Social Innovation in the Public Sector: Current Issues and Future Prospects

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Agenda

- Defining Social Innovation
- Social Innovation Examples
- Why Social Innovation?
- Barriers of Social Innovation
- Sources of Social Innovation
- Who Does Social Innovation?
- Some Recent Examples
- Social Innovation Research
Defining Social Innovation

- **New ideas** *that work in meeting social goals/needs* (Mulgan, 2007)

- **Social Innovation** *is meeting a social need in new ways* (new products, services and models) *and which also empowers the beneficiary*, rather than *just doing to them* (TEPSIE, 2014)
Defining Digital Social Innovation

- **Digital technology** is being used as an enabler in majority of social innovations that are now emerging.

- *The use of digital technology to enable new or more effective solutions to social problems or needs.*

- Such innovations attempt to use digital and social media to:
  - connect, mobilise and empower people, communities, organisations and sectors to help them shape their environments, solve problems and improve lives.

Source: Sophie Hostick-Boakye (2014).
Why Social Innovation?

• Social innovation is vital to deal with the following challenges
  – Recessions and economic recovery
  – Increasing unemployment
  – Ageing population
  – Climate change
  – Corruption and bureaucracy
  – Inequalities and social exclusion
  – Public sector innovation

Source: Geoff Mulgan (2007); BEPA Report (2010)
Barriers to Social Innovation

- Access to finance
- Scaling models
- Skills and formation
- Networks and intermediaries
- Regulatory and policy constraints

Source: BEPA (2010)
Sources of Social Innovation

- **The Private Market** - ethical finance or corporate social responsibility

- **The Public Sector** - policies and service models

- **The Third Sector** – Oxfam, Amnesty International

- **The Household** - plays a critical role in the creation of social movements

- **Social Innovations** can also involve more than one sector
  - Grameen-Danone partnership produced and marketed healthy yoghurt as a means of improving the health and nutrition of children in Bangladesh

*Source: BEPA (2010)*
Who does social innovation?

- **Individuals and entrepreneurs**
  - Robert Owen, Muhammad Yunus (the founder of Grameen), Kenyan Nobel Prize winner Wangari Maathai, Jeroo Billimoria (founder of the India-wide Childline), Vera Cordeiro (founder of Associacao Saude Crianca Rensacer in Brazil), Karen Tse, founder of International Bridges to Justice

- **Movements for change**

- **Innovative organisations**

*Source: BEPA (2010)*
Example 1 – Ice Bucket Challenge
Example 1 – Ice Bucket Challenge
Example 1 – Ice Bucket Challenge
Example 2: My Clean India Movement

Let's make 'Swachh Bharat' a reality
Join the Swachh Bharat movement
Example 2: PM Modi Launching Swachh Bharat / Clean India
Example 2: Cricket Legend **Sachin Tendulkar**
Responding to PM Modi’s Invitation
Example 2: Bollywood Superstar Salman Khan Responding to PM Modi’s Invitation
Example 2: Bollywood Superstar Priyanka Chopara
Responding to PM Modi’s Invitation
Example 3: I Paid a Bribe

1. India
2. Pakistan
3. Syria
4. Sri Lanka
5. Kenya
6. Zimbabwe
7. Morocco
8. Liberia
9. Greece
10. Ukraine
11. Azerbaijan
12. Hungary
13. Serbia
14. Guyana
15. Colombia

Source: http://www.ipaidabribe.com/#gsc.tab=0

Coming Soon: Afghanistan, Nepal, Iran, Philippines, Sierra Leon, Mali, Tunisia, Ethiopia, Cameroon, Senegal, Armenia, Moldova, Brazil, Argentina, Mexico
Public Sector Social Innovation

- Public sector is often the key source of social innovation
  - Rights and entitlements
  - Co-design
  - Devolving power and budgets
  - Prevention
  - ICT as an enabler of social innovation
  - Reducing bureaucracy

Source: BEPA (2010)
Rights and Entitlements: 0-7-90-90, Sweden

- In 2005, Swedish government introduced care guarantees for all patients procedures based on a ‘0-7-90-90’ rule
  - So there is a maximum wait of 90 days between receiving treatment and seeing a specialist

- If this is not fulfilled, the patient has right to go for care from provider of his/her choice
  - the local council is responsible for paying the costs (including the costs of travel

- **Impact:** Within 7 months from implementation, the number of patients waiting for treatment dropped by half.

