

Social Innovation Breakout Session

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Accelerating Innovation Workshop

social innovation defined:

NHHPC social innovation efforts include strategies, approaches, and collaborative projects with societal benefits, including innovations in education, sustainability, human health, community development and the environment that meet member organizational goals and the needs of the global community.



Cross sector examples

- ▶ NASA and LEGO Group
- ▶ YouTube Space Lab global contest
- ▶ Recycling App from Girlstart
- ▶ Using Social Media for Social Innovation



Discussion

▶ Bayer - STEM

- ▶ making science make sense – sending scientists in schools to discuss value of science
- ▶ hands on labs – rockets contest (Alka-Seltzer tablets)

▶ Partnered w/ local school systems and NASA

▶ Ashoka change makers

- ▶ crowd sourcing social innovation
- ▶ Get lots of funding b/c they are successful
- ▶ Ashoka Fellows well regarded

▶ Robert Wood's Foundation has worked w/ them

- ▶ crowd source ideas related to violence



Discussion

▶ Ungrounded: BAI 00

- ▶ “Hack-a-thon” on a plane
- ▶ AdvisHer – accelerate women into STEM fields/research
 - ▶ Goals women run startups
- ▶ British Airways (adviseher.org) launched another website
- ▶ Collaborating limited to plane only, no internet
- ▶ Misalignment of STEM opportunities – brought in tech leaders from Silicon Valley and then part of G8 Summit
- ▶ Best practice: Making a cool experience, being part of something prestigious, once in a lifetime opportunities, experience once – make impact once,
- ▶ Well focused, defined objective that people can resonate with



Discussion

▶ SXSW

- ▶ Destination based contest – planes going to a big event as another example
- ▶ Clear on what you are volunteering for – defined commitment
- ▶ “Nerd birds”

Nike bands data

Sharing data behavior – how do people fit in? Displaying this somehow

Making the data useful

WAZE – traffic crowdsourcing

LinkedIn postings – job searching, getting recommendations from business leaders

RJWF – have posted challenges on LinkedIn groups – posted on small businesses groups, etc. Two winners came from LinkedIn – free sources

Personal connections make a difference – see who they are connected to, more trust



Discussion

- ▶ **Call for problems (RWJF)**
 - ▶ Pitch day instead of call for problems, limited characters for ideas, invited top 8 and had them pitch ideas
 - ▶ Not complete success – can't immediately fund winner, discussions at reception spurred more ideas
 - ▶ This was more of a communications success
 - ▶ Think more about prize
 - ▶ More interaction w/ judges
 - ▶ Setting expectations w/ contestants
 - ▶ Connections made also valuable
- ▶ **Silicon Valley Boomer Summit**
 - ▶ Able to fund some of the winning ideas



Discussion

- ▶ **Crafting the right problem**

- ▶ Problem definition critical before launching competition
- ▶ Asking the right questions and motivating the solver community
- ▶ Environmental Apps Challenge from the EPA
 - ▶ 38 submissions, put very few constraints, no high profile judges
 - ▶ Made it a topic that people are passionate about, scope defined enough to find a winner, but large enough to limit constraints

- ▶ **Large problems – deconstruct into attainable pieces**

- ▶ Can create more engagement, spend less time per individual
 - ▶ Monitor as you go (running analytics) to push out new ideas, see what's trending
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Discussion

- ▶ **EPA - jams**
 - ▶ Asked customers what they wanted
 - ▶ Conversation changes, summarized what results were every morning
 - ▶ Participation: IBM – got management buy in, could be focused or generic. EPA – friendly orgs/social circles the organizers had, grass roots style
- ▶ **Regulations.gov**
 - ▶ Can add your own comments on a new regulation, collaborative thinking
 - ▶ Time associated w/ ability to comment
 - ▶ Social networking also plays a factor
- ▶ **Moderators are key**
 - ▶ Being able to steer the conversation



Key ingredients for Social Innovation

- ▶ Making cool experiences
- ▶ Putting prestige around the event
- ▶ Promote “once in a lifetime” aspect of opportunities
- ▶ Clear timeframes and expectations – be aware of social fatigue – some people like making an impact once
- ▶ Well focused, defined objective that resonate with people
- ▶ Deconstruct bigger problems – mini challenges
- ▶ Examples:
 - ▶ Pitch days, Jam sessions, contests

