Social Innovation Eco-system Study in Asia
- Systemic change catalyzed by social sector organizations-

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**Social Issue:**
Lack of professional elderly care service provider in Japan to provide personalized, 24/365 professional elderly care at reasonable price

**Business Model:**
Fee-based elderly care model, which was taken into national insurance policy. The model was replicated in Korea and Taiwan, which is facing similar aging issue.

**Business Profile:**
Year of Establishment : 1987  
Size of business : 12 locations, $14MM sales revenue  
Number of beneficiaries : more than 10,000 for a year  
Number of staff : 500
Innovation by Yawaragi

1. Transformed elderly care, which was used to be a shadow-work which was not paid to a professional work covered by national insurance policy
2. Conduct detailed analysis on elderly care service and divide them into 138 different processes to standardize the work (Obtained ISO 9001 in 2001 as first case as non-profit)
3. Set a fair pricing for different elderly care work based on statistics and estimation of work-load

Social Impact

1. Created a market-based solution for elderly care
2. Provided a basis of national elderly care insurance policy
3. Led to international replication in Korea and Taiwan to bring a solution for aging society in Asia
Civil efforts, mostly formed by parents who lose their children have been trying to form networks and in recent years use internet to share information and seek help.

By 2015, the website has helped 1323 families found their lost children, with estimate 15,000 number of listings.
In 2013, Iyiyun, a social enterprise that help social innovation with technology launched its **Iyiyun Map**, an online platform for posting and mapping missing children information (154 listing as of 4/28/17)
China’s Child Safety Emergency Response

In 2015, ZhongShe Social Work Development Foundation (GONGO) established Children’s Safety Science & Technology Fund, the latter launched China’s Child Safety Emergency Response 中国儿童失踪预警平台 APP and wechat account
Model Adaptation by the government

APP: One year later in 2016, the model of the APP was copied by Ministry of Public Security to create their own APP “Lost Children Information Platform” (公安部儿童失踪发布平台), 10+ collaboration APPs

Systemic Change: Children’s Safety Science & Technology Fund also started working with China Behavior Law Association to promote the issue of Lost Children Protection Act
Different impact levels of Social Innovation

Impact of social innovation: 3 levels

(1) Demonstrate a solution model and its systematic application
   - To provide new approaches to a social issue, as well as a solution how to operate it as a business in a sustainable way
   - If government recognize the social needs, gov might take the service/product into public service. If it has more marketability, business might take them into the mainstream business

(2) Provide direct solution to a social issue
   - Bring a direct solution to a social issue
   - In some case, the business does not scale out and stay a small community business

(3) Recognition of new social issue
   - Create a social awareness of new social issues which was not fully recognized in a society
What Social Innovation we are looking for?

• Most of the works by the social sector remains at the level of “direct service/product provision” but not systemic change

• Social sector organization has potential to develop a prototype of new social system, such as new business models, new social system, new service/product which could be a standard of coming decade

• A systemic approach to provide new solution to the social issue is critical
- What are “System Changing Social Innovation” which actually bring solution to the social issues in a system level?

- If there are particular condition to make the social innovation to a system changing innovation, what are the conditions and characteristics?

- What are the opportunities for “Cross-Boarder Transfer” of such innovation, such as elderly care insurance system in Japan, Korea and Taiwan?

- What are the eco-system which we can accelerate development and dissemination of such innovation both at country and regional level?
Country study report

- 160 pages report in English and Japanese on 5 countries case studies in China, Japan, Korea, Singapore and Thailand

- The report will be uploaded to the project website as well as distributed in the related stakeholders in philanthropy, government and social sector
Research Practice in Europe : SI Drive

- A research project funded 6MM Euro by EU, from 2014 to 2017
- SI Drive aims at understanding the characteristics and impact of social innovation to formulate of basis for policy development through theory and case study on social innovation
- The project has 13 work packages includes industry analysis (Education, Employment, Environment, Energy, Mobility, Health and Poverty) and final output of the research will be released at the conference in Oct 2017
- 15 European organizations and 10 partner organizations have joined in the project and analyzed 1000 social innovation cases are collected and analyzed
- SI Drive is coordinated by Sozialforschungsstelle TU Dortmund, which is based in Dortmund, Germany.
Recent EU Funded Projects on Social Innovation (7th Framework Programme / HORIZON 2020)

