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Co-designing a social innovation model for changemakers

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Yunsun Chung-Shin
Joanne Renaux
Zayed University, Dubai, UAE

CO-DESIGNING A SOCIAL INNOVATION MODEL FOR CHANGEMAKERS

JOANNE

ILLUSTRATOR

VISUAL ART EDUCATOR

COMMUNITY ENGAGER

CREATIVE SOUL

YUNSUN

GRAPHIC DESIGNER

DESIGN EDUCATOR

SOCIAL INTRAPRENEUR

IMAGINEER

WHAT WE ARE GOING TO TALK ABOUT

ASSUMPTIONS

INDIVIDUAL

youth (18-25 yrs) are creative and empathetic
they want to transform self and society
they can become a changemaker

PROGRAM DEVELOPMENT

UAE/NEPAL/CONNECT

COMMUNITY

community can be nurtured by changemakers
they can self-organize a cluster
and influence stakeholders to create ecosystems

YOUTH CLUSTER

LOCAL ECOSYSTEM

SYSTEM

bottom up approach
me=we
inclusive expansion

SOCIAL ENTERPRISE

SOCIAL CHANGE

CO-DESIGN VALUE

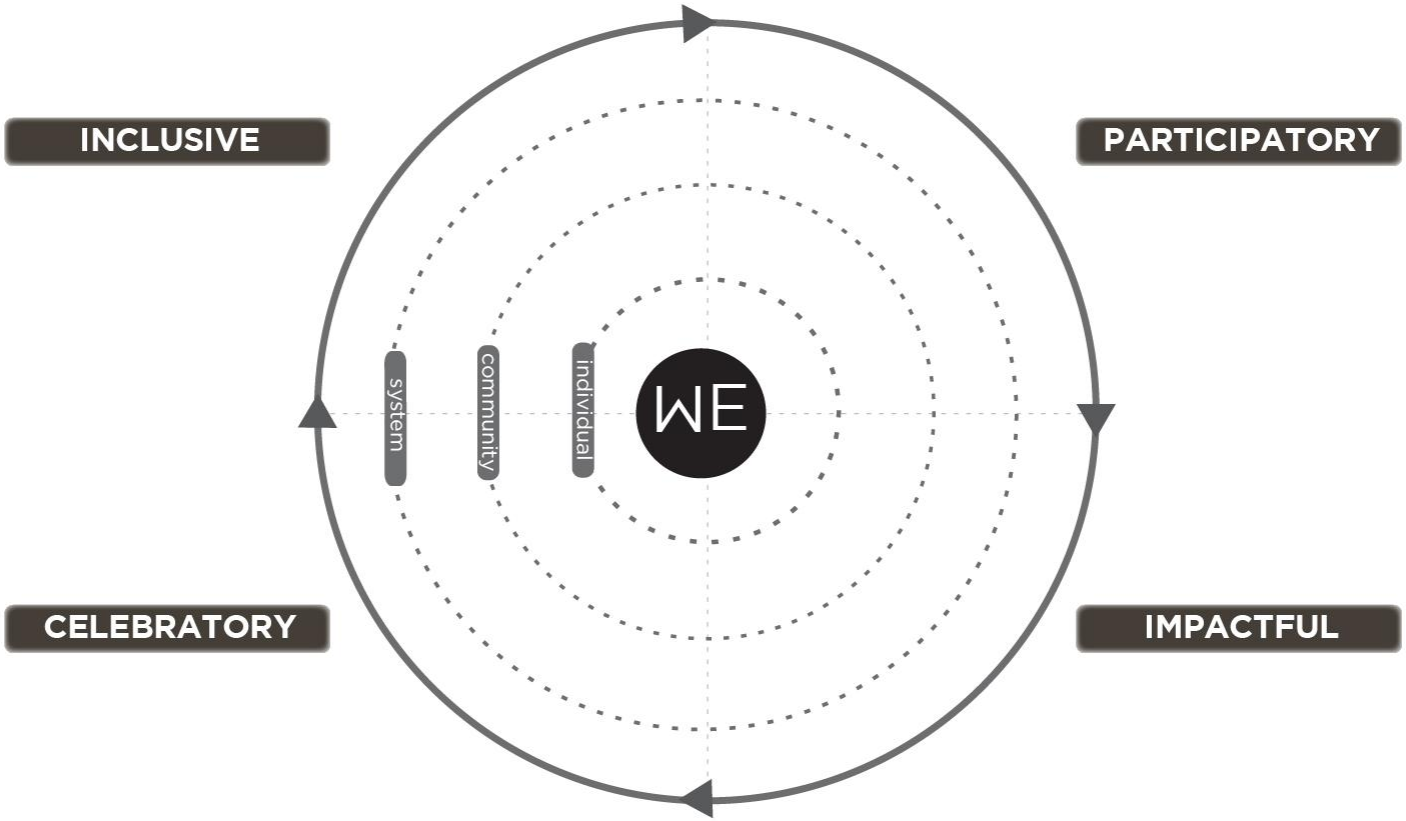
Social Innovation Model for Changemakers

What does co-design look like to us?

What is an example of an idea that is well co-designed?

JR, artist, activist: 2000 sq. meters of new roofs are covered with huge photographic art, Women are Heroes, Kibera, Kenya

CO-DESIGN CREATION



....because it is the most
proimising ways to lasting
social innovation

INNOCO MANIFESTO

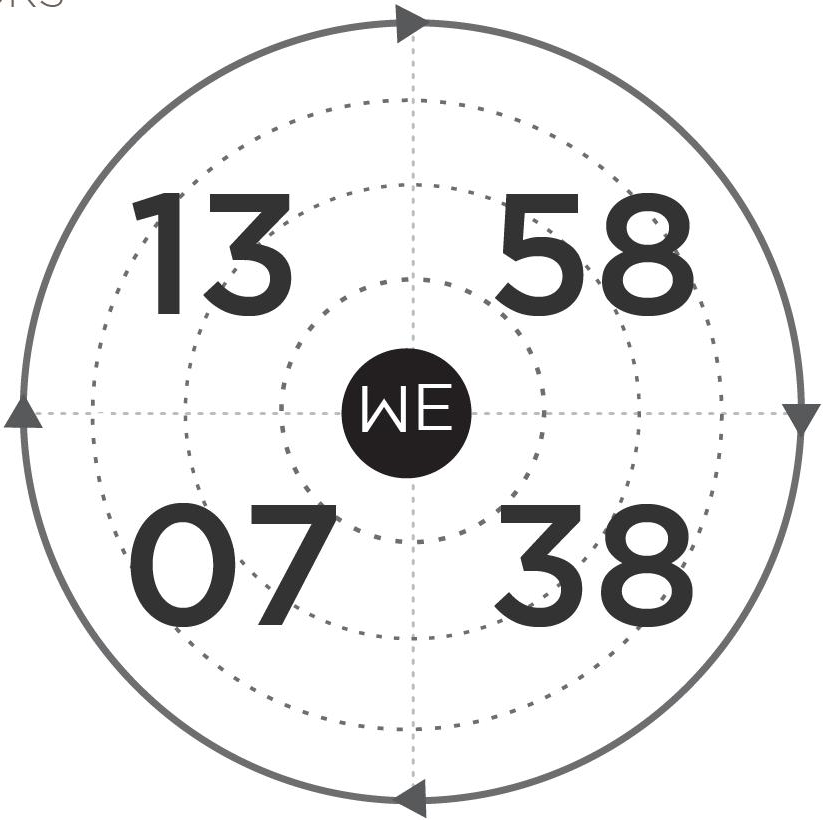
CO-DESIGN CREATORS

FACILITATORS

designer
illustrator
engineer
social entrepreneur
physicist
graphic designer
architecture
filim maker
sociologist
educator
program manager

MENTORS

permaculturist
storyteller
farmer
teacher trainer
lawyer
activist
social enterprenuer
channge maker student
makerting expert