**Source:** BEPA (2010)
The Circle Movement

A membership organisation for older people, which takes care of everyday worries via a strong social network.

« back to All Work

Circle is a membership organisation open to anyone over the age of 50, living within the geographic area of a local Circle. Its mission is to build and support the capabilities of its members to lead independent and flourishing lives.

Participle developed Circle in 2007 in partnership with 250 older people and their families who told us they wanted 3 things: support with life’s practical tasks to stay sorted; to be socially connected around shared interests and values (not age) and the opportunity to live life with a purpose and contribute to their local community.

Source: http://www.participle.net/projects/view/5/101/
Co-design – Participle and Southwark Circle, UK

• **Participle** in collaboration with Southwark Council, Sky and the Department for Work & Pensions

• **Members** can ask for help (gardening, picking up shopping, household repairs etc) from other members or local, reliable Neighbourhood helpers.

• Helpers:
  – volunteers: the time volunteers give is flexible – anywhere between 1 and ten hours a week or
  – specialist technicians and craftsmen - carpenters, plumbers and electricians

• Membership fee: £30 to £75 on a quarterly basis
  – Can be offset by helping other members

**Source:** BEPA (2010)
Participatory Budgeting, Germany

- Use of online platforms for engaging citizens in participatory budgeting
- Citizens were invited to submit proposals on three key areas: highways, byways and public spaces; green spaces and; sport
- Cologne City Council implemented the best 300 ideas - an additional €8.2 million was granted

Source: BEPA (2010)
Sundhed, the Danish eHealth Portal

- Health information and online health services in one place, with personalised features for citizens over the age of 15
- One third of users seeking information and advice on their health were reassured and choose to delay or not book a visit to their GP
- Resulted in a net saving of roughly 900,000 consultations with GPs every year

Source: BEPA (2010)
WIMPS: Where is My Public Servant?

- WIMPS – a project of Public Achievement – works with young people in an informal setting
- Young people from across different communities come together to create video stories
- Crews also create video “hotseats” – interviews with Northern Ireland MPs, MEPs and MLAs – to find out the answers to the things that matter to them

Source: Hostick-Boakye (2014)
### Social Innovation: Academic Research

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Source: Rana et al. (2014)
### Most Used Countries by Venue for Social Innovations Research

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Source: Rana et al.(2014)
# Social Innovation: Academic Research

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<td><em>American Journal of Community Psychology</em></td>
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# Social Innovation: Academic Research

## Keyword Analysis

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Source: Rana et al. (2014)
Moving Forward…

- There are large number of emerging examples of social innovation
- But literature analysis suggest that academic research is still in infancy and largely conceptual in nature
- In existing research theories are generally referred and not well utilised, extended or empirically tested
- Future research may:
  - Move forward from conceptualisation to theory building and testing by employing rigorous methodological approaches
  - Pay more attention should be paid to developing countries context which are generally a breeding ground for social innovation
  - Focus on understanding how different stakeholders can work together to shape social innovation
  - Focus on undertaking measurement and evaluation of the public value gained from social innovation
References


• BEPA (2010) Study on Social Innovation, A paper prepared by the Social Innovation eXchange (SIX) and the Young Foundation for the Bureau of European Policy Advisors.

• Geoff Mulgan (2007). Social Innovation - what it is, why it matters and how it can be accelerated. The Young Foundation, Said Business School, Oxford University.


Thank you!

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