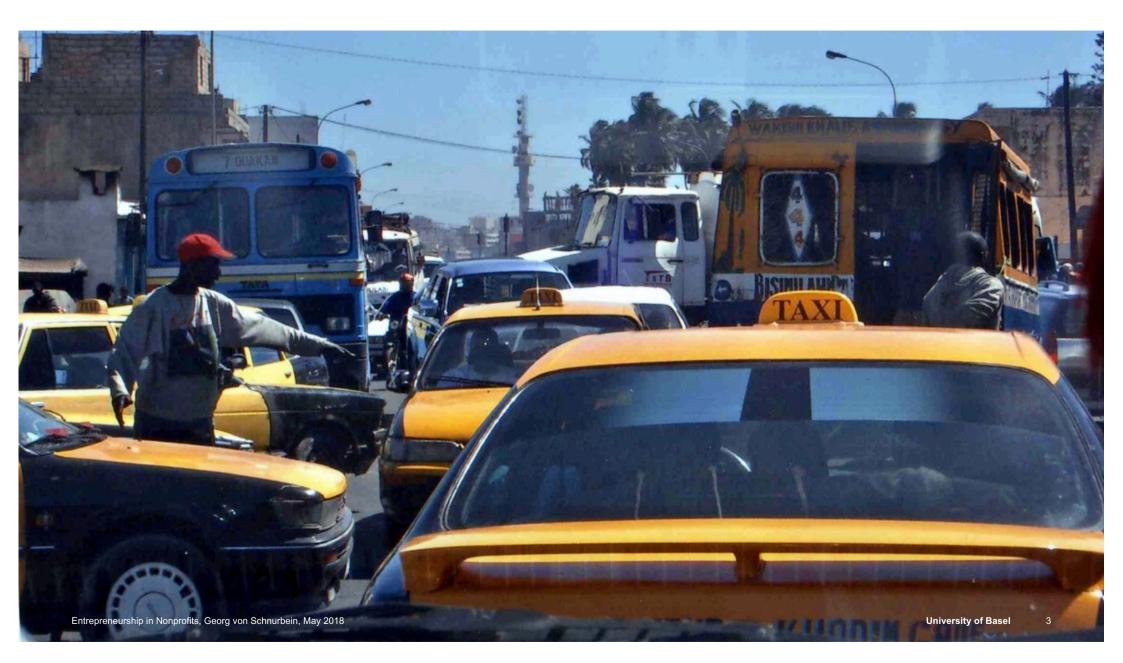


# The concept of social innovation

Prof. Dr. Georg von Schnurbein



### **Innovative solutions to traffic problems**



Electric car → Technological innovation

Car pooling → Social innovation Public transport → Social innovation

### **Social innovation: definition 1**

# «Social innovations are social both in their ends and in their means.»

Geoff Mulgan (2012, p 33)

Entrepreneurship in Nonprofits, Georg von Schnurbein

University of Basel 5

#### **Social innovation: definition 2**

## «Social innovation is seen as a new combination of social practices in certain areas of action or social contexts.»

Jürgen Howaldt, Josef Hochgerner (2018, p 19)

### **Social innovation: definition 3**

«A novel solution to a social problem that is more effective, efficient, sustainable, or just than existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals.»

James A. Phills, Kriss Deiglmeier and Dale T. Miller (2008, p 36)

# **Key dimensions of social innovation**

#### Origin

• Social innovation addresses a social need

#### Organization

Collaboration and inter-setcoral relationships are used to solve the problem

#### Outcome

- Value created through social innovation
- Needs satisfaction
- Increase of inclusion, empowerment, human capacity, social capital etc.