PARTCIPANTS

Emirati
Indian
Jordanian
Pakistani
Iranian
Syrian
Lebanese
Tanzanian
Nepali

CONTRIBUTORS

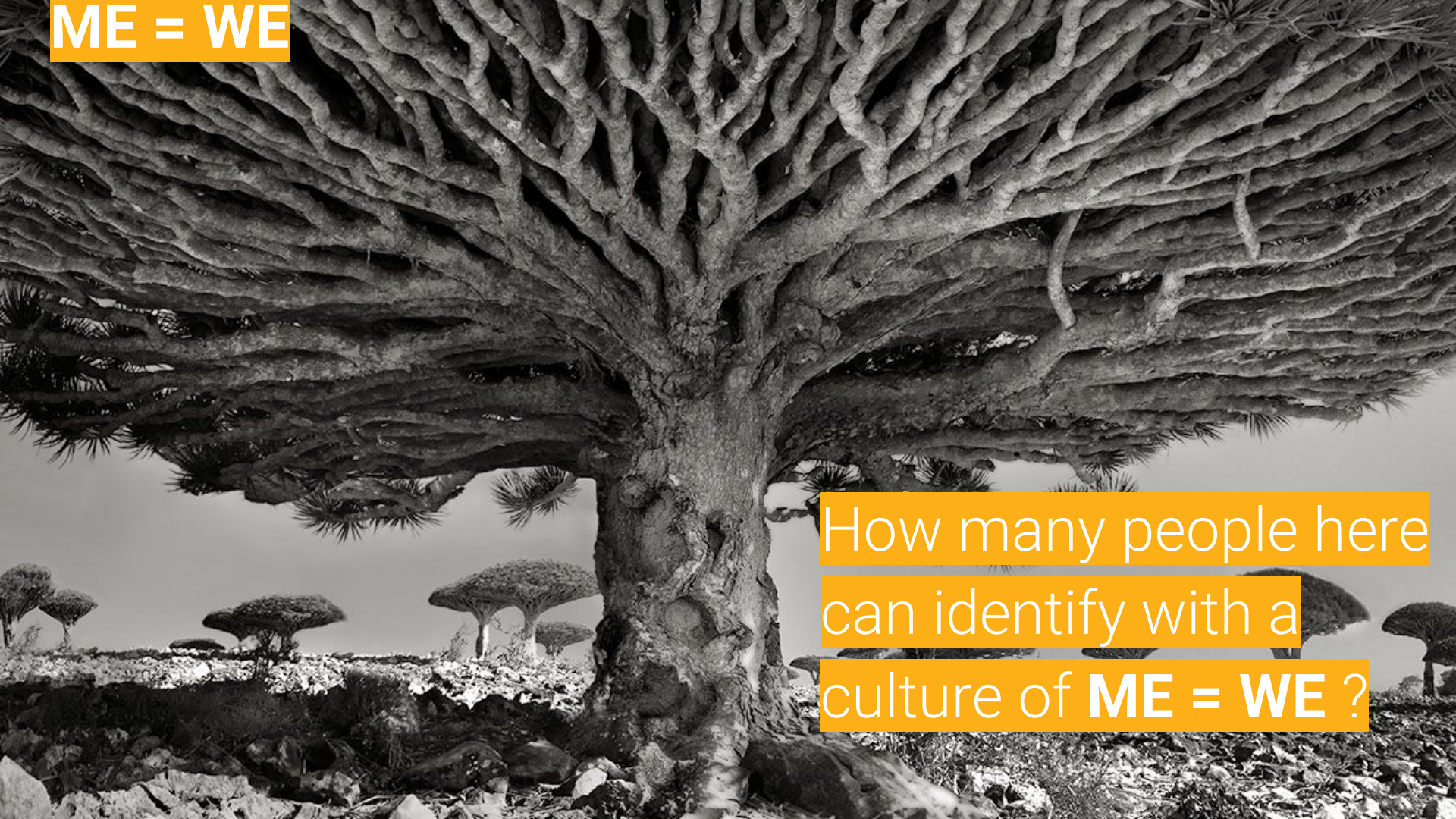
university
cultural center
art studio
farms
youth hostel
innovation labs
social business
social enterprise
entrepreneurship center
community members
INGOs
NGOs
biz investor

"Never doubt that a small group of thoughtful, committed citizens
can change the world; indeed, it's the only thing that ever has."
- Margaret Mead "

ME=WE FRAMEWORK

Social Innovation Model for Changemakers

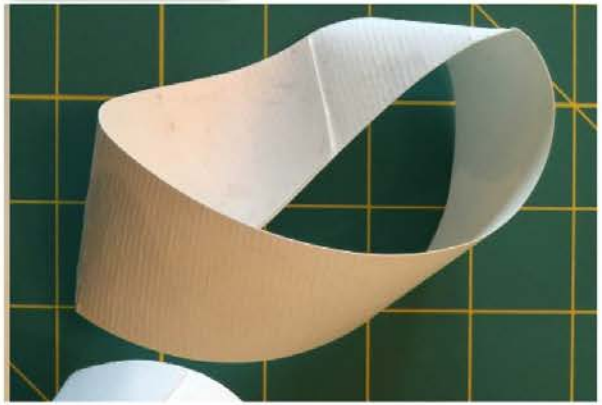
ME = WE



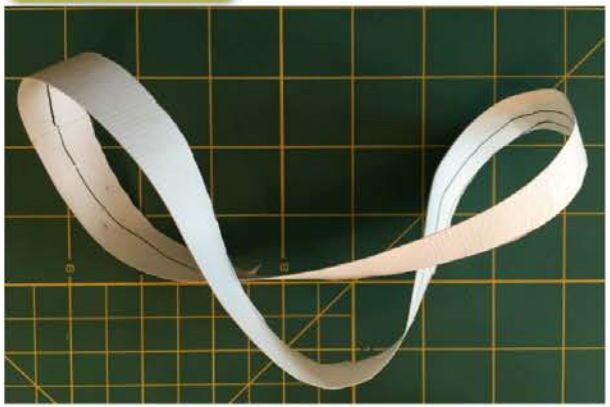
How many people here can identify with a culture of **ME = WE** ?

