help
maker spaces
micro-finance + mutual help +
time banking + food coops +
micro finance + local currencies +

passive
individual
people

active
collaborative
people

agriculture + community based
tourism + social enterprise + co-
working + co-housing + open
micro-finance + mutual help + time banking + food coops + micro finance + local currencies + car pooling + car sharing + farmers markets + zero miles food + community supported agriculture + community based tourism + social enterprise + co-working + co-housing + open education + service participants + service users
micro-finance + mutual help +
time banking + food coops +
local currencies +
car pooling + car sharing +
farmers markets +
community + supported
agriculture + community based
tourism + social enterprise + co-
working + co-housing + open
education +
needs
assets
qualities

interaction
time
scale
places
work
structure

relational
slow
human scale
contextual
‘well done’
complex/networked

(Manzini & Tassinari, 2013)
qualities

“At the core of social innovation is openness and participation: involving users at every stage as well as experts, bureaucrats and professionals; designing platforms which make it easy to assemble project teams or virtual organisations”

(Murray et al, 2010)
qualities

“[social innovations] exhibit key concepts in complexity theory, particularly those of emergence and bricolage, and the adjacent possible that illuminate how innovations originate, develop through the piecing together of old ideas into new forms, and combine or recombine with ideas or things that are separate but associated close to the original idea”

(Westley, 2015)
characteristics

• synergy
• reciprocity
• recombination of existing assets & ideas
• existing ideas in new contexts
• amplification of existing solutions (positive deviance)
• enabling infrastructures and technologies
2. The Public Collaboration Lab
Finding synergy
3. Case Study: Home & Community Library
Hidden Assets
Explicit Knowledge VS Tacit Knowledge

- Map of Rounds
- Schedules
- Card system
- Categorise

Explicit dimension:
- Reader's preferences and habit
- Reader's mood and lifestyle
- Memory of map & route

Tacit dimension:
- Conversation, Information exchange
- Team work experiences
Values of the HLS

- Home delivery of knowledge & information
- Leisure & entertainment
- Connection between social care and HLS team
- Communication with readers around interests
- HLS is informally crossing Council silos
Figure 1
Adult care services and other services

How well adults’ needs are met depends on all parts interacting effectively

Health services
- GP services
- Counselling and therapies
- Public health
- Occupational therapy and equipment
- Intermediate care
- Drug and alcohol services
- District nursing
- Mental health services
- Continuing health care
- Reablement

Housing
- Housing-related support
- Extra care housing
- Social housing
- Supported living
- Warden schemes
- Adaptations to the home
- Handyperson services
- Housing advice

Adult social care
- Care homes with nursing
- Care homes
- Home care

Welfare and benefits
- Employment support
- Disability benefits
- Care advice, advocacy and brokerage
- Welfare rights
- Citizens advice
- Professional support
- Housing benefits

Leisure and wellbeing
- Support planning
- Sports facilities
- Library services
- Transitions from children’s services
- Education services
- Transport services
- Community centres

Source: National Audit Office
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Source: National Audit Office
Understanding Assets
What needs to change?
Digital Platform

OCTOBER 12
N13A

FINISH

LIBRARY

NEW ISSUES

Emma
- Jane Austen

A Christmas Carol
- Charles Dickens

Pride and Prejudice
- Jane Austen

A Tale of Two Cities
- Charles Dickens

PERSONAL NOTE:
Your grandson has recently read A Christmas Carol in school, and he loved it. Seems like you're also spending time with the classics. I just got on with XYZ Book.

NEW REQUEST

“I think I might need intense care in the near future but do not have enough information on various housing options and care homes in the area…”

- Information and advice on future care needs
- Care home options
- Other housing options

OK
Conclusion

• Assets need to be understood in Social Innovation contexts

• Co-design methods are critical in revealing assets inside the organisation and outside in the community

• Co-design can support the development and delivery of Social Innovation through its engagement with actors and sharing agendas and knowledge
4. Group Exercise: Mapping & Sharing Social innovations
Social challenge/goal?

Actors (who’s involved?)

Agendas (what are their concerns/motivations?)

Assets (what might they contribute?)

Innovation (what’s the new idea?)

(Re)combination (how does it work?)

Evidence (how will you know if it works?)