

8 Learnings on social innovation

National conference on social entrepreneurship
Chisinau, September 27th 2019

Up  Social Innovation
and Scaling



We catalyse social innovation processes to find more effective, efficient and fair solutions to crucial social challenges.

Innovation

We facilitate the implementation of proven innovations to respond to the demand for more efficient and effective solutions to social challenges.

Consulting

Inspired by successful innovations from around the world, we design powerful, realistic and scalable projects to solve social challenges.

Scaling

We lead the adaptation, implementation and scale of proven innovations with strong capacity for social impact.

Policies

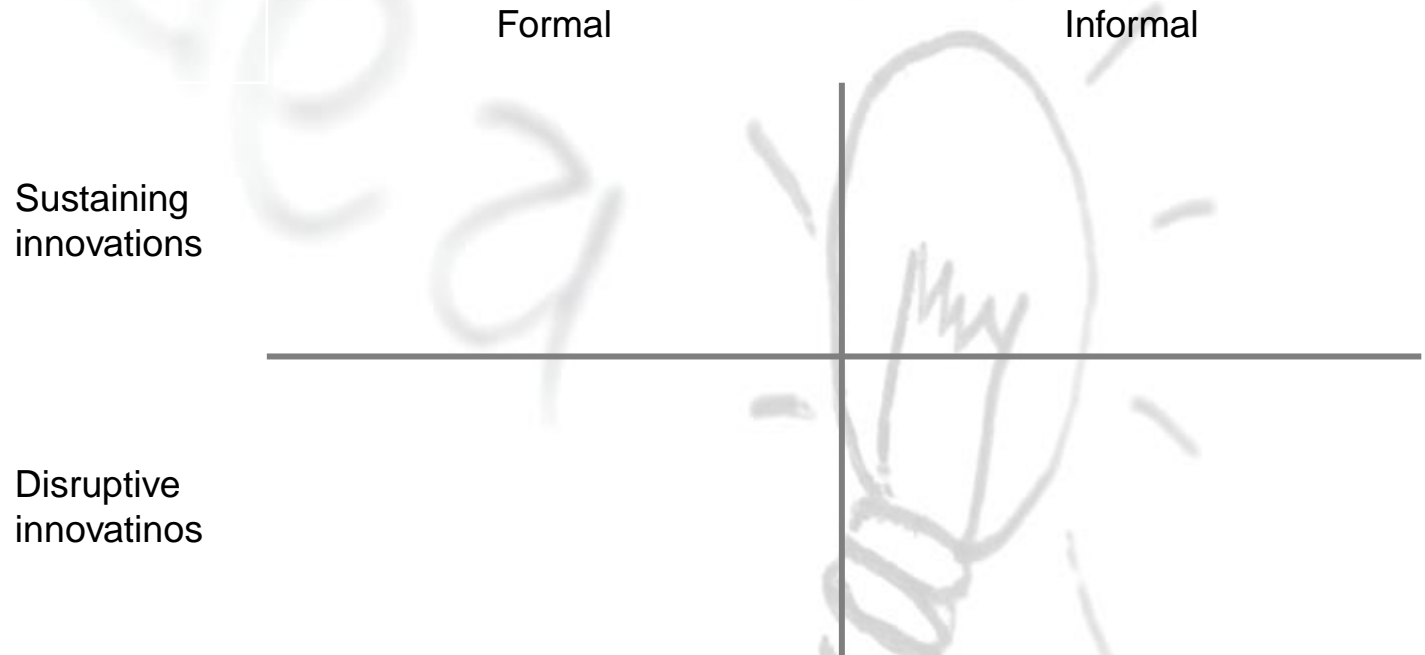
We partner with other actors to influence public policies with the objective of achieving a favourable framework and an ecosystem to support social entrepreneurship and innovation.

Learnings

We systematize and share all the knowledge generated through our programs and organise activities to inspire others towards social innovation.

