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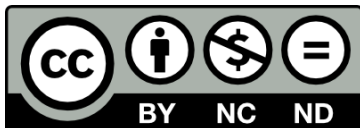
Danube Transnational Programme

Excellence-in-ReSTI

Social Innovation Approaches and Methodologies

Module 4 Social Innovation
Course 4.2. Introduction

Stella Kalac, Mirna Karzen
Social Innovation Laboratory



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Date

Excellence-in-ReSTI is co-funded by
European Union funds (ERDF, IPA)

This course will:

- Provide an overview of commonly used social innovation processes and methodologies (Open Book of Social Innovation, Stanford d.school, IDEO design thinking...)
- Address the main characteristics and prerequisites that define SI process and define its principles
- Introduce design thinking approach in solving social challenges
- Navigate through each of the stages in the social innovation process though a series of interactive exercises, tools and steps in order to design your own social innovation
- Build your creative capacities and soft skills needed to understand and develop social innovation

Upon completion you will be able:

- To understand the process of designing and implementing social innovations
- To understand specifics and principles of each stage in social innovation process
- To practice and apply a variety of social innovation tools to design, implement and evaluate your social innovation
- To develop creative capacities, build empathy and learn how to put them in use for solving a specific social challenge



Course details

Four main thematic sections that comprise theoretical part of the course are:

1. Understanding the process of social innovation
 2. Understanding the problem
 3. Designing the solution
 4. Implementing & Evaluating
- The course is structured into 5 learning Doors, combining different learning activities.



Understanding the process of social innovation

- You will learn about different methodologies and processes defined in modern literature
- You will learn about the main components and principles that social innovation process relies on
- You will learn how design thinking can help you in developing social innovations and how can you adopt designer's mindset



Understanding the problem

- You will be able to define the scope of your own challenge and learn more about the triggers that define social challenges
- You will be able to learn how to explore, gain multiple perspectives, build a team, map stakeholders and understand relationships
- You will learn why empathy leads to crucial research findings and how to develop it
- You will apply a series of interactive assignments to widen your perspective and build relationships



Designing the solution

- You will apply practical tools and interactive activities to build creative proposals and ideas
- You will learn how to experiment and make your ideas visible and tangible
- You will learn how to test your assumptions and set up an ideal user experience



Implementing & Evaluating

- You will learn how to redefine your initial concepts and adjust them to reach the market potential
- You will learn how to deliver smart strategies and implementation plan
- You will learn what it means to make your solution feasible, viable and desirable
- You will learn key sustainability factors to ensure long term social impact



Suggested Learning Path

- 4.2.1.1_ Library Activity_ The process of social innovation (120 min)
- 4.2.2.1 _Cafe Activity Innovation process_ Ask a project manager (60 min)
- 4.2.3.1._ Playground activity_ Process of social innovation_ Marshmallow challenge (60 min)
- 4.2.1.1 Forest Activity _Stages of social innovation in different sectors (90min)

- 4.2.1.2 _Library Activity_ Role of design in social innovation process (60 min)
- 4.2.2.2_ Cafe Activity_ Ask a designer (60 min)
- 4.2.3.2._ Playground Activity_ Design class (120 min)
- 4.2.4.2_ Forest Activity_ Design thinking for social innovation (45 min)
- 4.2.4.3_ Forest Activity_ Chotu Kool case study (30 min)
- 4.2.4.4._ Forest Activity_ Guerrilla (30 min)



Suggested Learning Path

- 4.2.1.3 _Library Activity Defining the scope of your challenge (20 min)
- 4.2.2.3 Cafe Activity Your solution_ What is your passion? (60 min)
- 4.2.3.3. Playground Activity _scope of your challenge (45 min)
- 4.2.4.5 _Forest Activity _Your solution_framing your social challenge (30 min)