ME = WE **(ACTION + REFLECTION)**

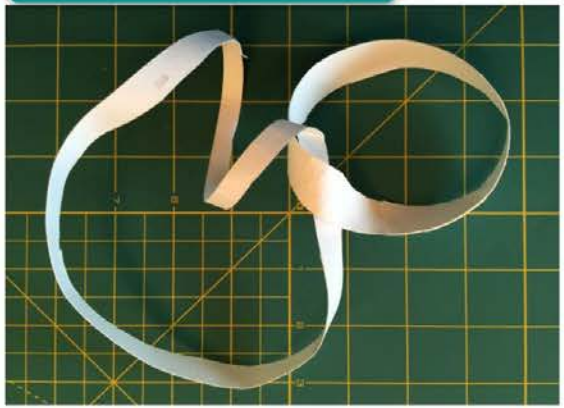
ENGAGED

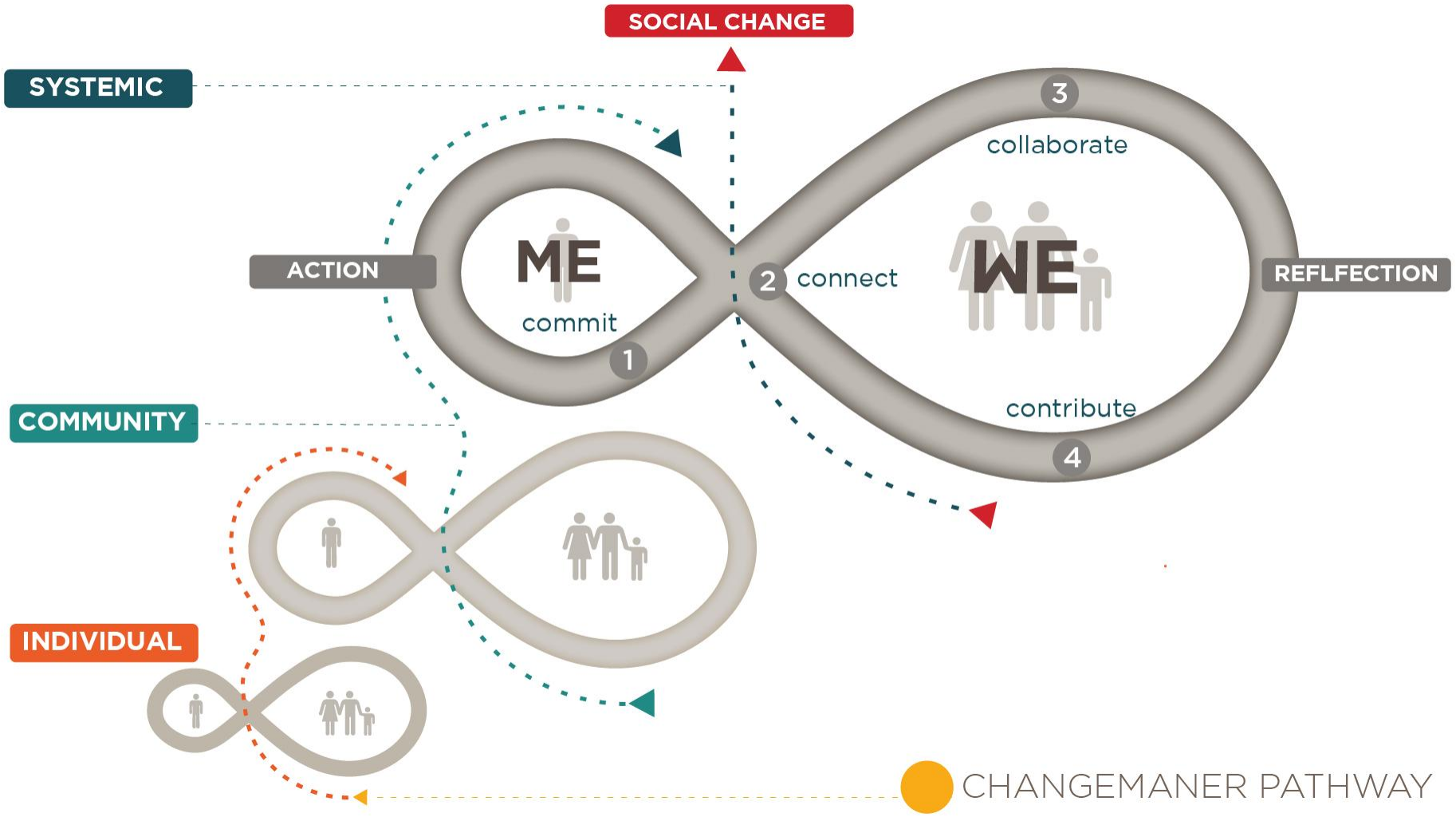


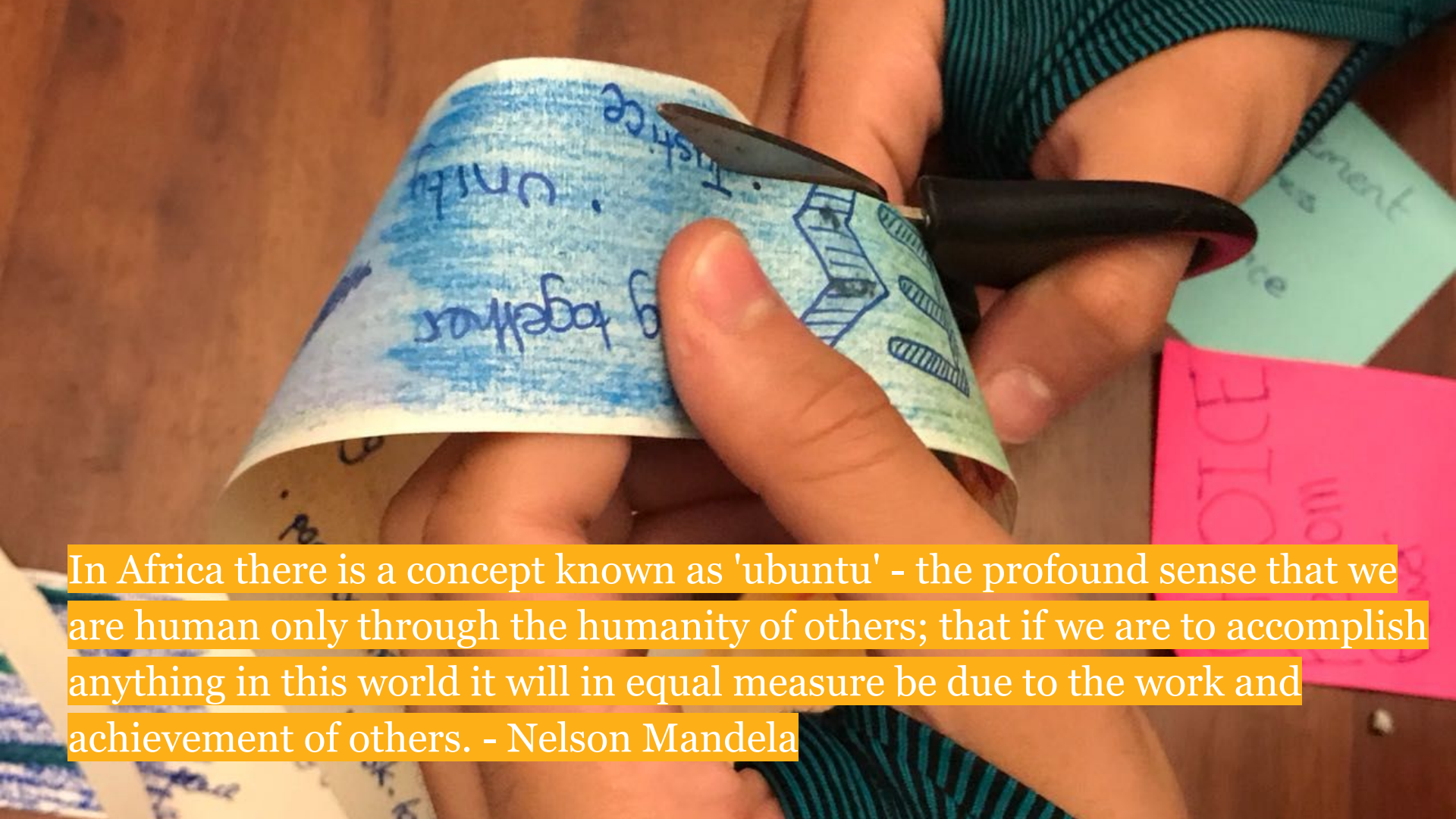
EXPAND



EMPOWERED




SOCIAL CHANGE
SYSTEMIC
ACTION
ME
commit
1
2
connect
WE
3
collaborate
REFLFECTION
contribute
4
COMMUNITY
INDIVIDUAL
CHANGEMANER PATHWAY