- COCOP – Coordinating Optimisation of Complex Industrial Processes, 2016-2020, SPIRE, ca. 5.9 million Euro
- MAKE-IT – Understanding Collective Awareness Platforms with the Maker Movement, 2016-2017, ca. 2 million Euro
- SIC – Social Innovation Community, 2016-2018, ca. 3 million Euro
- SIMPACT – Boosting the Impact of Social Innovation in Europe through Economic Underpinnings 2014-2016, ca. 3 million Euro
- CASI – Public Participation in Developing a Common Framework for Assessment and Management of Sustainable Innovation 2014-2017, ca. 4.3 million Euro
- I-LINC: Platform for ICT Learning and Inclusion for Youth Employability and Entrepreneurship 2015-2017, ca. 1.1 million Euro

» Complemented by several regional and local projects on concrete social innovations in Germany (http://sfs.tu-dortmund.de/cms/en/news/index.html)
Stakeholder Analysis

• Interaction between three different sectors affect the process of social innovation

• Identify patterns of intervention towards social innovation by three different sectors
Social Innovation Process

1. **Ideation**
   - Design Thinking process

2. **Incubation**
   - University programs
   - Incubation programs

3. **Scaling / Acceleration**
   - Acceleration programs
   - Venture philanthropy organizations
   - Angel Investors

4. **Policy Change / Institutionalization**
   - Impact Investors
   - Social Impact Bonds
   - Public policy adaptation
   - Impact to business standards or norms
Proposed Framework for Analysis

- Ideation
- Incubation
- Scaling / Acceleration

- Policy Change / Institutionalization

- Government
- Social Sector Org.
- Business

- Identify unique role of different stakeholders in different stages of social innovation
- Visualize the driving force to accelerate social innovation
Findings

• Need to focus on transformative process from “direct service/product provision” to “systemic change”

• Pay attention to the role of social sector organization as catalyst to ignite a change in business/public sector

• The role of the social sector is to prototype new models which could be applied in business or public sector

• The process of replication or transfer to business/public sector important

• Role of intermediary is critical for transfer/dissemination of social innovation

• Transferrable social innovation need be designed from early stage of the development, not after completing a level of model development
Objectives and the Goal of the Pilot Program:

- Examine the theoretical framework and case study developed in the research in 2016-2017 in a real setting
- Form a pilot knowledge and practice transfer project between Asian countries to leverage and maximize its social impact across boarders
- Identify a high potential social enterprise to develop its international expansion with “systemic change” aspect in the local society – use international transfer of business model as a catalyst
- Conduct the project in a multi-stakeholder model, with involvement of government agencies, foundations, intermediary organizations and social enterprises
Pilot Program – Employability Development of Handicapped People

Japan

Coordination and Project Mgmt (Japan)

Social Enterprise in Japan

Foundations and government grants

Coordination and Project Mgmt (Japan)

Funding for Exchange and Feasibility Study

Training and Counselling

Japanese Corporate

Handicapped People

Increased Employability

Thailand

Coordination and Project Mgmt (Thailand)

Social Enterprise in Thailand

Knowledge and business model transfer

Coordination and Project Mgmt (Thailand)

Funding for Business Expansion

Thailand Government Agency

Administration Support

Training and Counselling

Thailand Corporate

Handicapped People

Increased Employability

Joint-Project Agreement

Foundations and government grants

Knowledge and business model transfer
Project Process and Timeline – 2 years project

May 2018
Project Formulation and Planning

Oct 2018
Workshops for Feasibility Study

Feb 2019
Agreement among stakeholders

Apr 2019
Knowledge Transfer and Business Model Adaptation

Apr 2020
Government System Adaptation

2020-
Localization of the project

5 Month

Japan

• Research on strength of the business model
• Develop transfer hypothesis

Thailand

• Research on the country regulation and transfer opportunities
• Identify related stakeholders and incentives to get involved

Phase I (10 month)

5 Month

• Conduct workshop among identified stakeholders in two countries
• Examine feasibility of know-how transfer
• Develop transfer plan and funding proposal
• Facilitate discussion with Thailand government agencies for localization opportunities

Phase II (1-2 years)

1 year

• Conduct pilot project with Govt. funding
• Knowledge and business model transfer
• Adaptation of the business model to fit into local regulation and social / cultural environment
• Develop a set of guidelines and SOPs in local language for further expansion

• Discussion with the government for local budgeting
• Dissemination effort for replicating the model in and out of the country
Fellowship and workshop program for foundations and philanthropy intermediaries (2018-9)

- Aims at formulating regional platform for exchange and sharing social innovation best practice in East and SE Asia
- Foundations, philanthropy intermediaries as well as social investors conduct extensive discussion on regional program development to foster and disseminate “system-changing” social innovation
- A series of workshops in different cities in Asia and fellowships among participating foundations/organizations
If interested in joining in the upcoming program, please contact

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