

FROM SOCIAL NEEDS TO SOCIAL INNOVATION

TRAINING COURSE 1



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YOUTH COOPERS

From social needs to
social innovation

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SOCIAL NEEDS

- Global/local social needs
- Different perspectives and points of view
- Different educational backgrounds
- To share the objectives
- To share the methodologies to be used
- ¿Target?
- Motivation and involvement
- Various expectations
- Etc.





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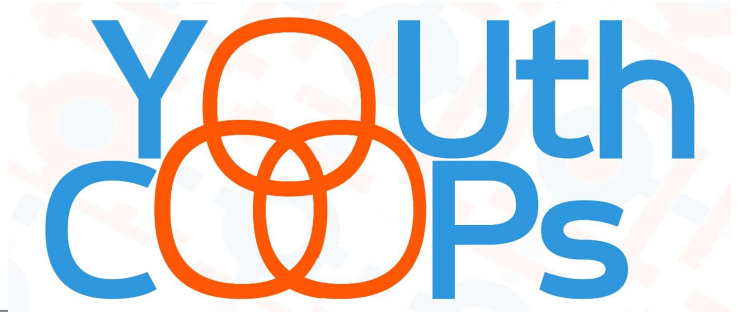


Designing our idea...



- ❑ **Find a problem you want to solve.** Describe as thoroughly as possible to have an insight of it.
- ❑ **Characteristics of the “market”.** You need to find other companies that are working on this kind of field to see how they work, what they are focusing on...
- ❑ **Competitors in that field (what already exist).** With the previous step you will get a grasp of the competition you have in the field you want to work in. This is useful information, as you want to make your company as profitable as possible.
- ❑ **My special added value (diversification from the others, unique selling point).** What would you give to the cause that is not already there that will make your company not only success but be a game changer?

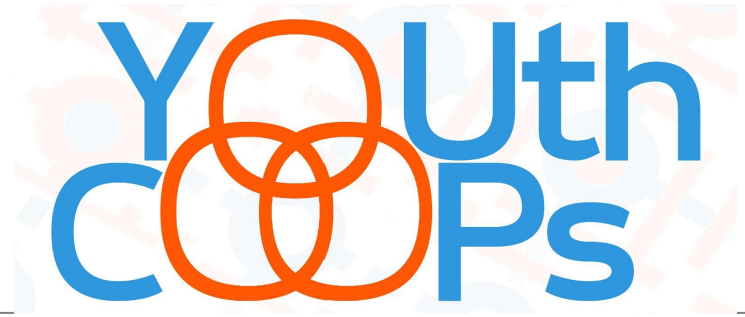
SOCIAL INNOVATION



- Developing new solutions (products, services, models, processes, etc.) to face social needs (in a more efficient way than the solutions already put into practice) and that are able to develop new capacities, better relationships and a better use of the resources.
- Social innovations are new ideas that meet social needs, create social relationships and form new collaborations. These innovations can be products, services or models addressing unmet needs more effectively.

- European Commission, 2013

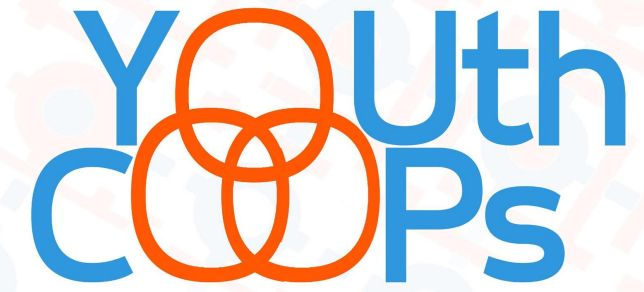
TECNOLOGICAL INNOVATION



Some people define progress through technological innovation but technological innovation is not able to face and resolve some social needs although it is said that technological innovations are fostering somehow wellbeing.

