Social Innovation in a Complex World

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Social Innovation: What is it?
What is social innovation?

New ideas, products and services; new ways of doing things; adaptation of existing processes and tools; that meet social needs and in a way that adds value.
*Where the magic happens*

- Technology
- People
- Process

[Image showing the connection between technology, people, and process]

**Where the magic happens**
Social Innovation: Why should we?
Why should we innovate?

The future always comes too fast and in the wrong order...

-- Alvin Toffler
## Why should we innovate?

<table>
<thead>
<tr>
<th>Process of Development</th>
<th>Development Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local governance</td>
<td>Youth employment</td>
</tr>
<tr>
<td>Policy formulation</td>
<td>Local development plans don’t reflect citizen priorities and needs</td>
</tr>
<tr>
<td>Programme implementation</td>
<td></td>
</tr>
<tr>
<td>Impact assessment</td>
<td></td>
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</tbody>
</table>
Social Innovation: How do we?
bottlenecks

Find & reflect

Prototype

Scale

Work out loud
### How do we innovate?

<table>
<thead>
<tr>
<th>Methodology</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Thinking</td>
<td>• Starts with needs of the user (citizen)</td>
</tr>
<tr>
<td></td>
<td>• Emphasizes importance of diverse perspectives</td>
</tr>
<tr>
<td></td>
<td>• Encourages solution-seeking among multiple actors</td>
</tr>
</tbody>
</table>
Design Thinking... for increased youth employment

What is it?

Applying design thinking to develop, together with young people, increased access to employment information in the former Yugoslav Republic of Macedonia.

Designing with, for, and by the end user
Design Thinking...
for increased youth employment

Success rate

In its first year, almost 2 million visitors and over 10,000 active viewers.

THE PRV.MK APP BRINGS
EMPLOYERS CLOSER TO POTENTIAL
EMPLOYEES BY PROVIDING A ONE-
STOP SITE FOR JOB VACANCIES,
INTERNSHIP OFFERS, ENTRY-LEVEL
JOB PLACEMENTS, VOLUNTEER
POSITIONS AND MORE.
## How do we innovate?

<table>
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| Challenges  | • Encourage a broad array of people, with diverse perspectives and experiences, to participate in the process of social change  
• Generate new ideas to intractable solutions |
Challenges... for promoting innovation and creativity among entrepreneurs

What is it?

AfkarYemen, Youth Innovation and Creativity Award, generates business solutions to development challenges, while raising awareness of innovation and advocating for youth as agents of change in Yemen.
Challenges... for promoting innovation and creativity among entrepreneurs

Success rate
Accounts created: 4,000; ideas completed: 1,662; pending applications to be completed: 2,338; and Facebook likes: 16,800.

Stimulating new ideas... through incentives and platforms
How do we innovate?

<table>
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<tr>
<td>Games for Development</td>
<td>• Offer an alternative mechanism for learning, engagement and problem-solving</td>
</tr>
<tr>
<td></td>
<td>• Offer a way to understand complex issues in a more accessible way</td>
</tr>
<tr>
<td></td>
<td>• Create a safe space to explore different points of view, fostering empathy for the “other”</td>
</tr>
</tbody>
</table>
Games for Development...
for promoting creativity in schools ++

What is it?
Using games and play as part of curriculum to encourages creative thinking among school children in Egypt.
Games for Development... for promoting creativity in schools ++

Success rate

Game designers being supported by several national and international experts in engagement games; game launch expected in 2015.

Harnessing the power of games for social good
# How do we innovate?

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<th>Methodology</th>
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<tr>
<td>Innovation Labs</td>
<td>• Bring people together to collaborate in addressing development challenges</td>
</tr>
<tr>
<td></td>
<td>• Offer place to share insights and experiences, generate ideas, and test solutions</td>
</tr>
<tr>
<td></td>
<td>• Foster creativity, encourage experimentation, and create an environment for safe risk-taking</td>
</tr>
</tbody>
</table>
Innovation Labs...
designing integrated living for persons with disabilities

What is it?
Together, persons with disabilities, engineers, designers, and techies identified new solutions through a process of collaboration, prototyping and fast feedback in Egypt.
Innovation Labs... designing integrated living for persons with disabilities

Success rate

Prototypes of solutions, including those to make public transport more accessible and to promote understanding of sign language.

Prototyping, fast feedback, and better results
### How do we innovate?

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<tr>
<td>Foresighting</td>
<td>• Helps promote resilience, agility and responsiveness</td>
</tr>
<tr>
<td></td>
<td>• Offers a process to tap into alternative perspectives and a platform to explore</td>
</tr>
<tr>
<td></td>
<td>scenarios of how the world could be and negotiate a future we all want</td>
</tr>
</tbody>
</table>
Foresighting ... for greater dialogue towards a common vision

What is it?

Applying participatory foresighting as a way to develop broad ownership and reflects a solid theory of change in Sudan.
Foresighting ... 
for greater dialogue towards a common vision

Success rate
A series of possible scenarios for Sudan 2030, based on rich set of qualitative data on most important drivers of change and trends across regions.
So what’s really new?
## Before... and After

<table>
<thead>
<tr>
<th>Who</th>
<th>Where</th>
<th>Evidence</th>
<th>When</th>
<th>How</th>
</tr>
</thead>
</table>
| • 3 staff  
  • few phone calls? | • Office | • Secondary research  
  • No precedents  
  • No feedback loops | Solution identified ex ante | • one solution pre-identified |
| • Staff  
  • Universities  
  • Private sector  
  • Local partners  
  • Start ups  
  • Individuals  
  • International networks | • Field  
  • Local partners | • Gained through field tests  
  • Precedents  
  • Continuous feedback loops | Solution identified ex post | • Portfolio approach  
  • Number of hypothesis tested concurrently  
  • Co-design  
  • Open, public process  
  • Continuous improvement |
How do we think innovatively?
How do we encourage innovative thinking?

Start with what isn’t working
Challenge assumptions
Support innovators, rabble rousers and “trouble makers”
Focus on the process (not products)
Seek out, be inspired by and learn from other examples
Take risks!
Thank you!

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