

The *social* perspective in innovation:
Social **Digital** Innovation

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Add²Value

SOCIAL INNOVATION

Innovative solutions to *social* problems

- ❑ Societal Challenges and Knowledge
- ❑ Societal Challenges and a new perspective to knowledge - openness
- ❑ Innovating for Social Problems: Novel Effective Solutions
- ❑ Creating social value through innovation
- ❑ Flexibility- Open Mind – Openness – Collaborations as Drivers of social innovation (*exchange of ideas, shifts in roles, public and private capital*)
- ❑ Social Entrepreneurship offering ground for social innovation

SOCIAL DIGITAL INNOVATION

Digital Technology for *social* innovation

- ❑ Digital solutions to societal challenges
- ❑ Digital Technologies support social action by:
 - ✓ *Mobilising people*
 - ✓ *Sharing knowledge and resources and thus maximising available knowledge and resources*
 - ✓ *Spreading power*
- ❑ Crowdsourcing for innovative solutions to social problems –
Sharing Ideas - Sharing resources
- ❑ Beneficiaries
 - ✓ *People in need*
 - ✓ *State providing access to those people*

SOCIAL DIGITAL INNOVATION

The EU perspective

- ❑ EU promoting Digital Social Innovation: the DSI Study – www.digitalsocial.eu
- ❑ DSI study perspective: *Open networks - Open data - Open knowledge- Open hardware*
- ❑ Collective Awareness Networks /Platforms (CAPS)
- ❑ DSI study findings:
 - ✓ *large mass of smaller organisations- disconnected from the bigger networks*
 - ✓ *majority focused around open hardware & open networks,*
 - ✓ *awareness networks (the open knowledge cluster is 2nd)*
 - ✓ *collaborative economy, funding - acceleration*
 - ✓ *open democracy.*

SOCIAL DIGITAL INNOVATION

The Challenges

- ❑ Motivating digital social innovators
- ❑ Promoting those disruptive technologies which can support social technologies
- ❑ Access to digital technologies for the potential beneficiaries
- ❑ Connecting and collaborating (*networks, platforms*)
- ❑ A “phygital” challenge: *the offline world promoting/supporting online solutions*
- ❑ Opening up (*our minds, our perspective, knowledge and technology..*)