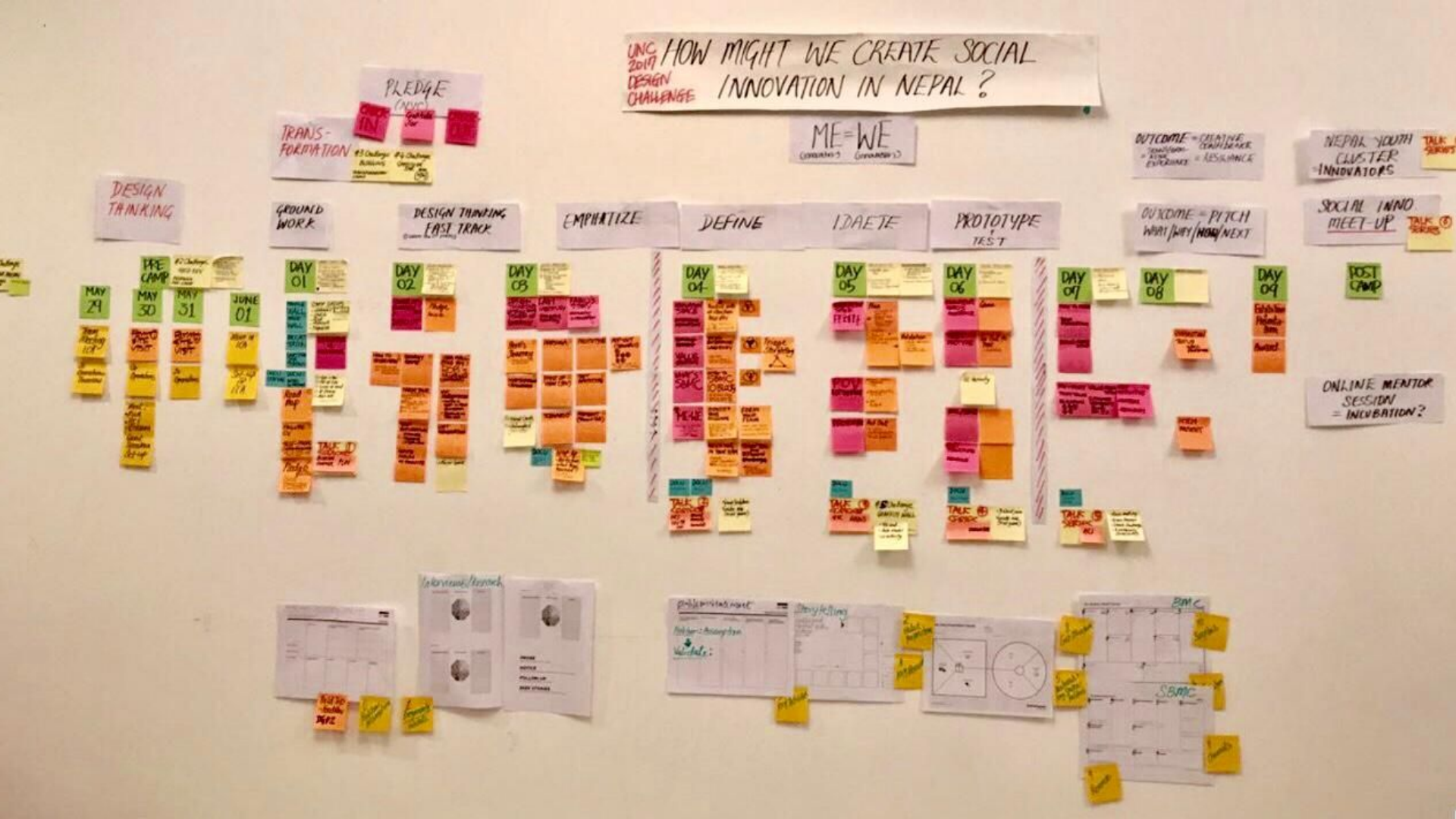


In Africa there is a concept known as 'ubuntu' - the profound sense that we are human only through the humanity of others; that if we are to accomplish anything in this world it will in equal measure be due to the work and achievement of others. - Nelson Mandela

PROGRAM + TOOLS

Social Innovation Model for Changemakers

How did we apply the framework to co-design a social innovation model for changmakers?


UNC 2017 DESIGN CHALLENGE
HOW MIGHT WE CREATE SOCIAL INNOVATION IN NEPAL ?
ME=WE
PLEDGE
TRANS-FORMATION
DESIGN THINKING
GROUND WORK
DESIGN THINKING FAST TRACK
EMPHATIZE
DEFINE
IDAETE
PROTOTYPE
TEST
OUTCOME = PITCH
WHAT/WHY/HOW/NEXT
OUTCOME = CREATIVE CONFIDENCE = RESILIANCE
NEPAL YOUTH CLUSTER = INNOVATORS
SOCIAL INNO MEET-UP
POST CAMP
ONLINE MENTOR SESSION = INCUBATION?
PRE CAMP
MAY 29
MAY 30
MAY 31
JUNE 01
DAY 01
DAY 02
DAY 03
DAY 04
DAY 05
DAY 06
DAY 07
DAY 08
DAY 09
BMC
SBMC

PROGRAM ROADMAP

FRAMEWORK → **PROGRAM** → **IMPACT**

ME=WE
empathic

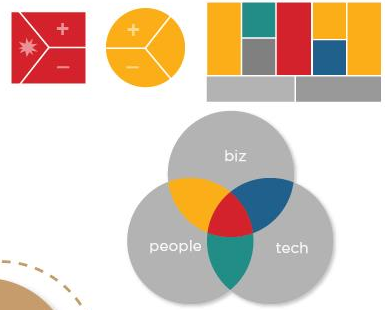
EMPHATIZE
interview
e. map

DEFINE
point of
view

IDEATE
storymap

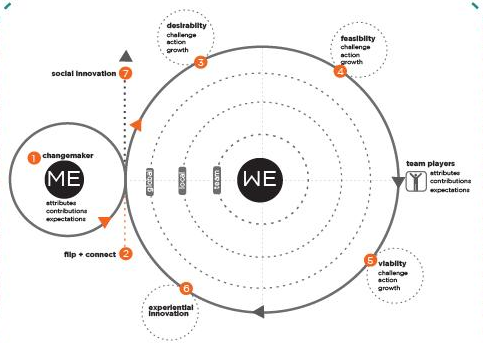
PROTO
TYPE

TEST



experience
innovation

PITCH



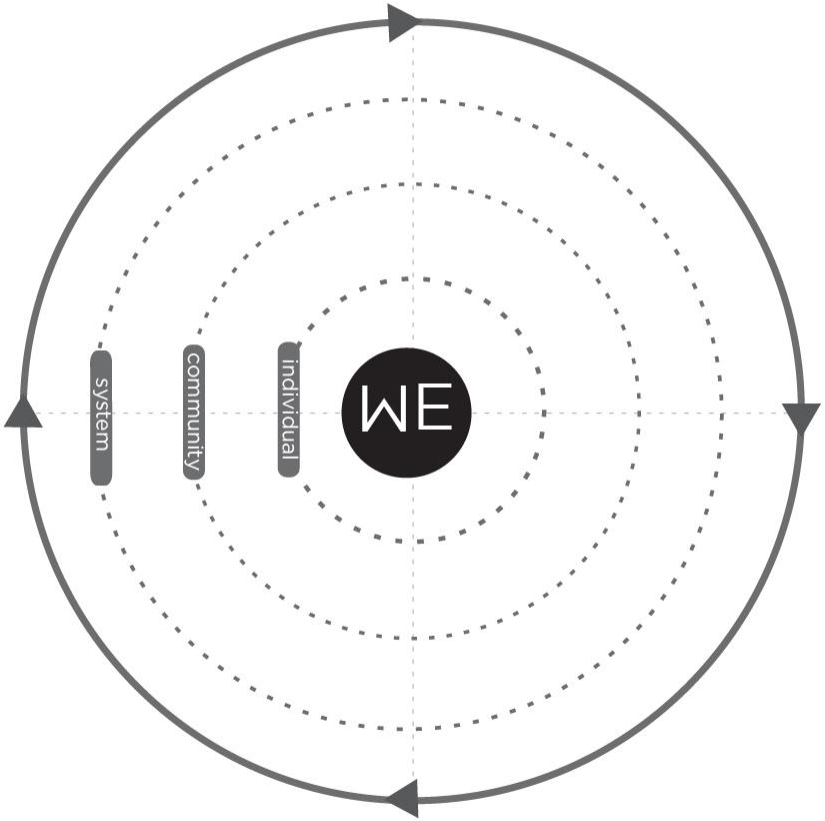
GROW
ECOSYSTEM

LEARN
MENTOR

CO-DESIGN CREATION

INCLUSIVE

PARTICIPATORY



CELEBRATORY

IMPACTFUL

UAE PROGRAM

Our program was realized with youth in the UAE and in Nepal

PROGRAM

The UAE youth cluster participated in a series of workshops focused on social innovation over six months