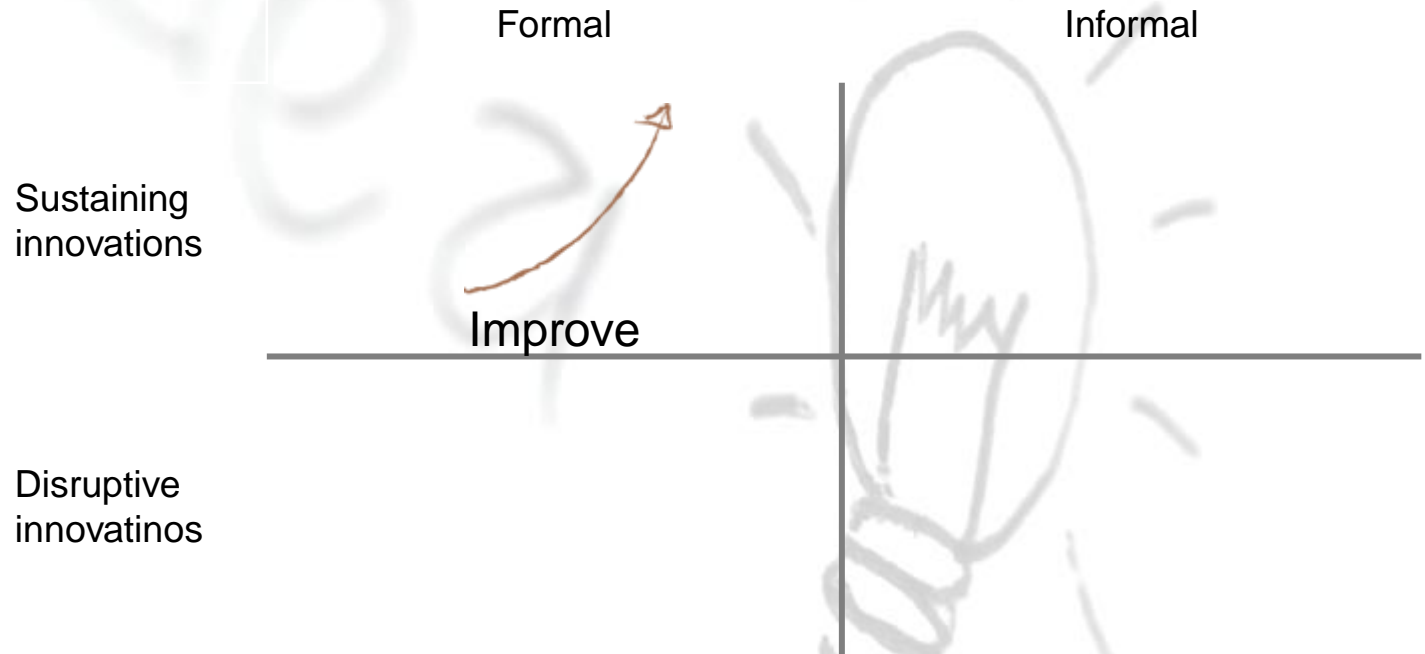
1

What innovations do we need?