- 4.2.1.4 _Library Activity_ Exploring (60 min)
- 4.2.2.4 _Cafe Activity Your solution_Expert interview (120 min)
- 4.2.3.4. Playground Activity Your solution_Role play (60 min)
- 4.2.4.6 _Forest Activity _ Your solution_trend analysis (45 min)
- 4.2.2.5 _Cafe Activity Your solution_My capacities to innovate (60 min)
- 4.2.3.5._ Playground Activity_Your solution_Mapping your abilities (60 min)
- 4.2.4.7 _Forest Activity_Your solution_internal capacities to innovate (45 min)
- 4.2.2.6 _Cafe Activity Your solution_Who are your stakeholders (120min)
- 4.2.3.6. Playground ActivityYour solution_Stakeholder visualization (60 min)
- 4.2.4.8 _Forest Activity Your solution_stakholders map (45 min)

Suggested Learning Path

4.2.1.5 _Library Activity_Empathizing (60 min)

4.2.2.7_Cafe Activity_ Let's talk empathy (60 min)

4.2.3.7._ Playground Activity_ Putting yourself in someone else's shoes (60 min)

4.2.3.8. _Playground ActivityRandom acts of kindness (15 min)

4.2.2.8_Cafe Activity _Your solution_Deep user interview (60 min)

4.2.3.9_Playground Activity_Your solution_Shadowing (60 min)

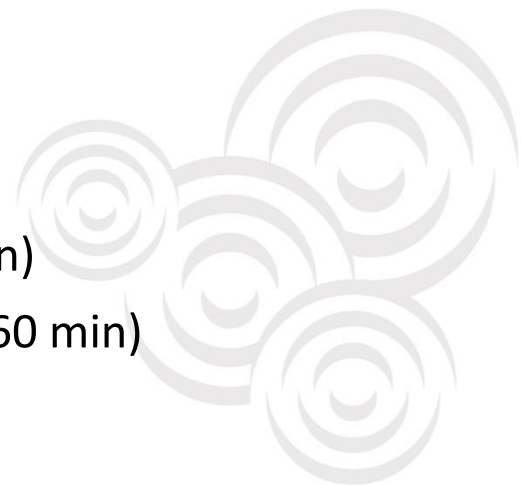
4.2.4.9_Forest Activity_Empathy (15 min)

4.2.1.6 _Library Activity _(Re) Defining (10 min)

4.2.2.9 _Cafe Activity_Your solution_group analysis (120 min)

4.2.3.10. _Playground Activity_Your solution_redefining (60 min)

4.2.1.10_Forest Activity_Your solution_ user inspired insights (60 min)



Suggested Learning Path

- 4.2.1.7 _Library Activity_ Experimenting (60min)
- 4.2.2.10 _Cafe Activity Your solution_ brainstorming (60 min)
- 4.2.3.11. _Playground Activity_ Your solution_ Disney's idea generation technique (60 min)
- 4.2.4.11 _Forest Activity_ Your solution_ Your idea (30 min)
- 4.2.2.11 _Cafe Activity_ Your solution_ simulation role play (60 min)
- 4.2.3.12. _Playground Activity_ Your solution_ Lo-fi prototype (60 min)
- 4.2.4.12 Forest Activity Your solution_ Your prototype (30 min)

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Suggested Learning Path

- 4.2.1.8 _Library Activity_Evolving (20 min)
- 4.2.2.12 _Cafe Activity_Your solution_feasibility discussion (60 min)
- 4.2.3.13. _Playground Activity_Your solution_ Delivering strategy (180 min)
- 4.2.1.13 _Forest Activity_Your solution_ Feasibility study (60 min)
- 4.2.2.13 _Cafe Activity_Your solution_viability discussion (60 min)
- 4.2.3.14._Playground Activity_Your solution_4s tool (120 min)
- 4.2.1.14 _Forest Activity_Your solution_ Viability study (45min)
- 4.2.2.14 _Cafe Activity_Your solution_tell me a story (90 min)
- 4.2.3.15._ Playground Activity_Your solution_facebook page (360min)
- 4.2.1.15 _Forest Activity_Your solution_ The story you will tell (120 min)