UAE NEPAL CONNECT: BOOTCAMP

In Nepal 18 young people participated in a nine-day social innovation bootcamp

BOOTCAMP ROAD MAP FOR PARTICIPANTS

1

HERO'S JOURNEY MAP FOR SOCIAL INNOVATORS
To know the objectives and milestones

Know who you are and your 'why'

Generate big ideas *through design thinking experience*

Learn how innovation space *works within people, business, and technology*

Understand Social Enterprise *and the relationship of innovation space and biz model*

Identify your mentor *and learn to build your team*

Exercise *how to create experience innovation*

Refine SBMC *(social business model canvas)*

2

SOCIAL INNOVATION TOOL BOX
To know the tools through activities

EMPATHY KIT

Interview (Probe + Sheets)
Point Of View (1.2.3.4 Steps)
Ideate (3 Conditions)
Problem Statement
Scenarios (1.2.3 Scenarios)
Empathy Map with Pains and Gains
Prototype + Test (Sketches + Act-out)

SBMC BUILDING KIT

Innovator Profile
Block 1: Value Proposition
Block 2: Segments
Block 3: Type of Intervention
Block 4: Key Activities
Block 5: Key Resources
Block 6: Key Partners
(Customer Relationship)
Block 7: Distribution Channels

3

PARTICIPANT WORKBOOK STRUCTURE
To document and share

Social Innovator Profile

Who are you? What's your identity? We are about innovators not innovation.

Social Enterprise Building Process

Empathy to Innovation building a people-planet-profit healthy enterprise

Prepare Pitch Presentation

What, Why, How, next including meaningful story and branding

Groundwork

ME=WE, Hero's Journey, Design Thinking

4

SOCIAL INNOVATION JUDGING CRITERIA
To communicate your idea

Introduction + Overview
Team profile, Context, Why this project matters to you and society

Market Strategy
Who buys and who benefits from your project

Competitiveness
Who are the competitors and how are you different and unique?

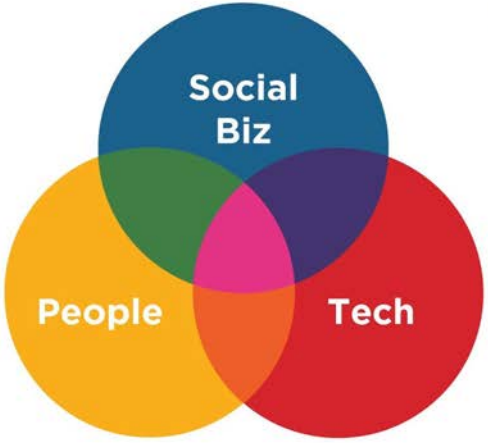
Prototype Testing And Next Steps
What have you learned so far and what is the growth plan?

Mentorship/Budget
How much money you need to incubate your idea?

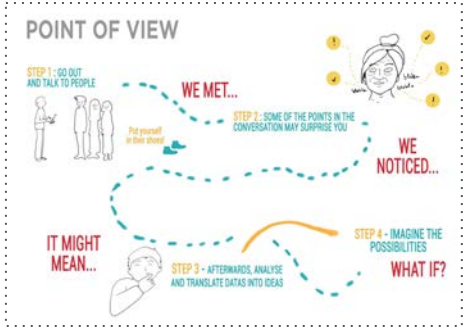
SOCIAL INNOVATION SPACE

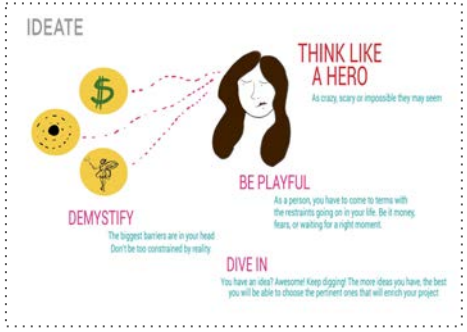
design for: *date:*

design by: *iteration:*



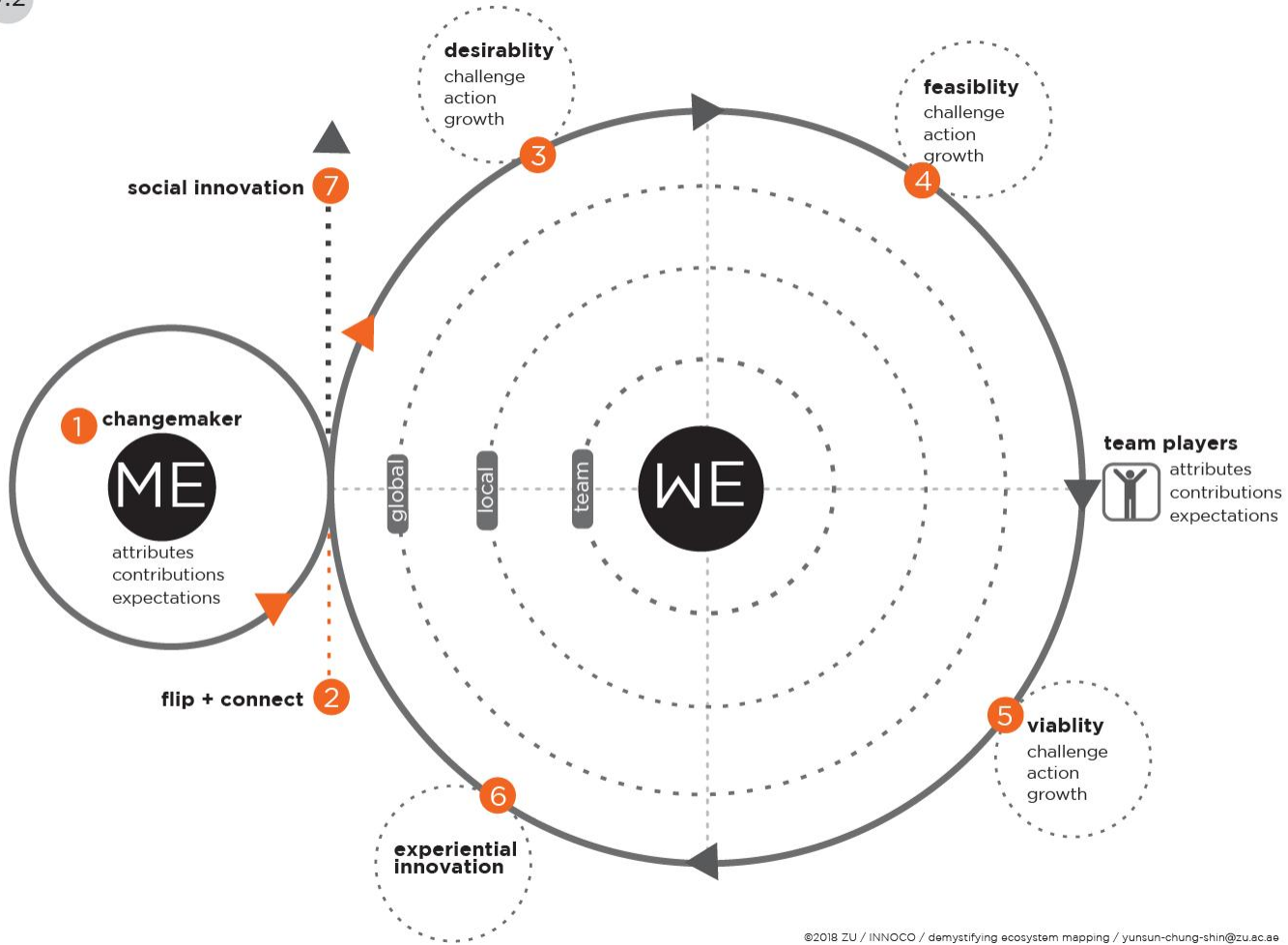
Original canvas courtesy of Tandemic www.socialbusinessmodelcanvas.com