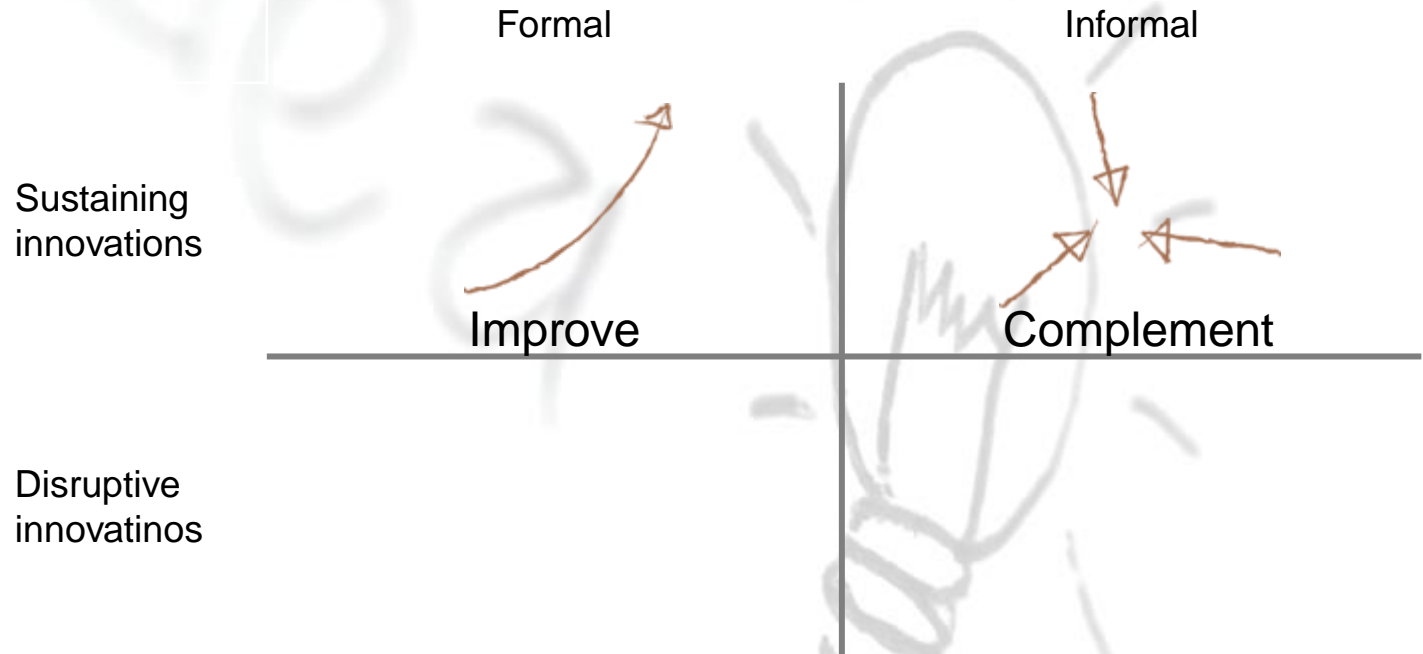
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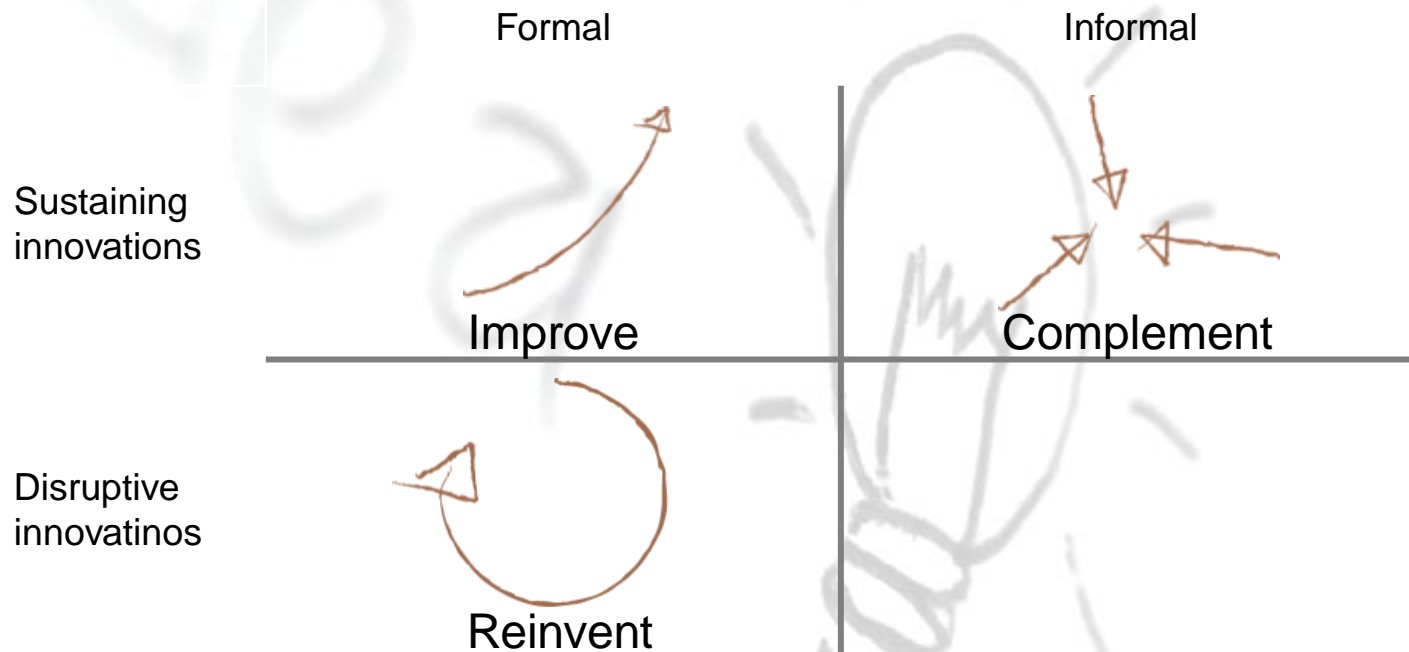
