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

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A Prototype in Japan: Care Center Yawaragi

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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

A Prototype : Care Center Yawaragi

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 standardilize 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

Case in China : Baibei Huijia (Missing Children Search)

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.

宝贝回家
www.baobeihuijia.com

By 2015, the website has helped 1323 families found their lost children, with estimate 15,000 number of listings

Application of GIS technology

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 **systemic application**

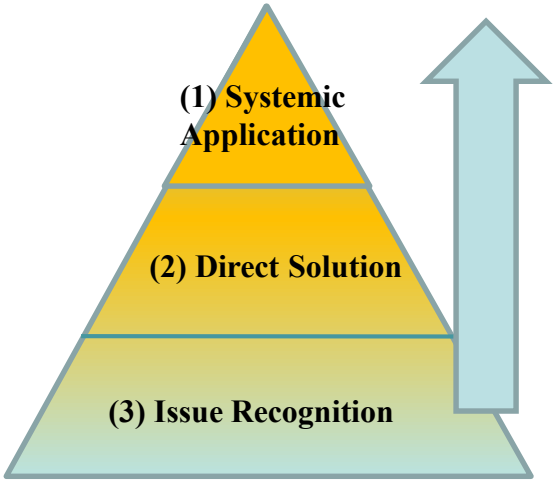
- To provide new approaches to a social issue, as well as a solution how to operate it as a business in a sustainable way
- If government recognize the social needs, gov might take the service/product into public service. If it has more marketability, business might take them into the mainstream business

(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**

The Research Project on Social Innovation Eco-system (2016-18)

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- 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 innovati**on 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 Dortmunt, which is based in Dortmund, Germany.

