

# 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)

co2 emissions + ageing population  
+ energy crisis + growing  
population + water scarcity +  
food scarcity + biodiversity  
reduction + societal + climate  
obesity challenges +  
unemployment + poverty +  
democracy crisis + healthcare  
costs + housing crisis + natural  
disasters + education costs + crim

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



# community garden

Highgate Newtown Community Centre, London



# garden share



Transition Dartmouth Park, London



# local food



Lewes Food Market, Lewes



# local food

[SIGN UP](#)[LOGIN](#)

## Member

Get the freshest seasonal food  
direct from local producers

[More on being a Member](#)

[BECOME A MEMBER](#)



## Keeper

Run a FarmDrop to help your  
community whilst earning  
'good' money

[More on being a Keeper](#)

[BECOME A KEEPER](#)



## Producer

Get a fair price for your  
produce with no admin or  
marketing costs

[More on being a Producer](#)

[BECOME A PRODUCER](#)



# co housing



Newham, London



# house sharing



Room for tea, London



# complimentary currency



Harveys, Lewes



Lounge Bar, Brixton



# time banking

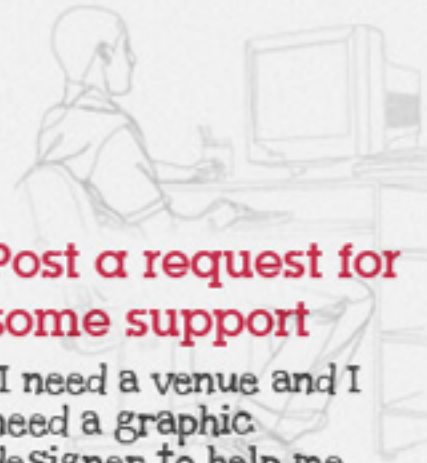
**1** Got an idea but need some help to make it happen?

"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?

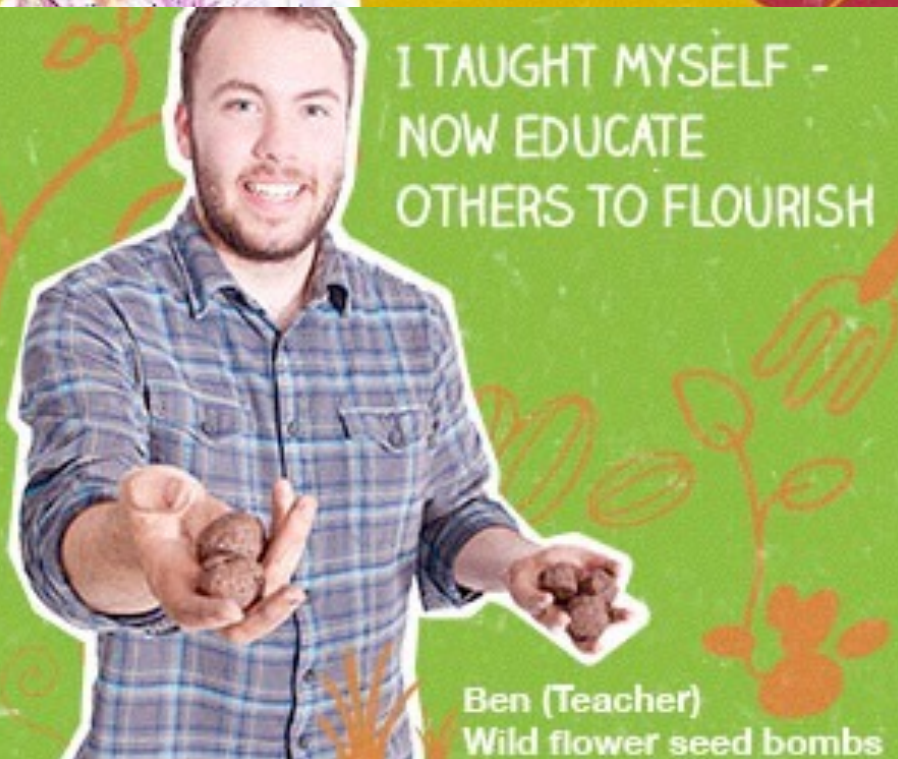
Jason has asked for somebody to hand out leaflets next Wednesday. I could do that!



Camden Shares, London



# skill share





# mutual help



Good Gym, London



# mutual help



Circle, Southwark



# 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 +

community + community +

service  
users

service  
participants

community + community +

agriculture + community based  
tourism + social enterprise + co-  
working + co-housing + open

micro-finance + mutual help +  
time banking + food coops +  
micro finance + local currencies +

needs

assets

agriculture + community based  
tourism + social enterprise + co-  
working + co-housing + open