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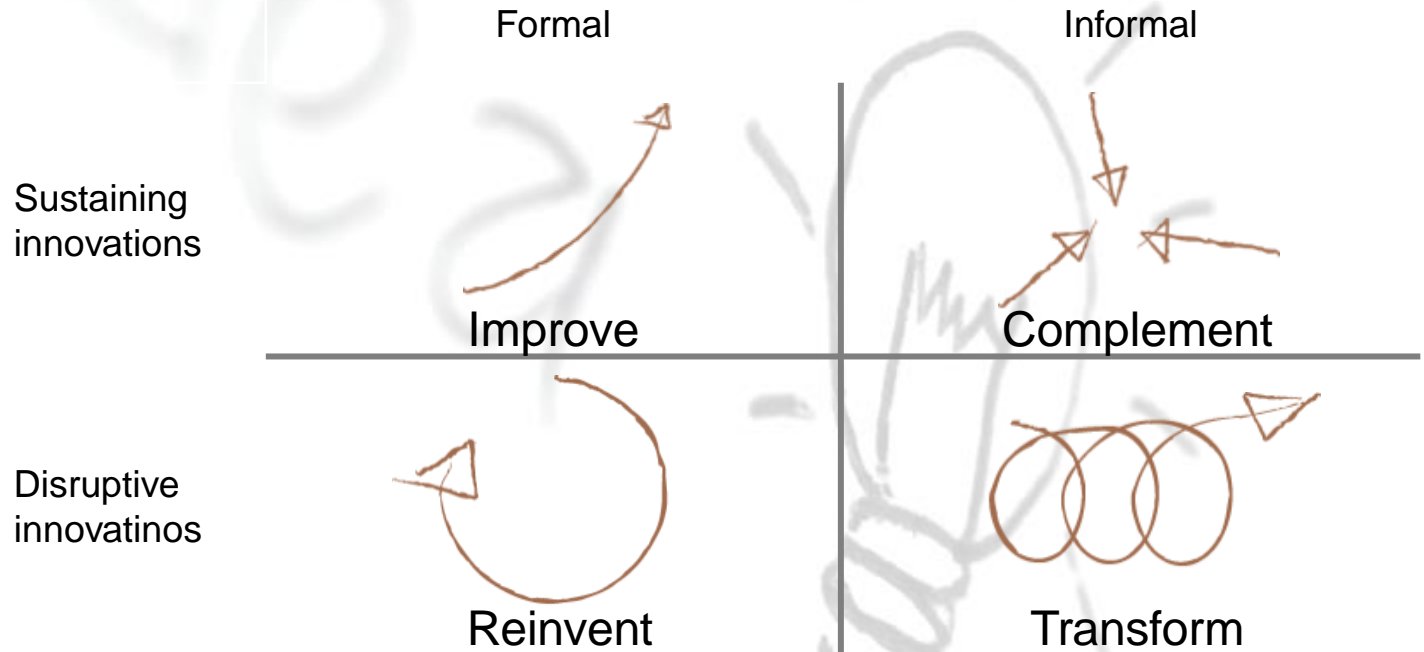
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What innovations do we need?



