

Social Innovation

—
Period III, 2024

Responsible Teacher:

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Teaching Assistant:

Juliana Rodrigues, PhD Candidate

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Aalto University
School of Business

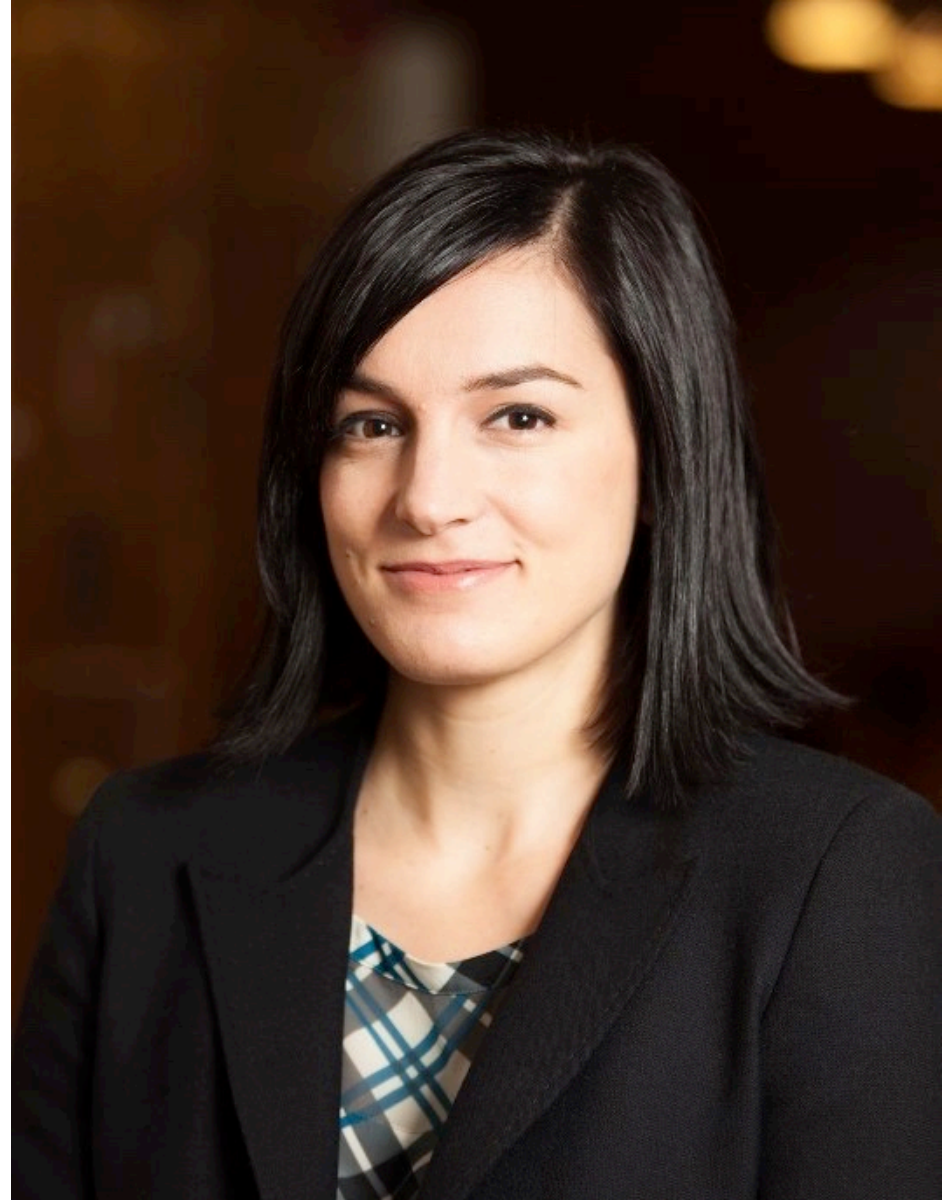


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Instructor

Myrto Chliova, PhD

**Associate Professor of
Entrepreneurship, BIZ**



Teaching Assistant:

**Juliana Rodrigues,
PhD Candidate,
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**Let's get to
know you!**



Session 1: Agenda

14.15-14.35 : Introduction

14.35-14.55 : Course logistics

14.55-15.00 : World café + debrief

15.35- 15.45 : Team formation

15.45-16.00 : Break

16.00-16.55 : Guest speaker: Amanda Sundell

11.30 - 11.45: Reflection



Intended learning outcomes



#1: Identify and discuss competently social innovation initiatives that are taking place across sectors such as the corporate, startup, nonprofit, citizen, and government sector.