# qualities

interaction  
time  
scale  
places  
work  
structure

relational  
slow  
human scale  
contextual  
'well done'  
complex/networked

# 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

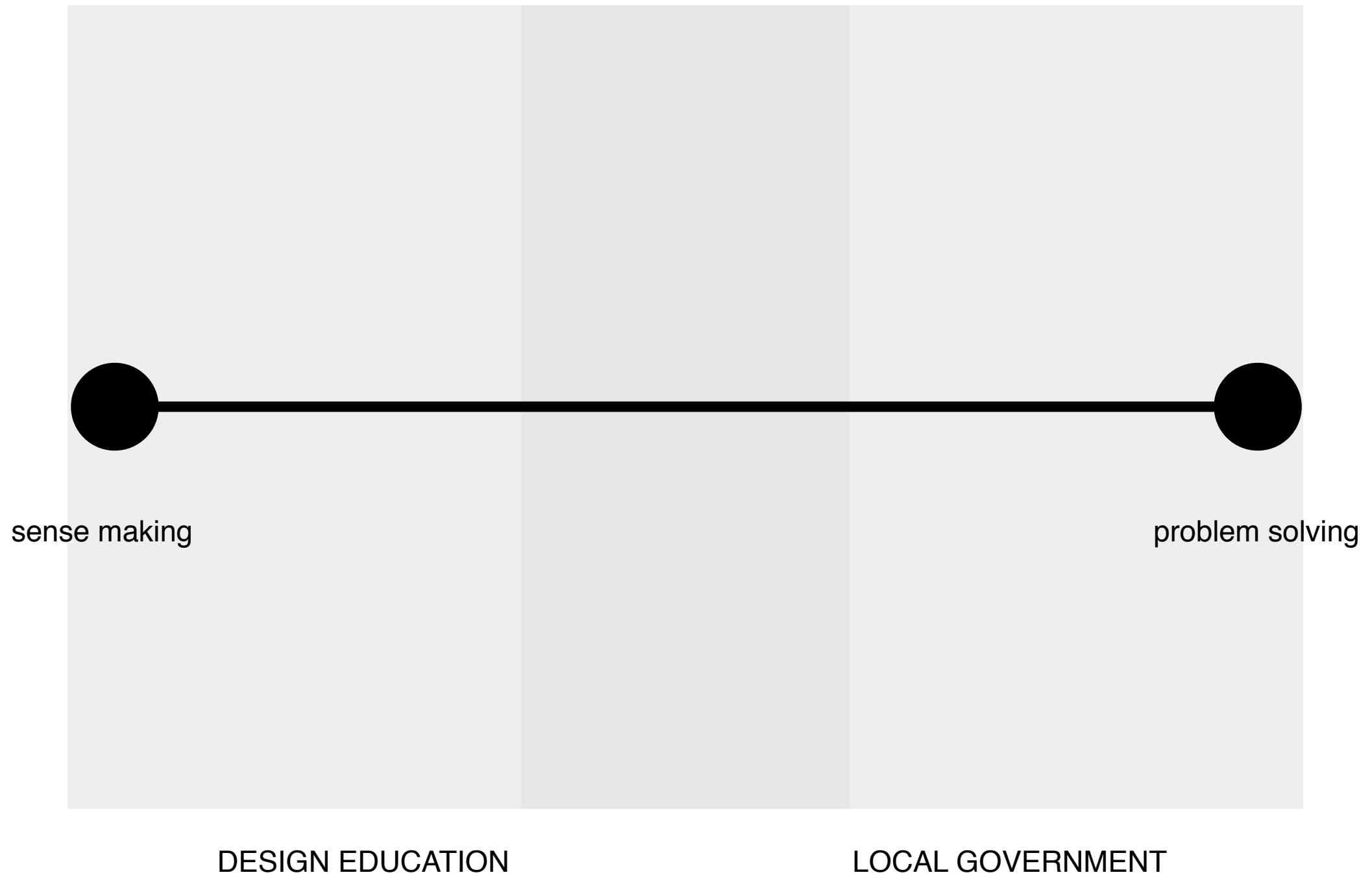
- synergy
- reciprocity
- recombination of existing assets & ideas
- existing ideas in new contexts
- amplification of existing solutions (positive deviance)
- enabling infrastructures and technologies