ECOSYSTEM MAPPING
FOR CHANGEMANER'S PATHWAY V.2

CHANGEMAKER NAME:
PROJECT TITLE:
SOCIAL ISSUE:



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HOW IT WORKS
LM35 Sensor
Arduino Uno
Flow Hive
4 W
Heating Coil
Exhaust Fan
Solar Power
INNOCO
BOOTCAMP
INNOVATOR'S ENGINE
EMPATHY + TRUST + IDENTITY + PASSION
EMPATHIZE
DEFINE
PROTOTYPE
TEST
IMPLEMENT

“Every moment is an organizing opportunity, every person a potential activist, every minute a chance to change the world.” Dolores Huerta

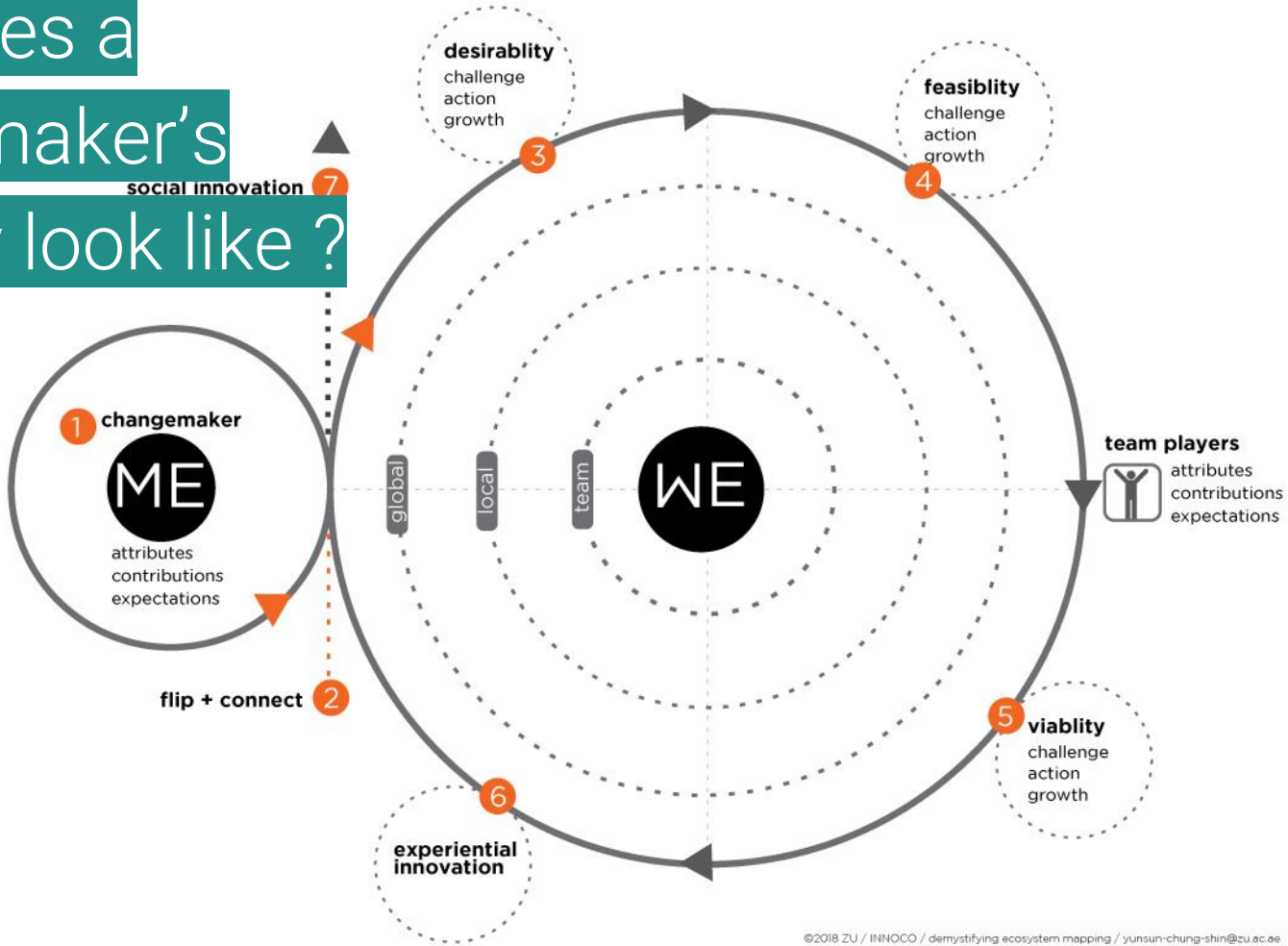
IMPACT GROWTH

Social Innovation Model for Changemakers

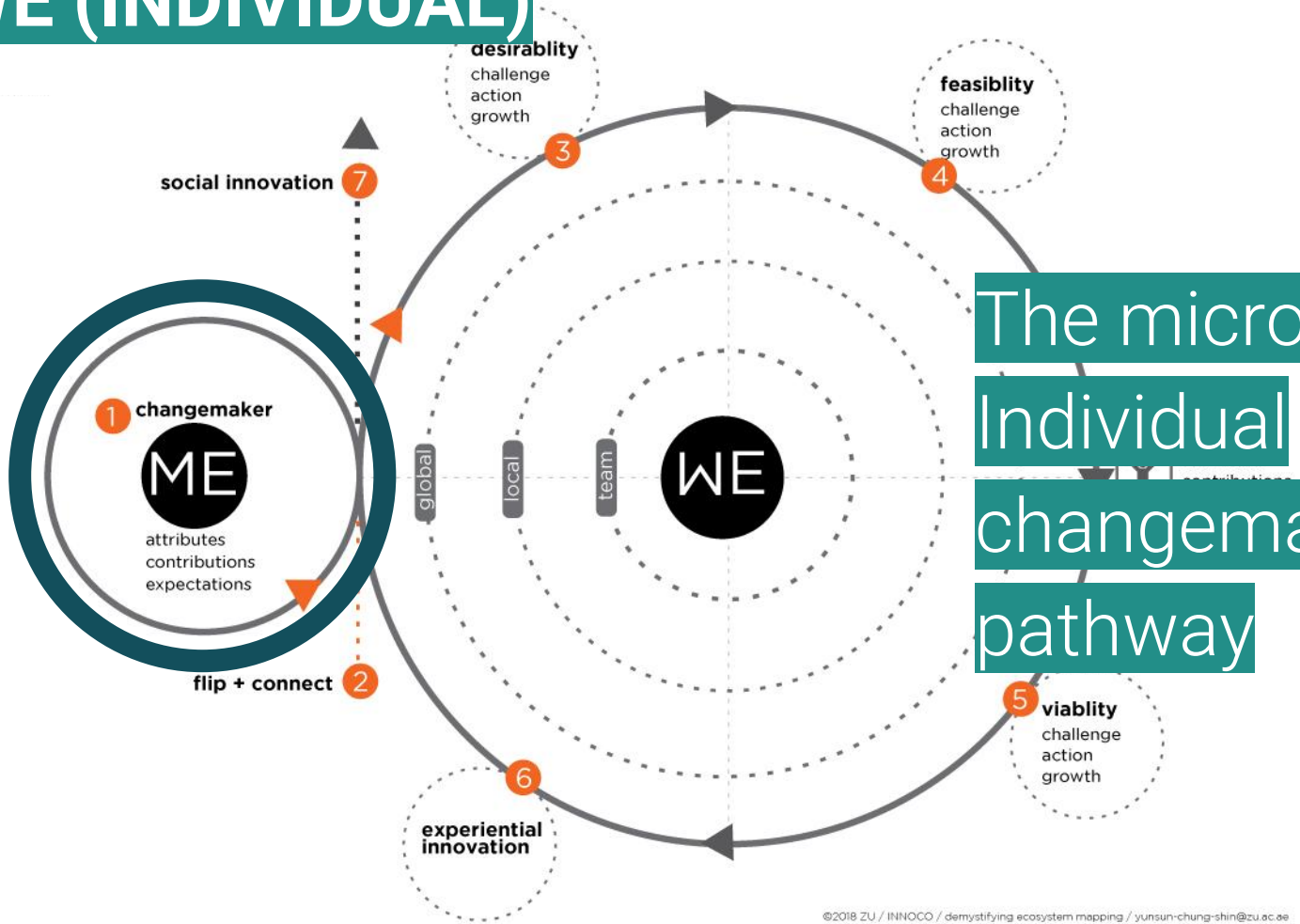
4 IMPACT GROWTH SNAPSHOT

UNC2017 Participants: 18 Survey respondents: 12

What does a changemaker's pathway look like ?

