

Opportunities & Challenges in Social Innovation

Bauhinia Seminar and Workshop on Social Innovation
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Exercise your
creative instincts.



Social Innovation

“ --- new ideas that work to meet pressing unmet needs and improve peoples' lives”

Geoff Mulgan
With S Tucker, R Ali & B Sanders
Skoll Centre for Social Entrepreneurship

3 Cases of Unmet Needs and Innovative Response

- Youth Unemployment - “The Young and the Restless”
- Disadvantaged Women – low skilled, less educated
- Aging Population, lonely lives, fear of death and dying

Social Innovation

School of Hip Hop, Arts Alive and
City Challenge
Youth Outreach

Healthy Mothers-to-be
Kwun Tong Methodist Social Service

Funeral Navigation Service
St. James Settlement

School of Hip Hop, Arts Alive and City Challenge Youth Outreach



- Interests or Strengths: Music, Dance, and risk-taking
- Entrepreneurial spirit: Love what kids love, and empower them
- Creative blend: Street dance, local and foreign cultures, synergy among 3 SEs, from drop-outs to teaching classes in school
- Scale-up: Corporate partnership and Regional competition

News:

<http://www.youthoutreach.org.hk/hiphop/index2.htm>

Healthy Mothers-to-be

Kwun Tong Methodist Social Service



- Interests or Strengths: Post-natal mentorship, baby-sitting, and domestic service
- Entrepreneurial spirit: One client (family) at a time, strong sense of ownership
- Creative blend: Traditional wisdoms, modern healthcare knowledge, and inter-generational socialization
- Scale-up: Extend the service from post-natal to nursery (children, age 1-6)

News:

<http://www.labouraid.org/maternity/>

<http://hk.news.yahoo.com/article/091011/3/emxr.html>

Funeral Navigation Service St. James Settlement



- Interests or Strengths: Understands the needs & concerns of the elderly. Trustworthy image and relationship. People-centered and respect for the elder
- Entrepreneurial spirit: unseemly business, few competitions, leverage on trust and care
- Creative blend: Breaking taboos, empowering life through planning for death, from service to business & business to service
- Scale-up: Trust mark, mandate, market niche and business collaboration

News:

<http://www.lifeanddeatheducation.sjs.org.hk>

Social Innovation

Key Learning Points:

- Ideation – end-user focus, listen, feel, engage
- Bottom-up – need to connect upward for resources and mandate
- Visibly value and reward innovators & innovations
- Process – idea nurtured, tested, observed, adapted, improved
- Conduits and connecting for innovation
 - breaking silos
 - leverage resources
- Scale up to create impact

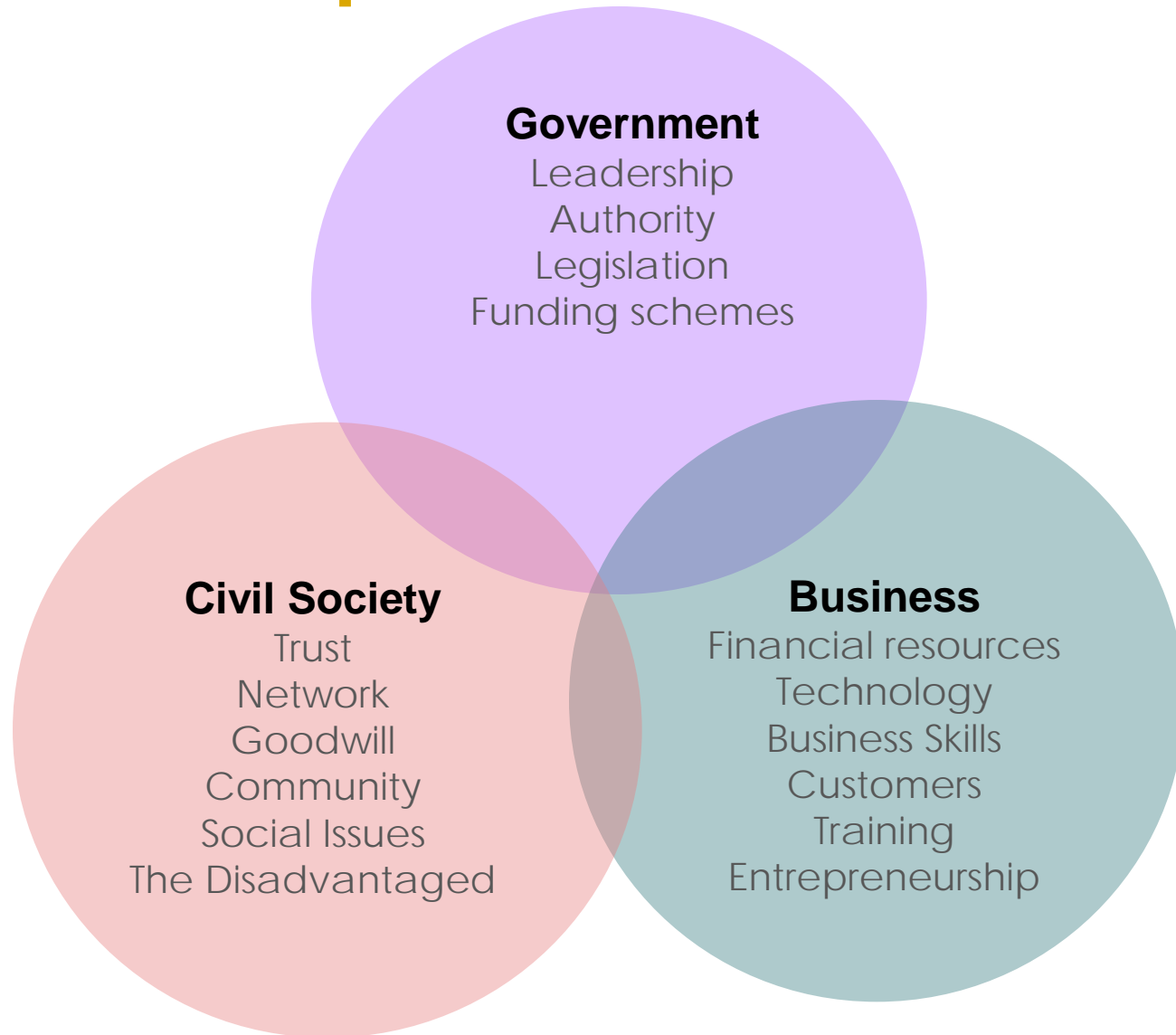
Mistakes can happen –
but failure to learn from
them shouldn't.



Conducive Environment to Innovation

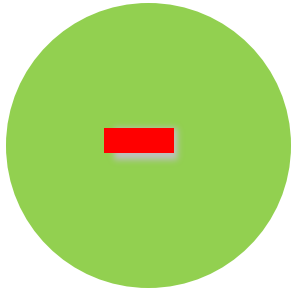
- Mapping of needs & uncommon insights
- Leadership & Structure (special team? decentralization? space?)
- Resourcing
- Testing – assessing impact and improving
- Partnerships
- Dedicated social innovation incubators and accelerators

Partnership





- Vibrant NGO Sector, knows social needs
- Good partnership between business & NGOs
- Gov't seed money for social enterprises & matching grants



- NGOs work in silos
- Weak link with universities
- No resources for R&D
- Well established society, space for innovation limited

***Innovation is not a wish
but a discipline***

**To start
something**
requires the talking to stop,
and the action to begin.