## 2. The Public Collaboration Lab

### Finding synergy

# synergy

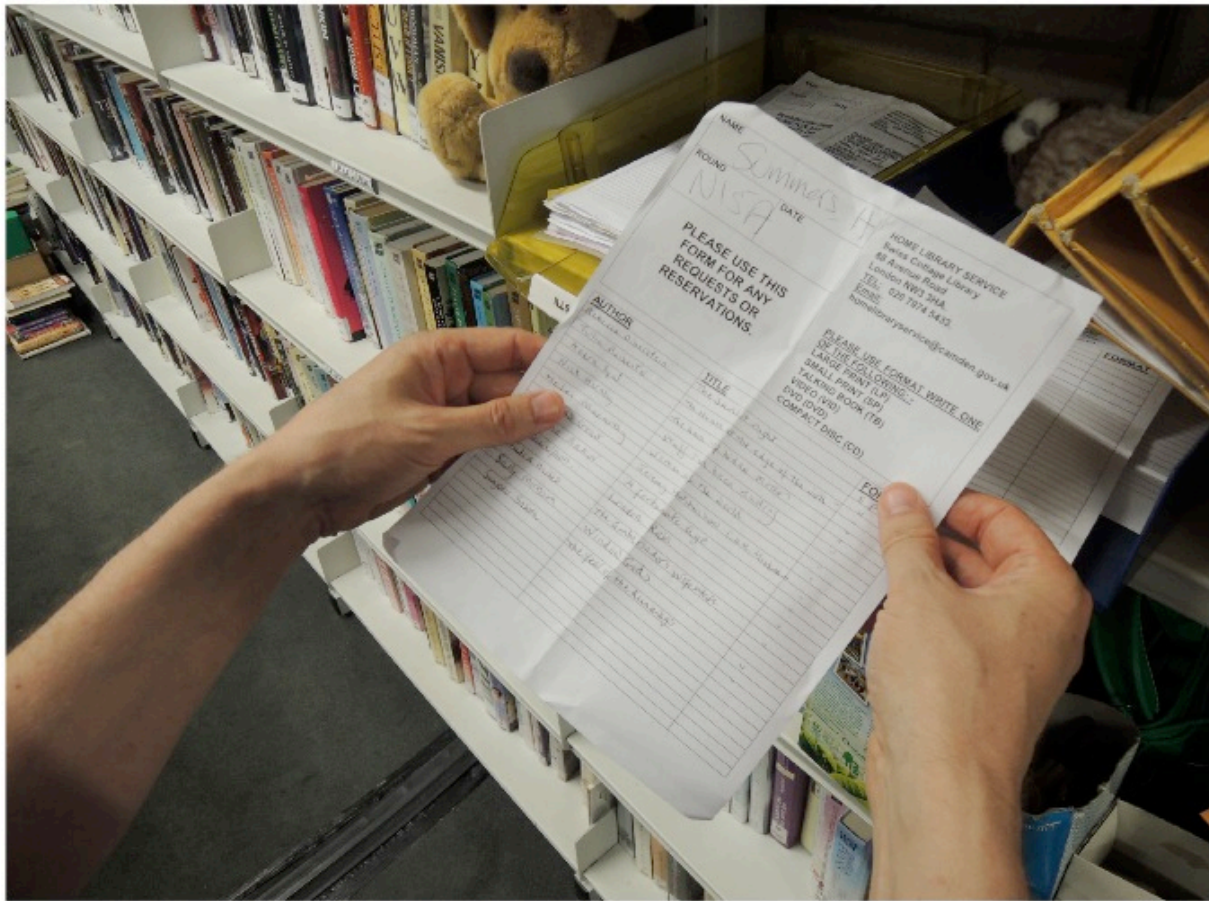


# 3. Case Study: Home & Community Library Hidden Assets



# Design ethnography

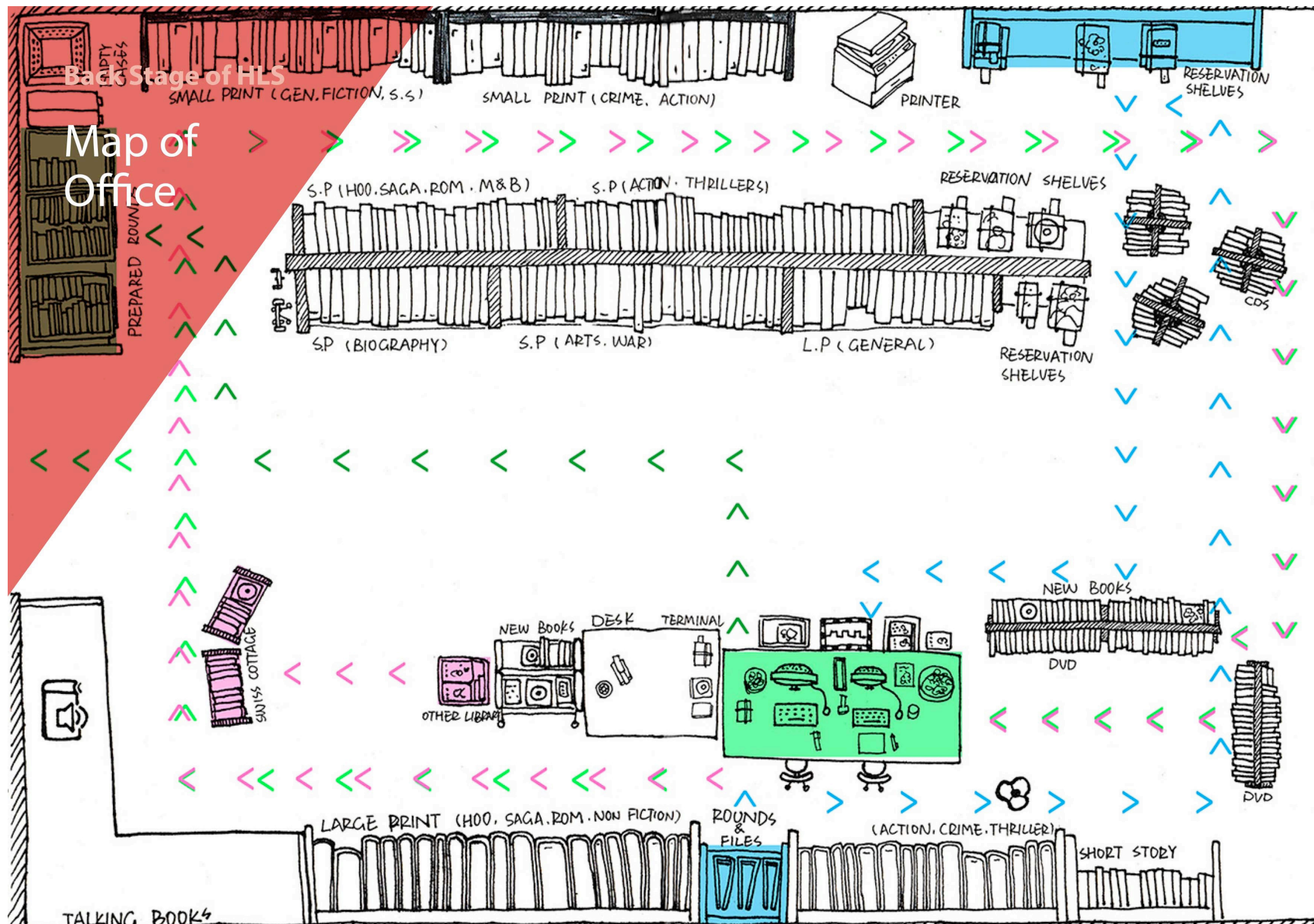






Back Stage of HLS

# Map of Office









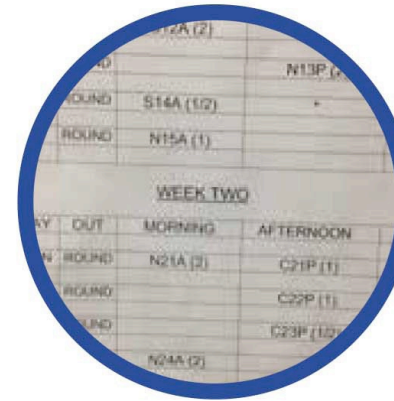