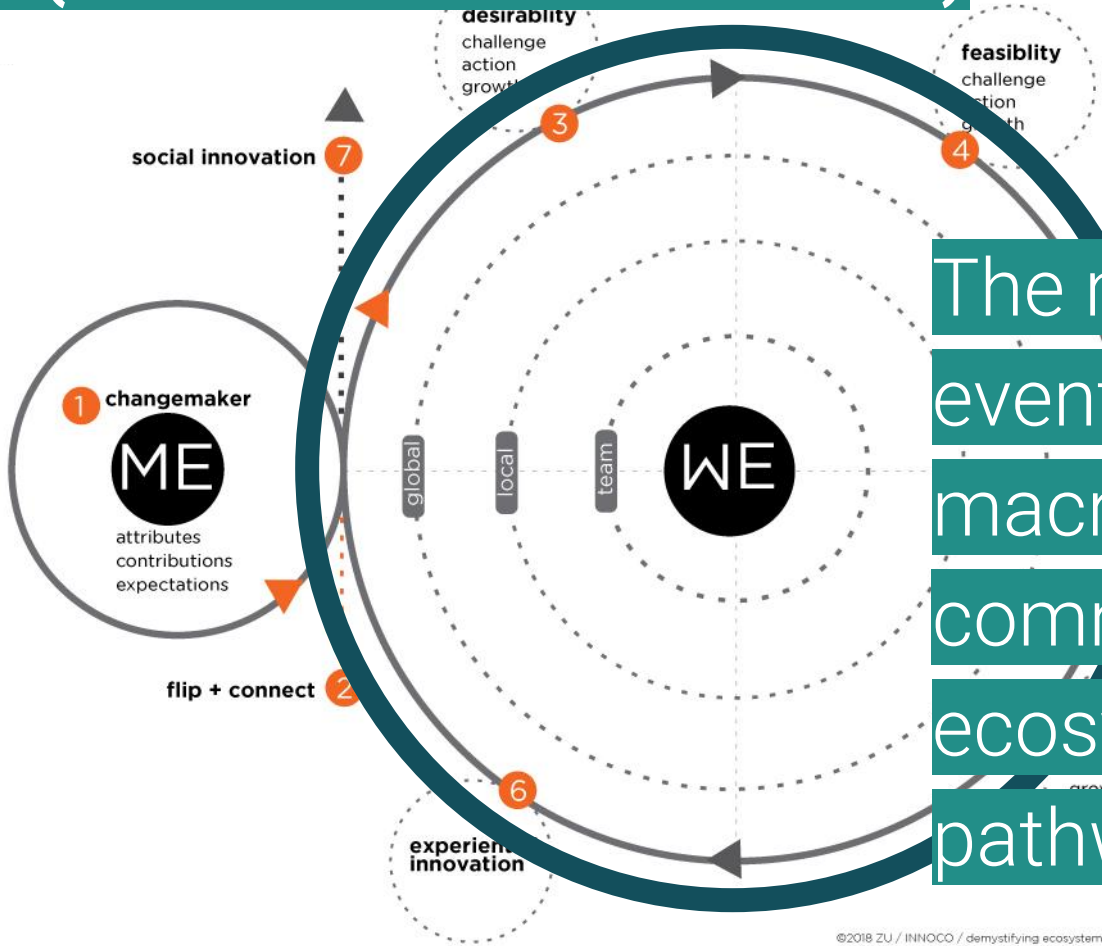


ME = WE (INDIVIDUAL)



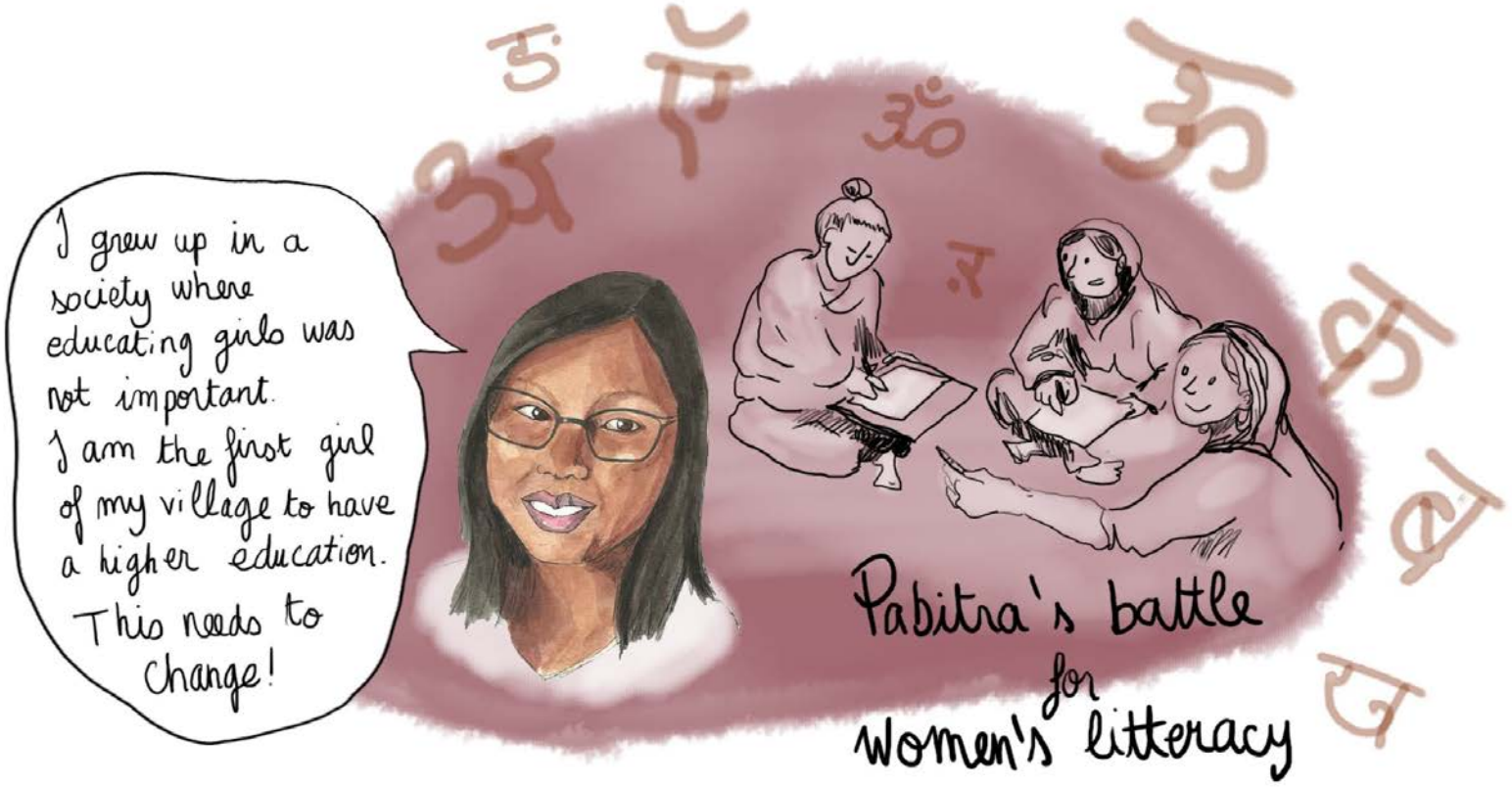
The micro level: Individual changemaker pathway