#2: Analyze competently tensions between the pursuit of social and pragmatic (e.g., financial) objectives in social innovation initiatives and apply effectively theoretical knowledge to propose appropriate ways to resolve such tensions.



#3: Acquire a thorough understanding of a concrete social problem that interests you, and generate a compelling plan for how to develop a social innovation initiative to address it.



#4: Reflect deeply on the opportunities, barriers and limitations of implementing social innovation initiatives across the corporate, startup, nonprofit, citizen, and government sector.

Today's session in context

S1: What is this course about and how is it organized?



S2: What counts as social innovation and who gets to decide this?



S3: What are the trade-offs between social and financial value and how can they be balanced?



Workshop 1



S4: How can social innovations scale and how can impact be measured?



S5: What is the dark side of social innovation?



S6: How do social movements intersect with social innovation?



Workshop 2

Course is designed to be:

- **Interactive**
- **Avoiding hype and the promise of easy solutions**
- **Evidence-based**
- **Geared toward reflection and critical thinking**
- **Experimentation-friendly (also for teacher)**



Course is **not** going to be:

- A "build a venture" type of course
- Following a business model canvas sort of thinking
- Primarily centered around environmental issues



Forming groups: later in the session!



How to complete the course

- ✓ **Complete pre-assignment**
- ✓ **Attend a minimum of 5 out of 8 sessions.**
- ✓ **Complete and pass all team and individual assignments**
- ✓ **Complete and pass all individual assignments**

Assignments

Team (49 points):

- **Mini case write-ups / commentaries (7 in total; 1-2 p each, graded, each 7 points)**
- **1-2 per week apart from week 5**
- **be ready to informally present them**

Individual (51 points):

- **Reflections (1/week; 1-2 p), mandatory, non-graded**
- **Quiz completion (week 5)**
- **Final Assignment (based on reflections, graded, 51 points)**

Evaluation criteria

Team assignments:

- Evidence of sufficient information supporting each case description (3 points)
- Analyzing critically a specific issue of interest relevant to the case (3 points)
- Reader-friendly composition (1 point)

Individual final assignment:

- Presentation of social problem and disadvantaged group (15 points)
- Focused analysis of the most important aspects & solutions based on interviews, archives, experience (15 points)
- Description and justification of point of view and of proposed future actions (15 points)
- Reader-friendly composition (6 points)

Guest speakers



Roope Mokka, Demos



Mikko Salo, Faktabaari



Sophia Chaichee,
Nordic Development Fund



Anastasia Koptsyukh,
Help Center
for Ukrainians



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Photo credits: Demos, X, Nordic Development Fund; BlueSky Thinking

Class etiquette

- ✓ **Be on time**
- ✓ **Make yourself comfortable**
- ✓ **Give your devices a break**
- ✓ **Take part and share**
- ✓ **Be respectful**
- ✓ **Engage with speakers**
- ✓ **Read pre-readings carefully (session 5 teaching case materials too)**
- ✓ **Answer the peer review honestly and allow others to do so too**
- ✓ **Help us set up the space and tidy it up**

AI policy

- ✓ **Disclose use of AI in assignments**
- ✓ **Full § explaining use with precision**
- ✓ **Provide all prompts used, in full.**
- ✓ **Rule of thumb: avoid copy pasting; avoid use for first drafts**

What comes to mind...?



Or go to www.menti.com
and use code 5806 0850

**5' individually:
What is a great social
innovation?**

5' on each (no right or wrong answers!):

- **What is the “innovation” part in your examples?**
- **What is the “social” part in your examples?**
- **What makes your examples “great” social innovations?**

An **inclusive** definition:

Any novel and useful solution to a social need or problem that is better than existing approaches (i.e., more effective, efficient, sustainable, or just) and for which the value created (benefits) accrues primarily to society as a whole rather than private individuals

Phills et al., 2008

Time to form teams! > don't forget Martina+Kim

Register your team **now** on Mycourses, at the link under Session 1



Photo credit: Aalto

Tips for good team dynamics

Task aspects are important, but also:

- Create a psychologically safe climate
- Stimulate 'creative controversy'
- Set norms for social behaviour (questionnaire + team contract)
- Get to know each other
- Be a good follower in addition to being a leader
- Pay attention to fairness aspects



Break time!



Assignments for next time

- 2 Pre-readings
- Team assignments:
 - Optional team building activities
 - One mini case write-up
- Individual reflection



or go to
<https://preemo.aalto.fi/socinn2024>



References

Phills JA, Deiglmeier K and Miller D (2008) Rediscovering social innovation. *Stanford Social Innovation Review* 6(4): 34–43.