# Explicit Knowledge VS Tacit Knowledge



Card system



Map of  
Rounds



Schedules



Categorise 

Explicit  
dimension

Tacit dimension

Reader's  
preferences  
and habit

Reader's  
mood and  
life style

Memory of  
map & route

Team work  
experiences

Conversation,  
Information  
exchange



# 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

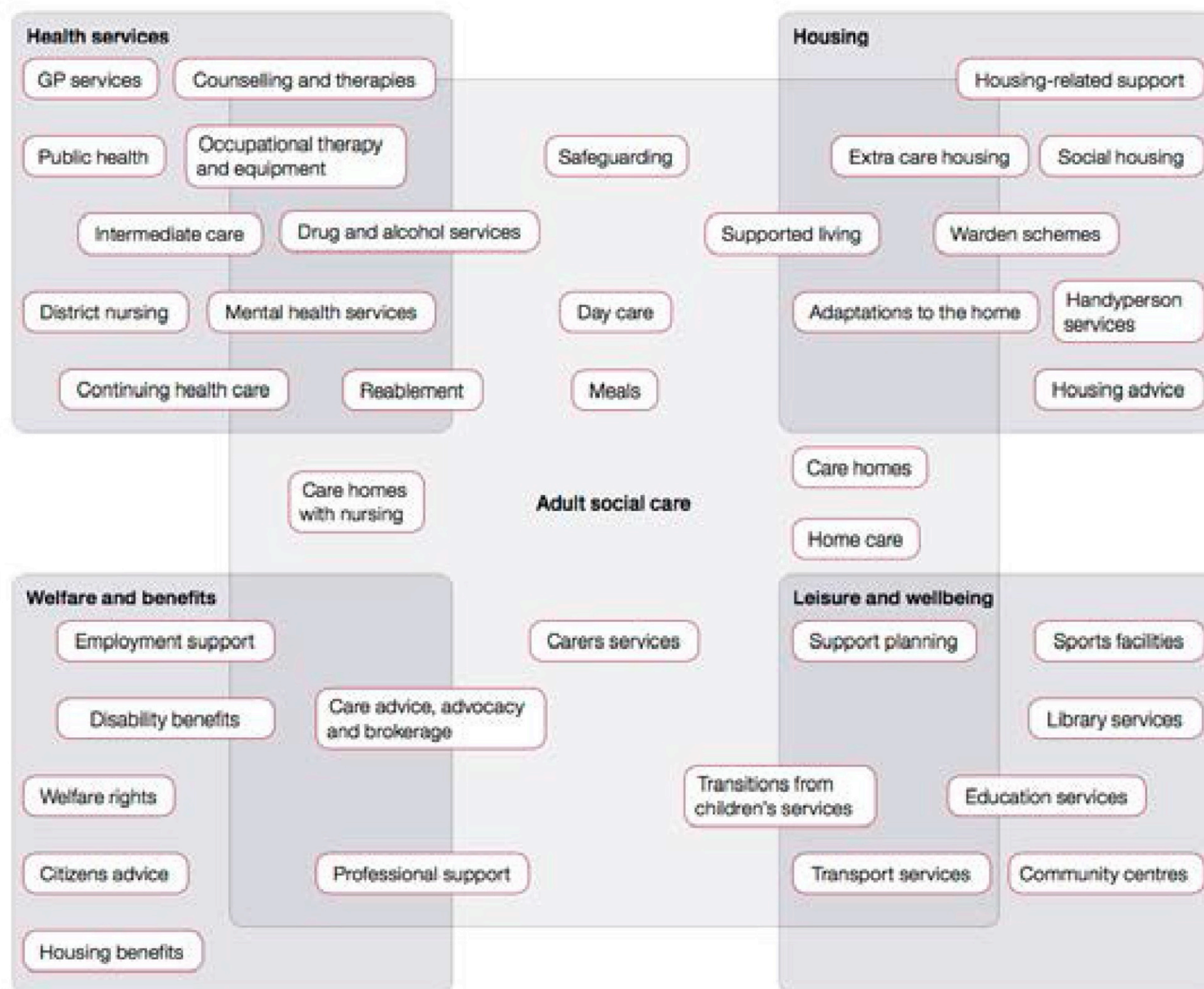




**Figure 1**

**Adult care services and other services**

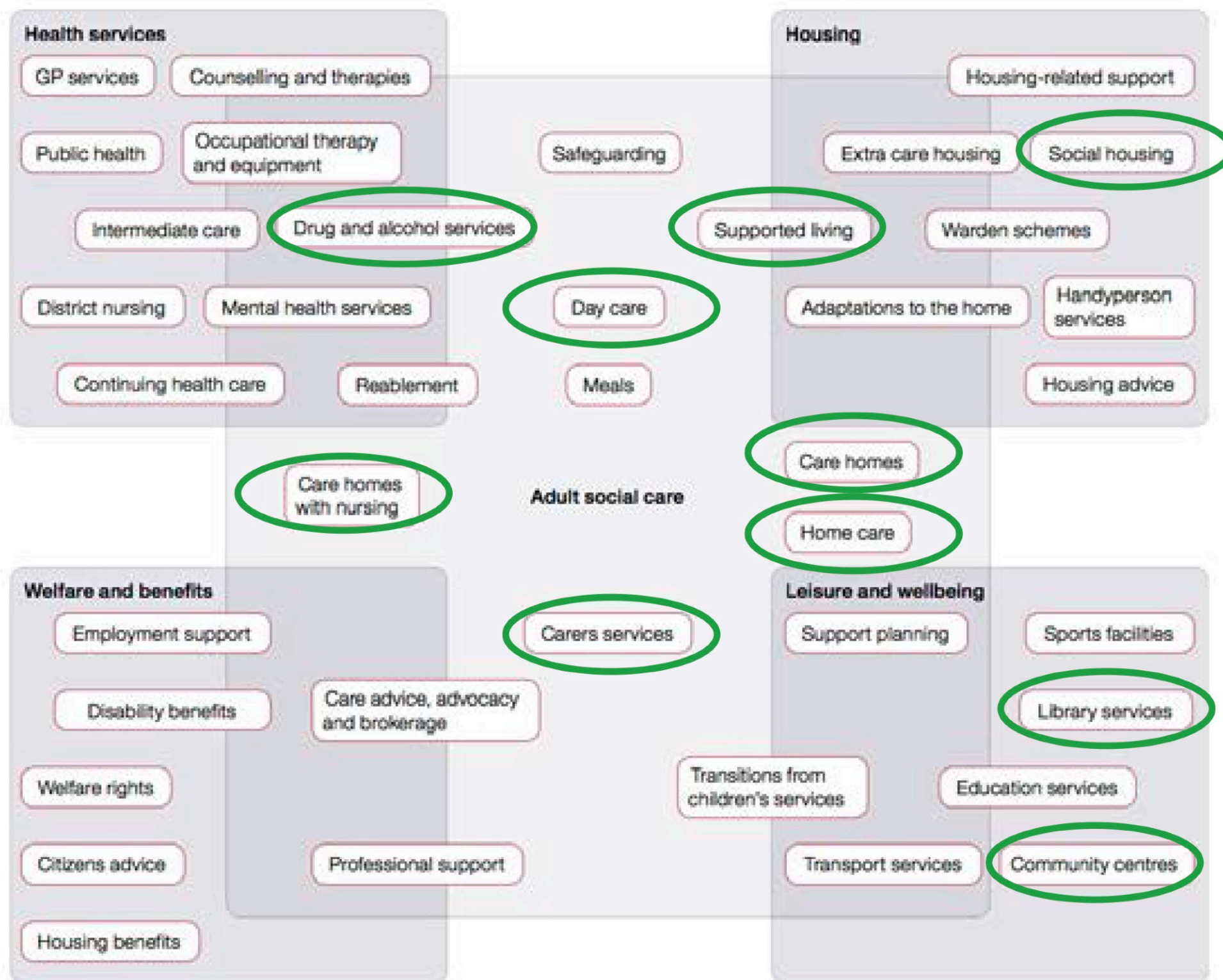
How well adults' needs are met depends on all parts interacting effectively