IN MOST CASES, SOCIAL PROBLEMS CANNOT BE SOLVED WITH TECNOLOGICAL INNOVATION

SOCIAL /COMMERCIAL ENTREPRENEURSHIP



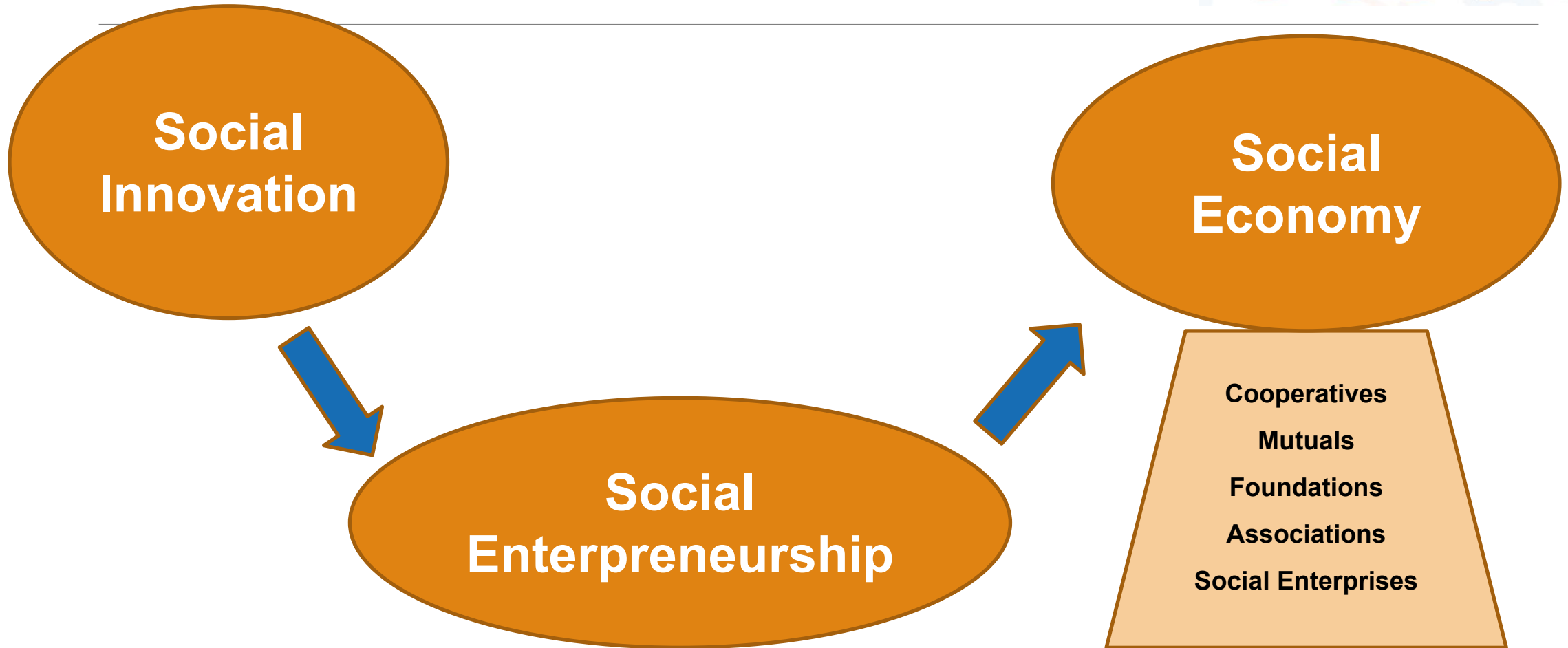
SOCIAL ENTREPRENEURSHIP

- The main objective is to promote wellbeing and face social needs.
- It is a process to create social value through combining different resources.
- It offers products and/or services.
- Democratic governance.
- Primacy of the individual and the social objective over capital.
- Defence and application of the principles of solidarity and responsibility.
- Sustainable development.

COMMERCIAL ENTREPRENEURSHIP

- The main aim is to generate benefits (private benefits).
- It promotes economic development.
- It offers products and/or services too.
- Hierarchical governance.
- Primacy of capital over labor.
- Based on capitalist principles.
- In general, they don't care about sustainability.

3 IMPORTANT CONCEPTS



WHAT IS INNOVATION?



<https://www.youtube.com/watch?v=l-oJh0wqtUc>

S

STRENGTHS

- Things your company does well
- Qualities that separate you from your competitors
- Internal resources such as skilled, knowledgeable staff
- Tangible assets such as intellectual property, capital, proprietary technologies etc.

W

WEAKNESSES

- Things your company lacks
- Things your competitors do better than you
- Resource limitations
- Unclear unique selling proposition

O

OPPORTUNITIES

- Underserved markets for specific products
- Few competitors in your area
- Emerging need for your products or services
- Press/media coverage of your company

T

THREATS

- Emerging competitors
- Changing regulatory environment
- Negative press/media coverage
- Changing customer attitudes toward your company

Tools to be used



Tools to be used

CANVAS BUSINESS MODEL

It describes a company through 9 elements .

What is a business model?

How a company creates value while delivering products or services for customers

Why is it useful?

To think about of the pieces of the business

Let's see how it works:

<https://www.youtube.com/watch?v=g4E3fhybhGM>