1

What innovations do we need?





2

Who leads the change?

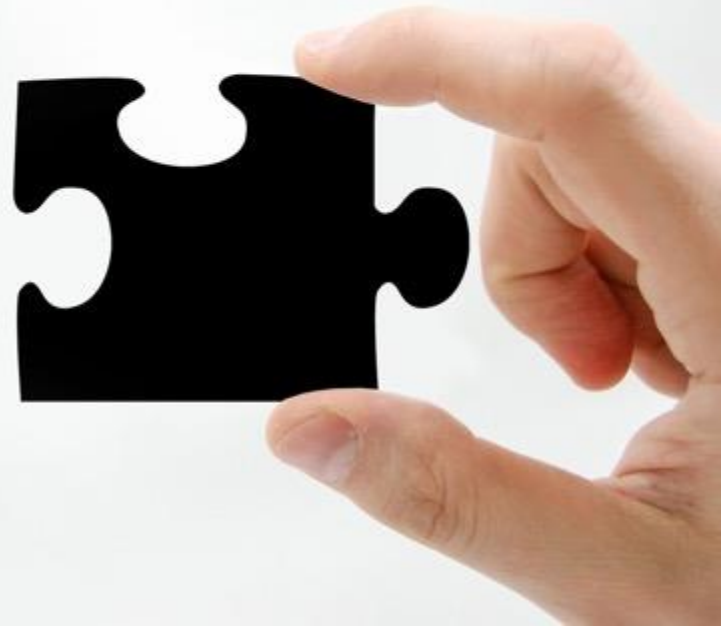
From “*heropreneur*” to
“*systemic entrepreneur*” and to
collective impact

“Knowing that there are no easy answers to truly complex problems, system leaders cultivate the conditions wherein collective wisdom emerges over time through a ripening process that gradually brings about new ways of thinking, acting and being”

Peter Senge.

3

Matching ideas with teams and skills



3

Matching ideas with teams and skills

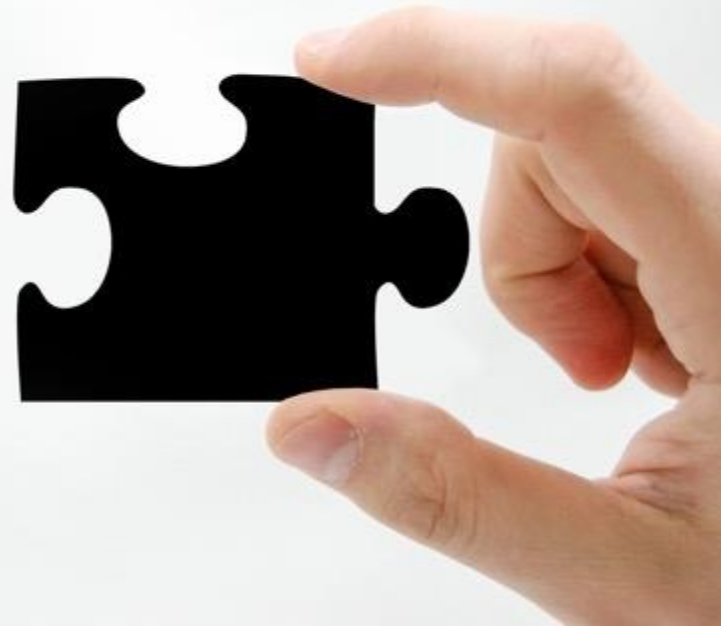
We fail with ideas:
We need to improve ideation
processes before incubating
and accelerating.



3

Matching ideas with teams and skills

We fail with teams:
We need to create better
teams, capable of driving great
ideas.



4

Integrate capabilities



Overcome transactional relationships...

to integrate capabilities and drive hybrid responses

5

Share basic standards

Impact evidence

Strong	The impact is isolated through a randomized controlled trial
Moderate	Positive change is demonstrated but causality is not established (almost experimental)
Promising	Studies point to a correlation between change and activity
Strong theory	Theory of change strongly documented

- Packaging level.
- Consolidation of the income/revenue model.
- Adaptation and adoption experience in other contexts.