**Figure 1**

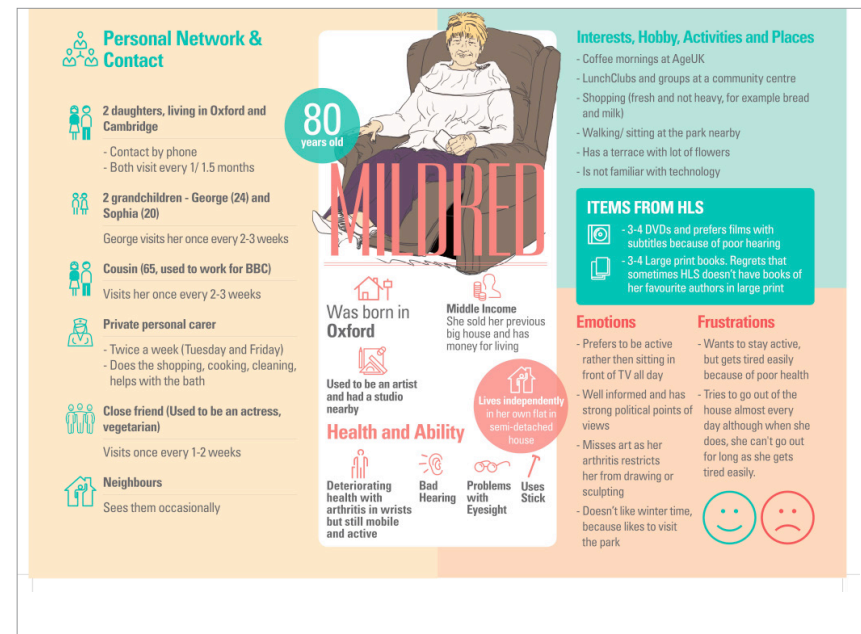
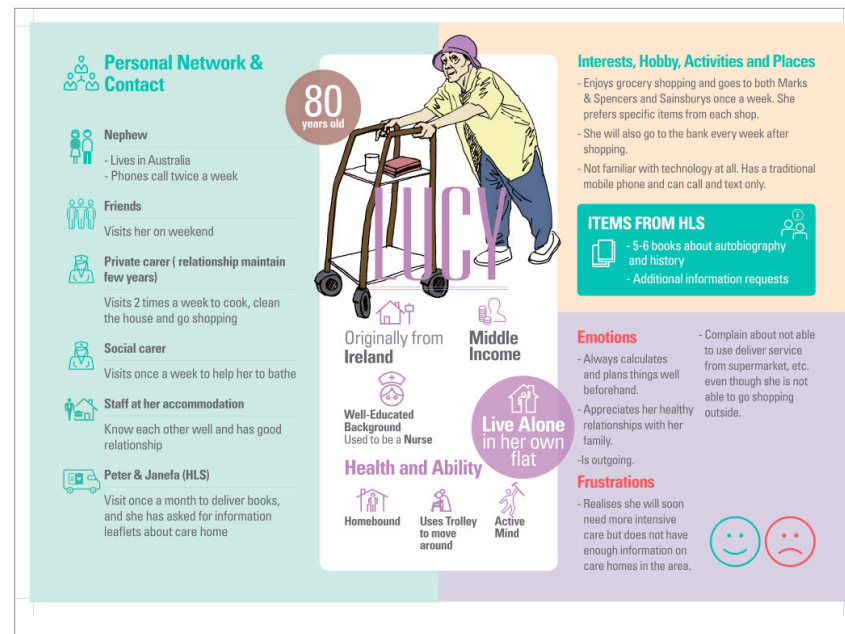
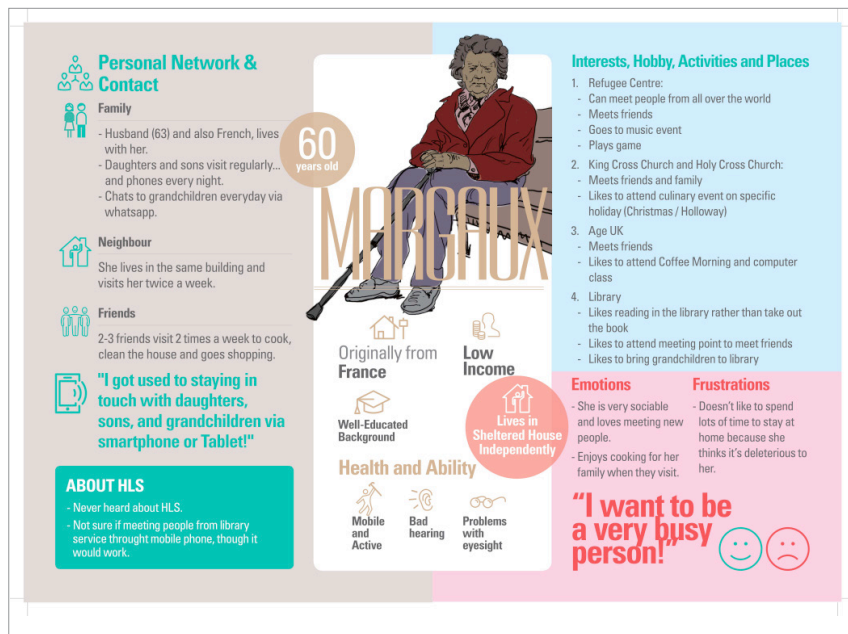
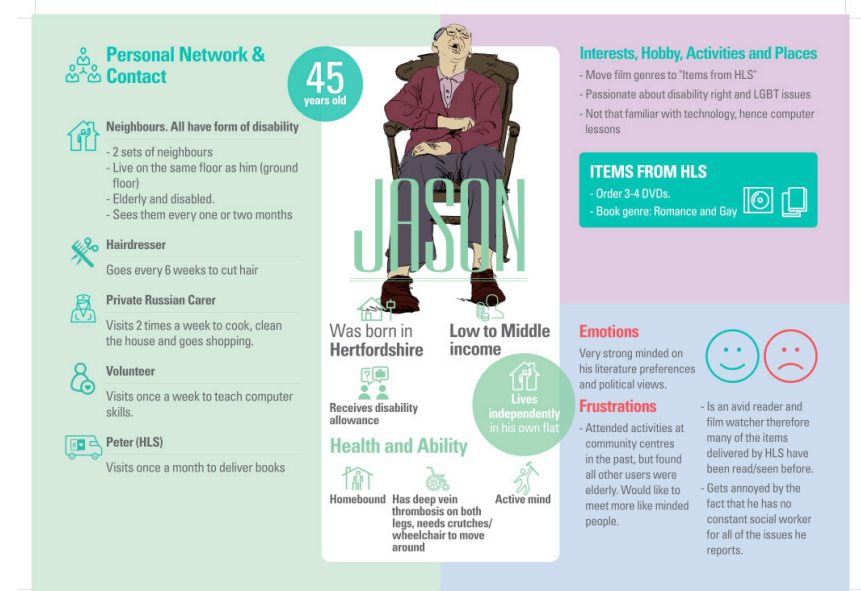
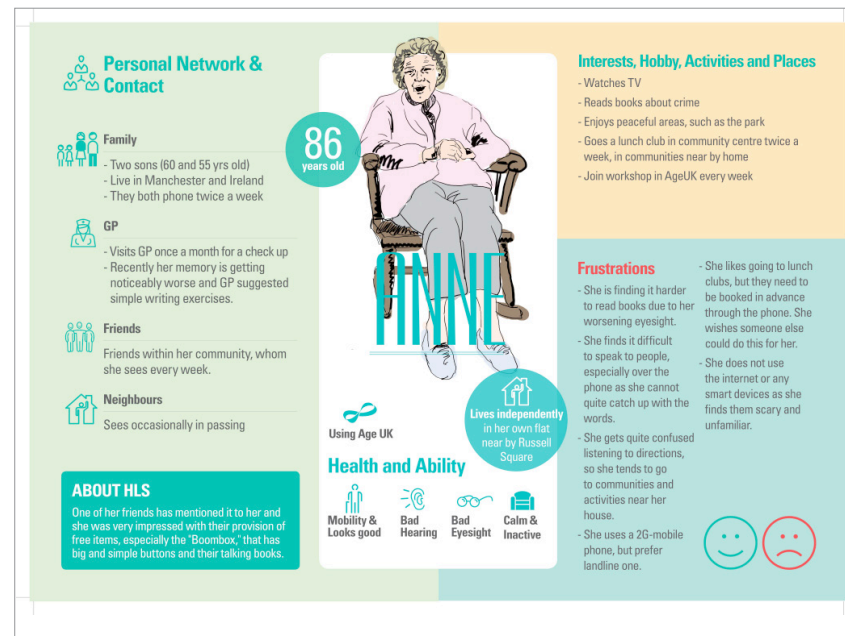
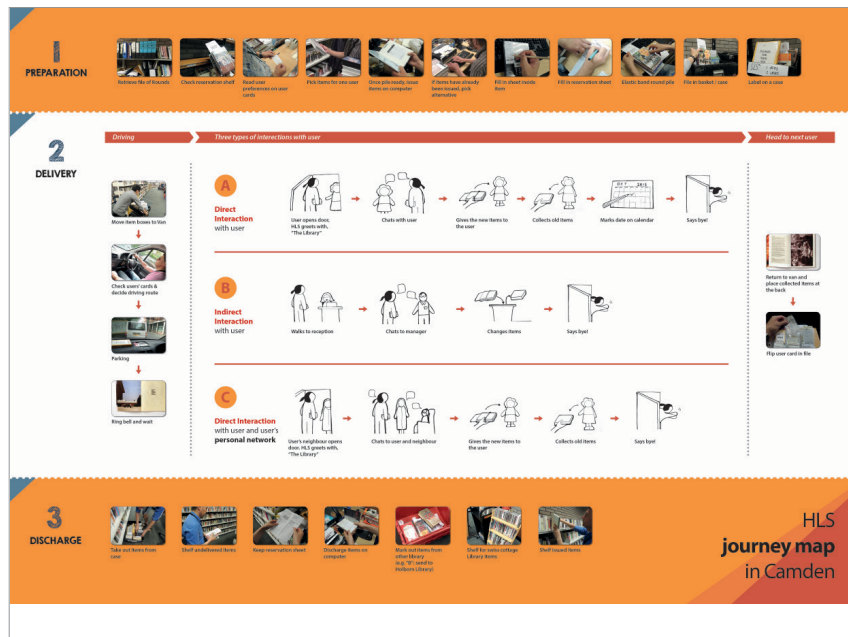
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How well adults' needs are met depends on all parts interacting effectively