Research Practice in Europe

Sozialforschungsstelle Dortmund
Zentrale wissenschaftliche Einrichtung

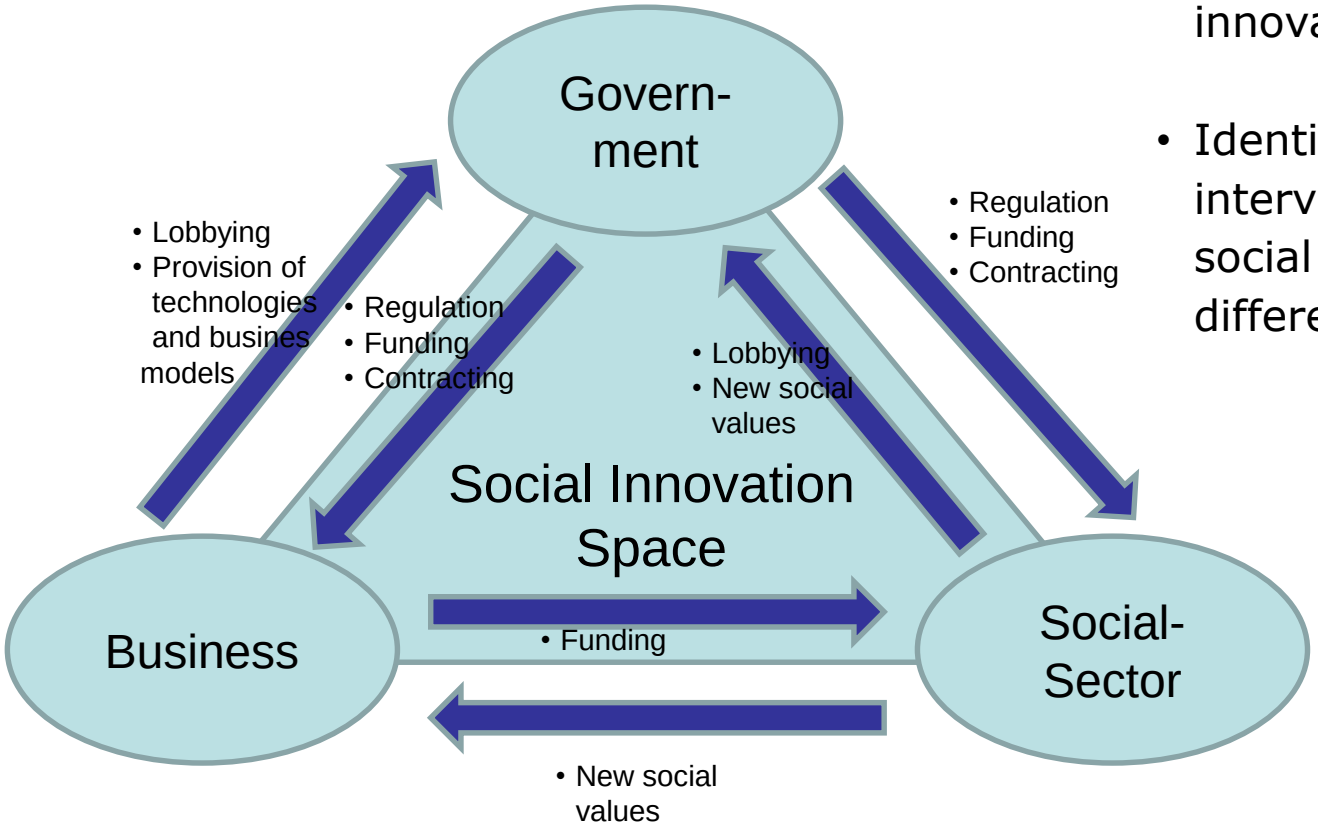
technische universität dortmund

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
- SI-DRIVE - Social Innovation: Driving Force of Social Change 2014-2017, ca. 6 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
- euwin – European Workplace Innovation Network 2013-2015

➢ **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

- Design Thinking process

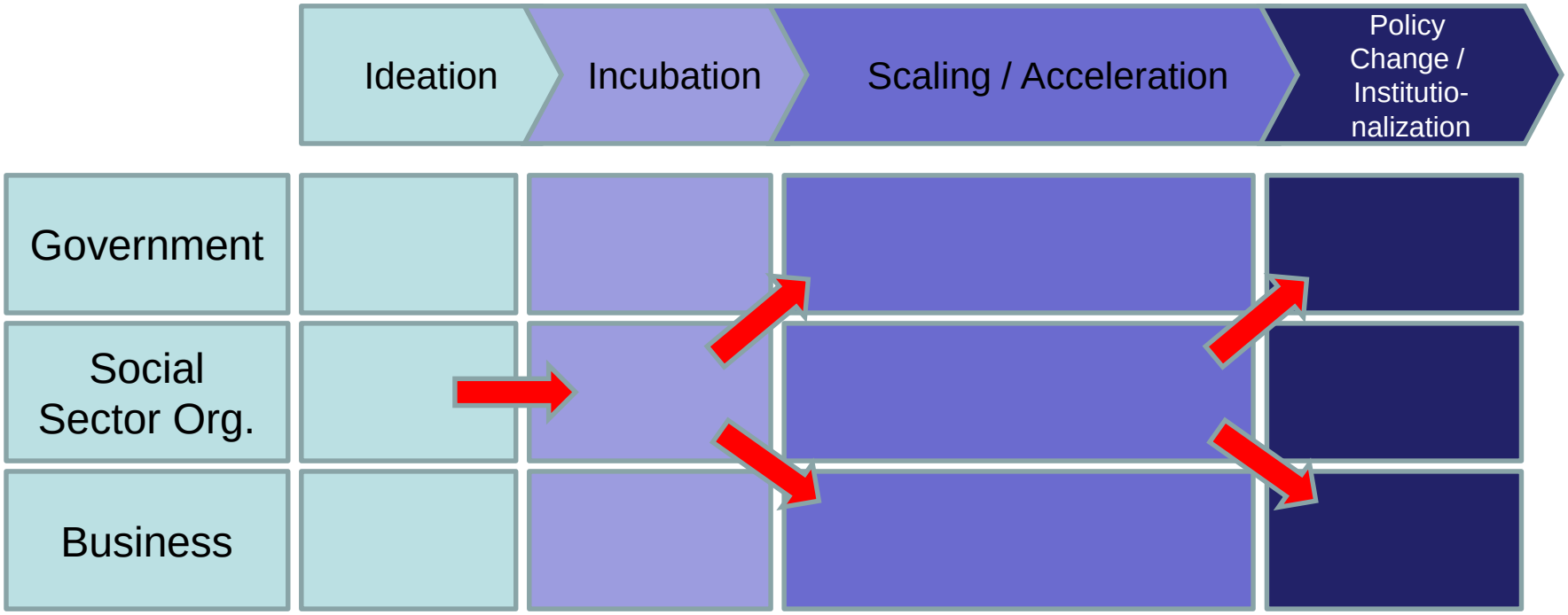
- University programs
- Incubation programs