6

What do we want to scale?

6

What do we want to scale?



Scaling out

Grow in numbers, replicate, disseminate...

6

What do we want to scale?



Scaling out

Grow in numbers, replicate, disseminate...



Scaling up

Change institutions, laws, policies...

6

What do we want to scale?



Scaling out

Grow in numbers, replicate, disseminate...



Scaling up

Change institutions, laws, policies...



Scaling deep

Change cultural norms, relationships, values...

A photograph of a small green plant with several leaves growing out of a crack in dry, cracked earth. The background is a close-up of the cracked soil, which is light brown and has a network of deep, irregular cracks. The plant is positioned in the lower-left quadrant of the image, with its roots visible in the crack it is growing from.

7

How does change happen?

- Seeking **systemic** change.
- Making the **adjacent possible**.
- Creating chaotic moments bringing together people with different ideas, **cocreate**...
- Creating safe spaces for rigorous **experimentation**.

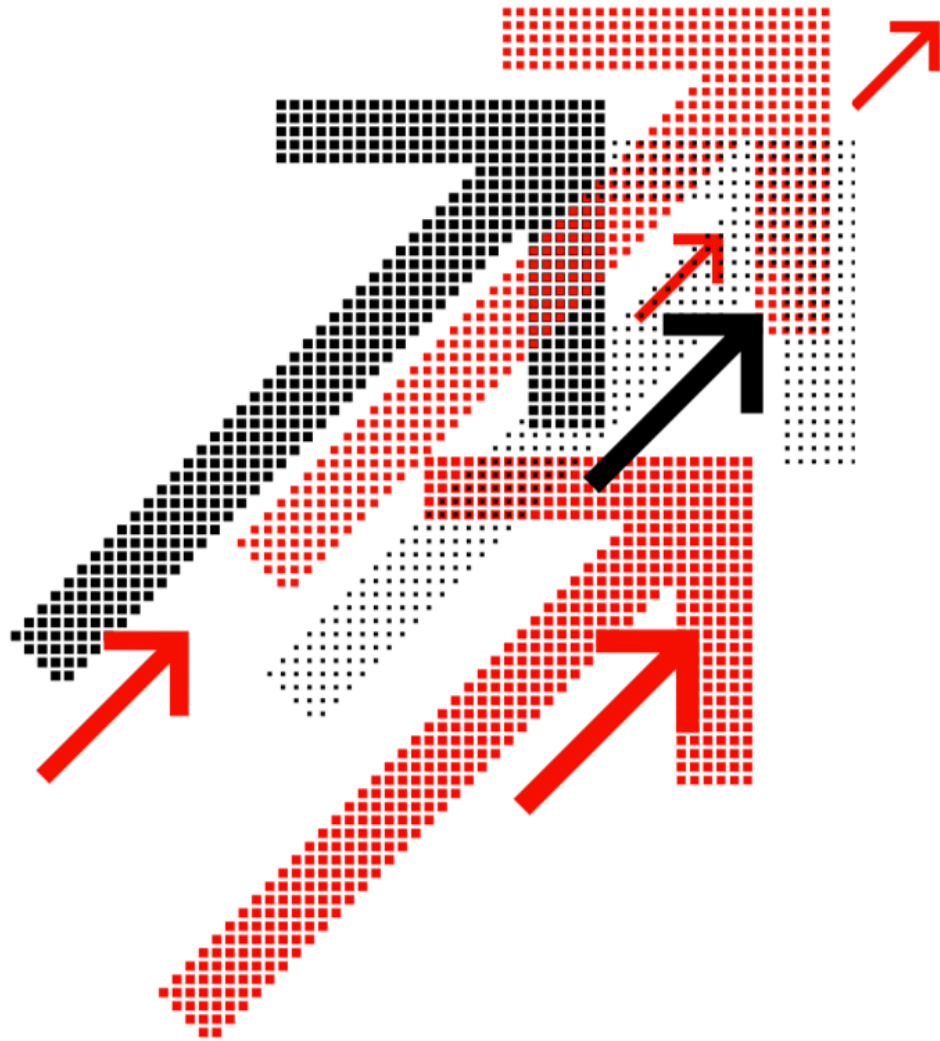
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Strengthen the ecosystem

Innovation can come from accidental, organic or random processes

also be an organised process, thanks to a conductive and fertile ecosystem.