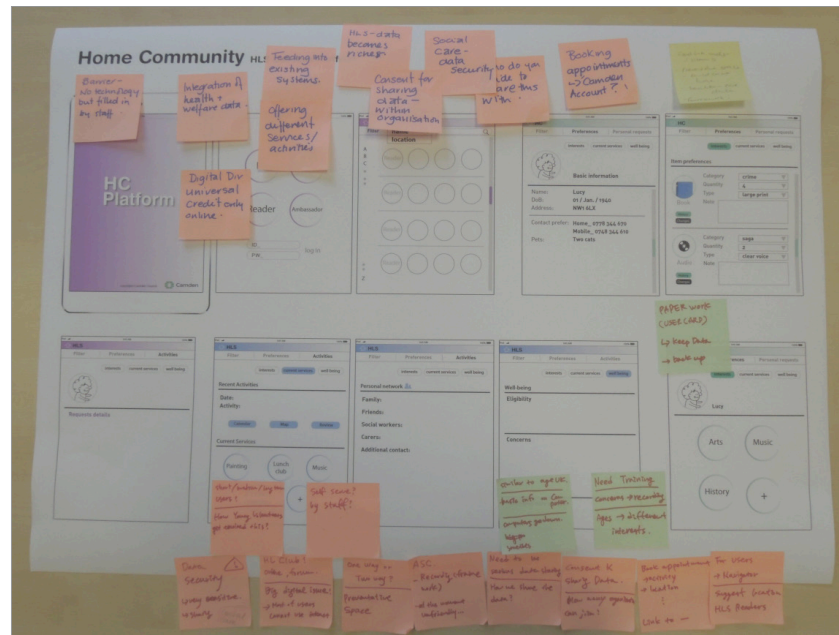
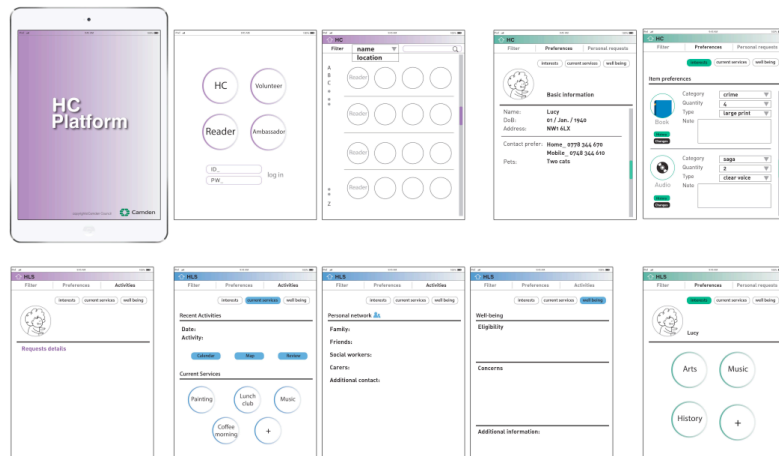