- Acceleration programs
- Venture philanthropy organizations
- Angel Investors

- Impact Investors
- Social Impact Bonds

- Public policy adaptation
- Impact to business standards or norms

Proposed Framework for Analysis



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

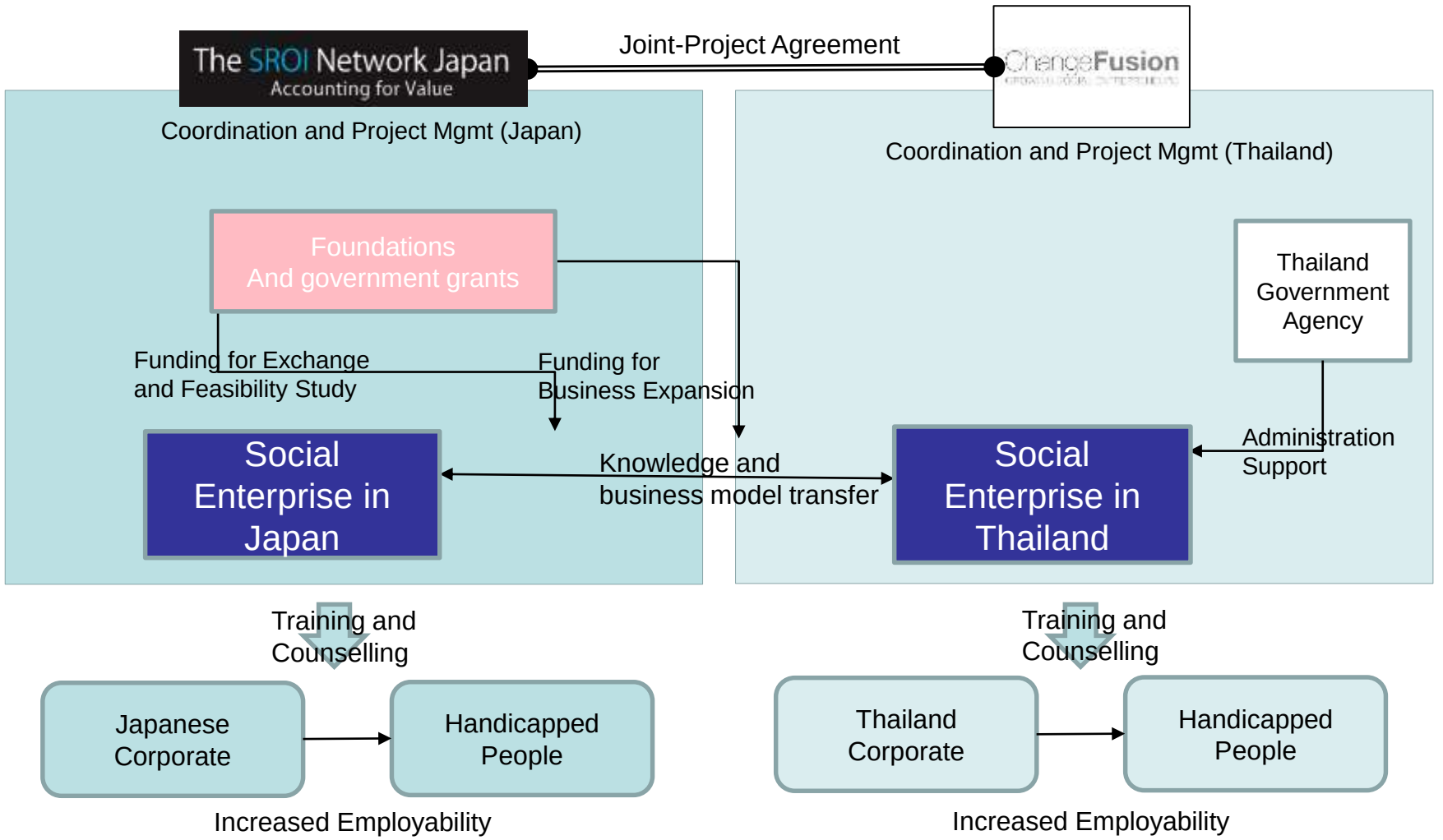
Findings

- 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

