

Social and non-technical Innovation group report.

The 12 group members are from government, academia, private sector and NGO.



What is Social Innovation?

Social Innovation (SI) is the development of new social ideas and services motivated by the goal of meeting a social need and that are predominantly developed and diffused through organisations whose primary purposes are social

SI differentiates from business innovations, which are generally motivated by profit maximisation and diffused through organisations that primarily motivated by profit

Diverse fields are linked with social innovation, such as:

- Social entrepreneurship
- Design
- Technology
- Public Policy
- Cities and urban development
- Social movements
- Community development

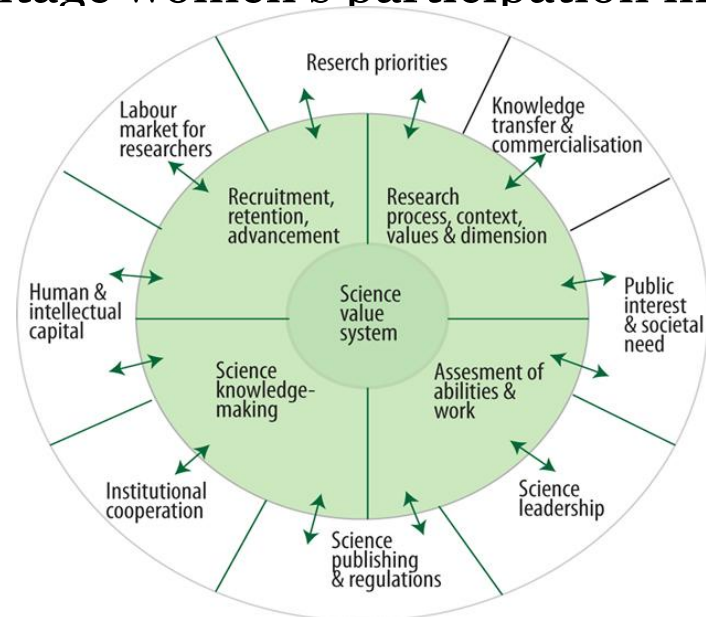
Fields for Social Innovation, great opportunity for new creative solutions

- Rising life expectancy
- Growing diversity of countries and cities
- Stark inequalities
- Rising incidence of long-term conditions
- Behavioral problems of affluence
- Difficult transitions to adulthood
- Happiness
- Tackle contemporary world issues (e.g climate)
- Capture opportunities rising from technology innovations aiming at social impact

Case study: genSET - Gender in Science

genSET is a project funded by EC FP7 under Science & Society. genSET creates a forum for sustainable dialogue between [science leaders](#), [gender experts](#), [stakeholder scientific institutions](#), and science strategy decision-makers. It has five priority focus areas, where gender inequalities and biases disadvantage women's participation in science.

- * science knowledge-making;
- * research process;
- * recruitment and retention;
- * assessment of women's work; and
- * science excellence value system



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10 World - Changing Social Innovations

- **The Open University** – and the many models of distance learning that have opened up education across the world and are continuing to do so.
- **Fair trade** – pioneered in the UK and USA in the 1940s-80s and now growing globally.
- **Greenpeace** – and the many movements of ecological direct action which drew on much older Quaker ideas and which have transformed how citizens can engage directly in social change.
- **Grameen** – alongside BRAC and others whose new models of village and community based microcredit have been emulated worldwide.
- **Amnesty International** – and the growth of human rights.
- **Oxfam** (originally the Oxford Committee for Relief of Famine) and the spread of humanitarian relief.
- **The Women's Institute** (founded in Canada in the 1890s)– and the innumerable women's organisations and innovations which have made feminism mainstream.
- **Linux software** – and other open source methods such as Wikipedia and Ohmynews that are transforming many fields.
- **NHS Direct** and the many organisations, ranging from Doctor Foster to the Expert Patients Programme, which have opened up access to health and knowledge about health to ordinary people.
- **Participatory budgeting models** – of the kind pioneered in Porto Alegre and now being emulated, alongside a broad range of democratic innovations, all over the world.

Basic conclusions from the workshop:

- Generally, there is a positive attitude towards social innovation which in some cases is a necessity for the region.
- Members expressed their concern that social innovation and social research is not receiving sufficient attention compared to technical innovation in GCC, although several of discussed subjects concern the well-being of the population.
- Members agreed that transformation of resource-based economies to knowledge-based economies needs to undergo social changes that involve more social innovations and advanced education system.

Government & Social innovation

- There is a need to provide evidence and indicators about the positive impact of social innovative programs, in the various fields of life, in order to justify public expenditure for that scope.
- Profound topics such as road safety and entrepreneurship have received attention; due to clear impacts of the programs on population.
- Despite the common cultural background, GCC countries are at different levels of social development which has an impact on priorities. However, common subjects for research could be identified.

Topics raised by the members:

- Nature protection, sustainability and cross-border environmental issues.
- History and cultural heritage.
- Indigenous development of the education system.
- GCC background and impact on:
 - Culture of entrepreneurship.
 - Culture of research.
- Learning lessons from the national history about social innovation.
- Need for social innovation to support government effort in combating illiteracy.

Possible topics for inter-disciplinary research leading to social innovation and bi-regional cooperation.

- Culture/ Heritage/ History/ Content/ ICT.
- Youth/ Employment/ Entrepreneurship/ Social networks/ Business platforms.
- Environment/ Resources/ Sustainability/ Cross-border cooperation.
- Population/ Health/ Well-being/ Social networks/ Tech Platforms.

Challenges on the way...

- The nature of knowledge produced by research on social innovation is qualitative which make decision making process more difficult.
- Some social habits may hinder innovation.
- Funding sources (CSR and public).
- Skilled human resources.