# Understanding Assets

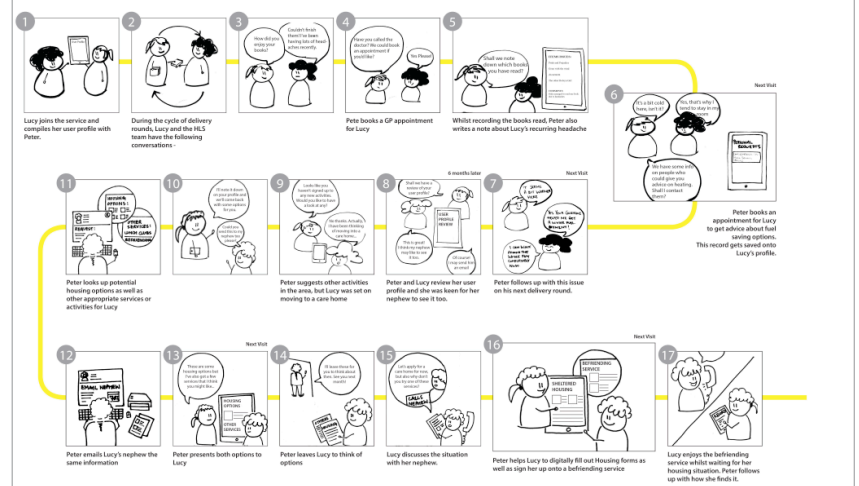


# What needs to change?

**Home Community** HLS Common Platform



**Dynamic HC:** Expanding the responsibilities of Home Community as part of the Adult Social Care

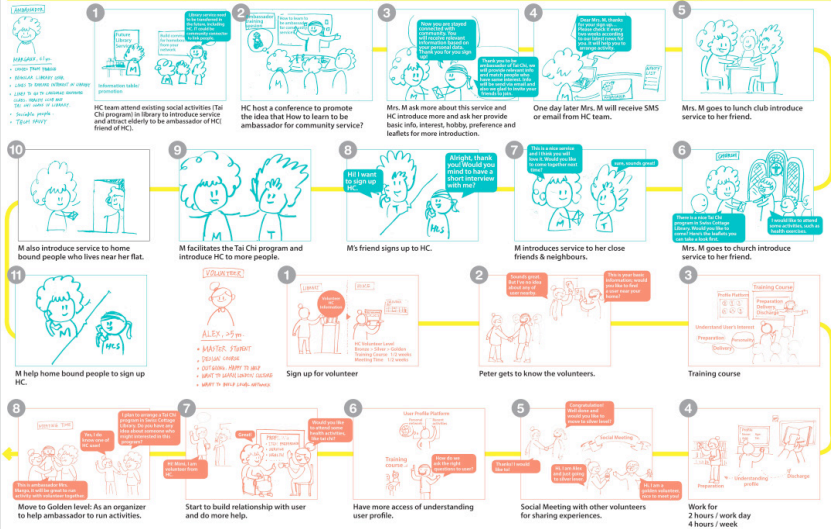


**Ambassador:**

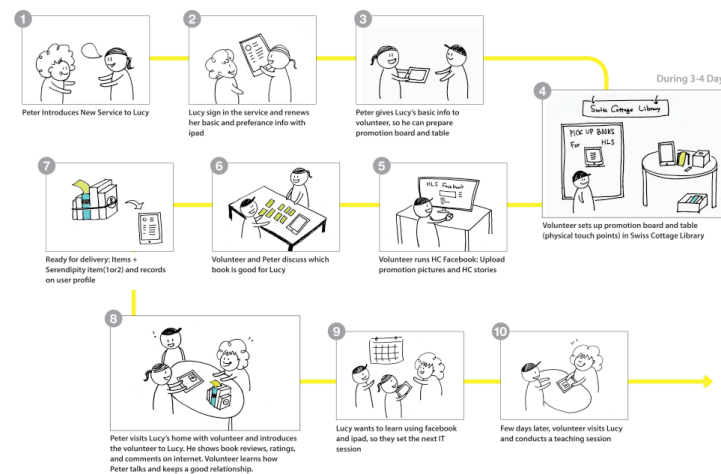
Through the Ambassador, to encourage a personal network to become library users and Future HC users in order to help elderly stay connected with community

## Volunteer:

Increasing the number of volunteers through opening profiles in process information & matching HC user with volunteers in close proximity



**Dynamic HC:** Awareness of the HC and making the Volunteers more engaging for young people





# Digital Platform

HOME COMMUNITY & LIBRARY

OCTOBER 12

N13A

LUCY

FINISH

LIBRARY

LUCY

N13A

NEW ISSUES

Emma

- Jane Auston

Pride and Prejudice

- Jane Auston

A Christmas Carol

- Charles Dickens

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...

ISSUES

PREFERENCES

RESERVATIONS

BASIC INFORMATION

LUCY

N13A

NEW REQUEST

CATEGORY

"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

GENERAL

REQUEST

REVIEW

# 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?)