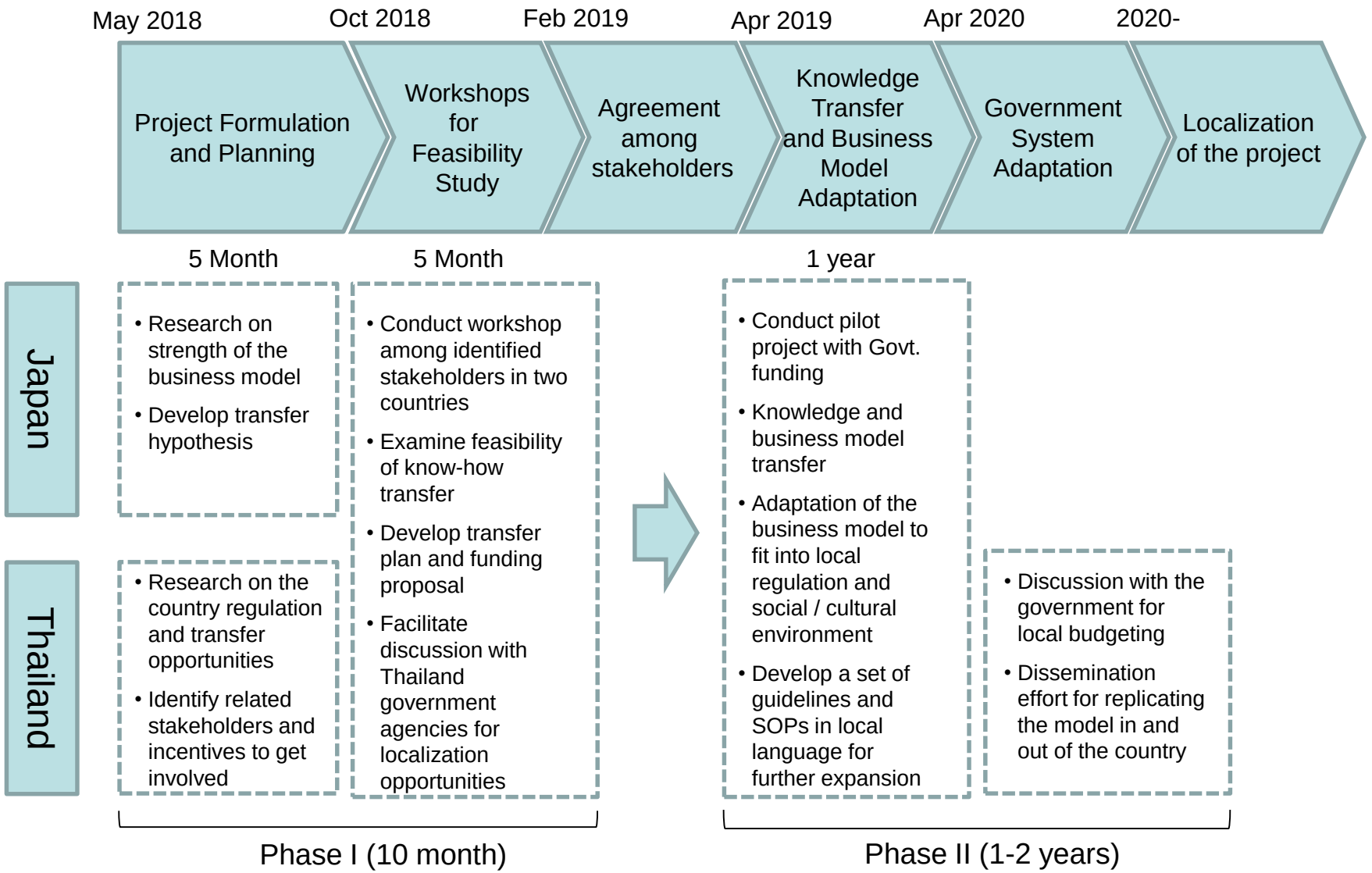
Objectives and the Goal of the Pilot Program:

- 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



Project Process and Timeline – 2 years project



Fellowship and Workshops for E&SE Asia's Regional Program Development

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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