ECOSYSTEM



More info:

<https://upsocial.org/en>

Innovations database:

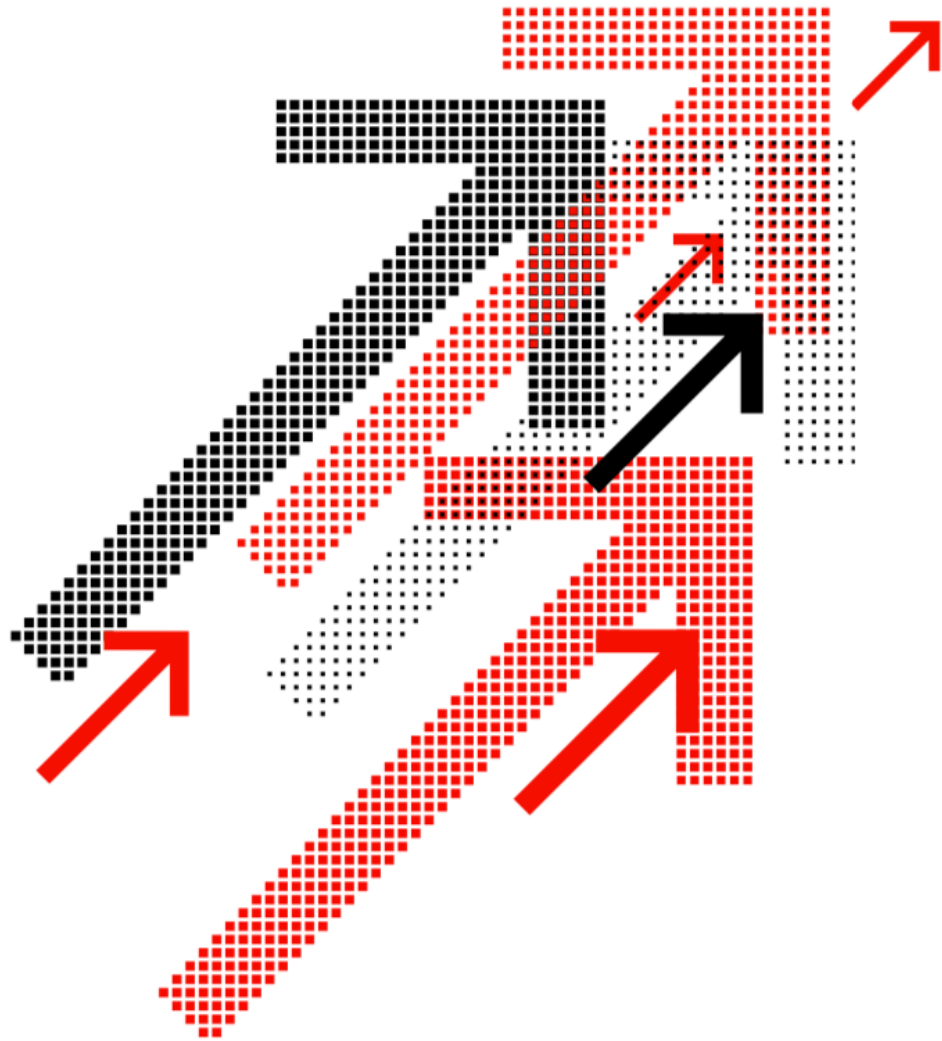
<https://innovations.upsocial.org/en>

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@UpSocialBCN



Thank
you!

Which are the strategies
for scaling social
impact?

13:30 – 14:30