ME = WE (COMMUNITY + SYSTEM)



The meso and eventually the macro level: community and ecosytem pathways

A CHANGEMAKER STORY



‘Yes I am commited to move forward with NYI. UNC experiences made me more strong, skillful and capable to do more work. My vision is to work on youth development through NYI so that those marginalized youth can get the exposure and build themsleves in each sector. I want to achieve youth engagement in every sector creating innovative ideas for social good.’
- Pabitra Mahji

ECOSYSTEM MAPPING V.2.0

CHANGEMAKER NAME: PABITRA MAJHI

PROJECT TITLE: Saahasi - The Brave women

SOCIAL ISSUE: → Lack of women's education
→ Lack of women's Financial independency.
→ Gender discrimination

social innovation 7

- establishment of women's school
- establishment of micro enterprises
- such as making leaf plate, hey mat.

desirablity
(i) challenge
(ii) action
(iii) growth

feasiblity
(i) challenge
(ii) action
(iii) growth

(i) lack of continuation of study and regular class attendent of women group.
(ii) Encouraging them by phone, sometimes I meet them with gift, giving motivation
(iii) Being aware on how we can be financially independent.

(i) lack of time management due to my study and job
(ii) I manage my time during my weekend and holiday to work on my project
(iii) Getting offer for the collaboration from different individual and organizations.

1 changemaker

ME

(i) attributes
(ii) contributions
(iii) expectations

WE

Family
Local teachers
My Society
Uday Khadka
School Friends
Local Government
School teachers
Amrit Giri
Usha Rajak (Nepali Actress)
Wedu leadership team
Bahar Kumar
NYI Team
INNOCO Team (Yunsun, Joanne, Amin)
Michale
Prabha Chaudhary
Hardik Subedi
USYC Friend
Sharu Joshi
Loyalo foundation
Jivika Rajani
(My foreighner friends from different part of country)

global
local
team

team players
attributes (i)
contributions (ii)
expectations (iii)

(i) Source of skills, knowledge and experience.
(ii) Proper co-ordination for the best outcome.
(iii) Proper collaboration with full dedication

viablity
(i) challenge
(ii) action
(iii) growth

(i) optimistic
Perceverence
smart with hard work
control of my emotions and temper
Proper time-management
lack of confidence while speaking in english
Kind heart and helpful

flip + connect 2

- Mother's eagerness to read and learn and go to school even at her 40's
- My dream for same other women

experiential innovation 6

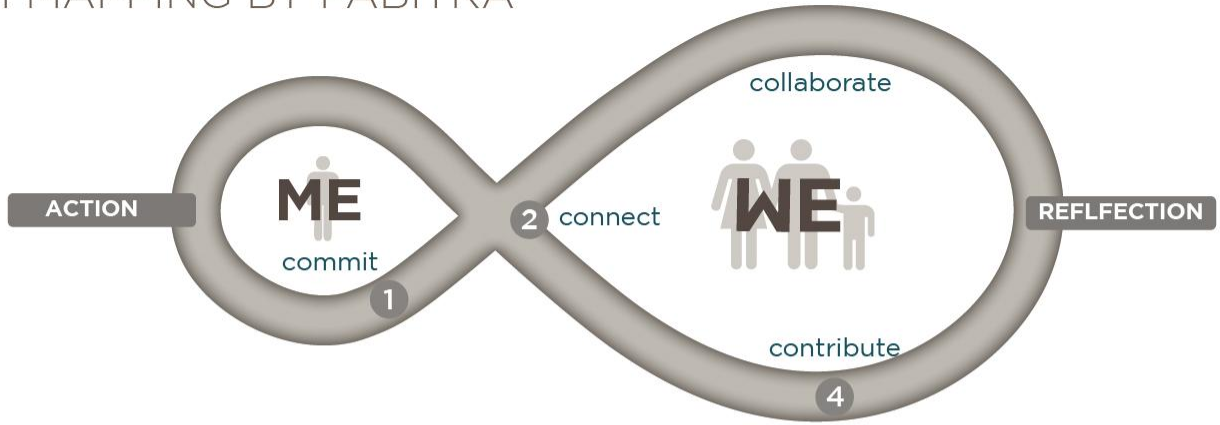
- Doing a lot research
- Attending different workshop, sharing about my project to the different platform
- Applying for the fund.

(i) Lack of Financial support
- Lack of government support
(ii) - Applying for Echoing Green Fellowship
- writing and preparing proposal to submit to the government
- Research have been doing for small micro enterprises based on local resources
(iii) Society and youth are getting interested on this project (iv) getting mentorship etc.

i) skills and knowledge
- my experience

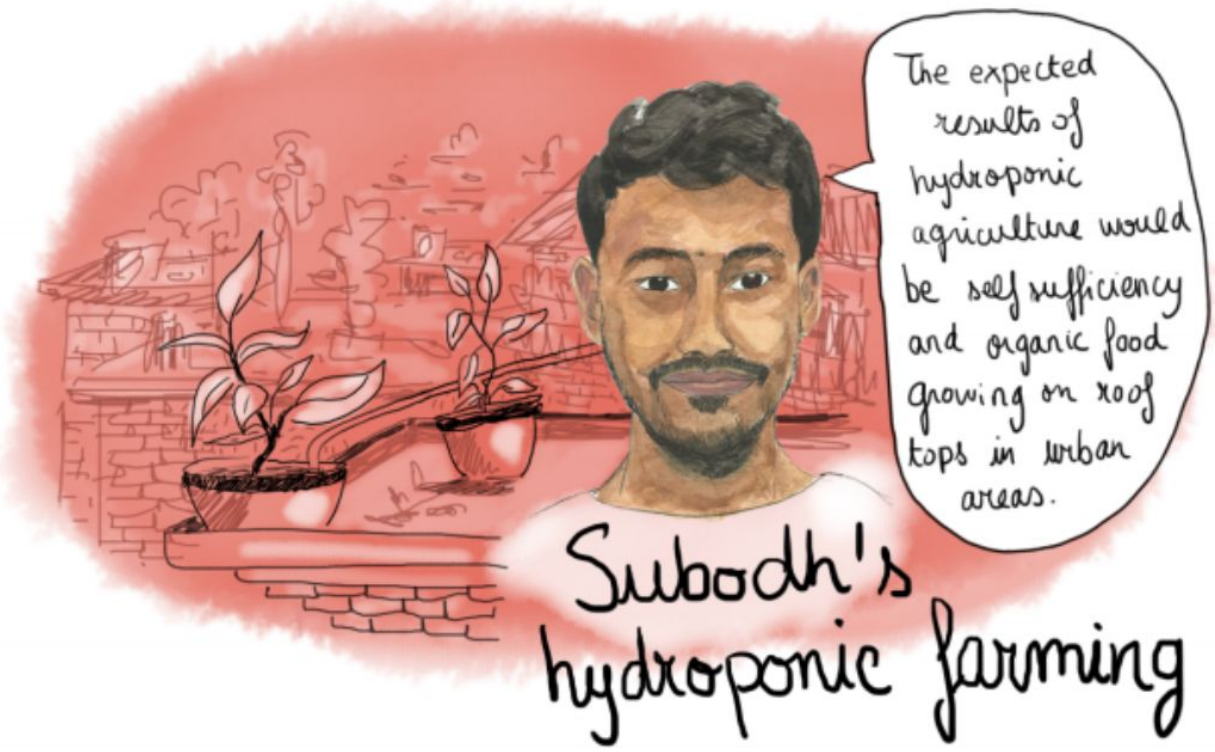
ii)
- Influential social activist
- Increment in a number of educated women and girls
- Financially independent women
- No gender discrimination

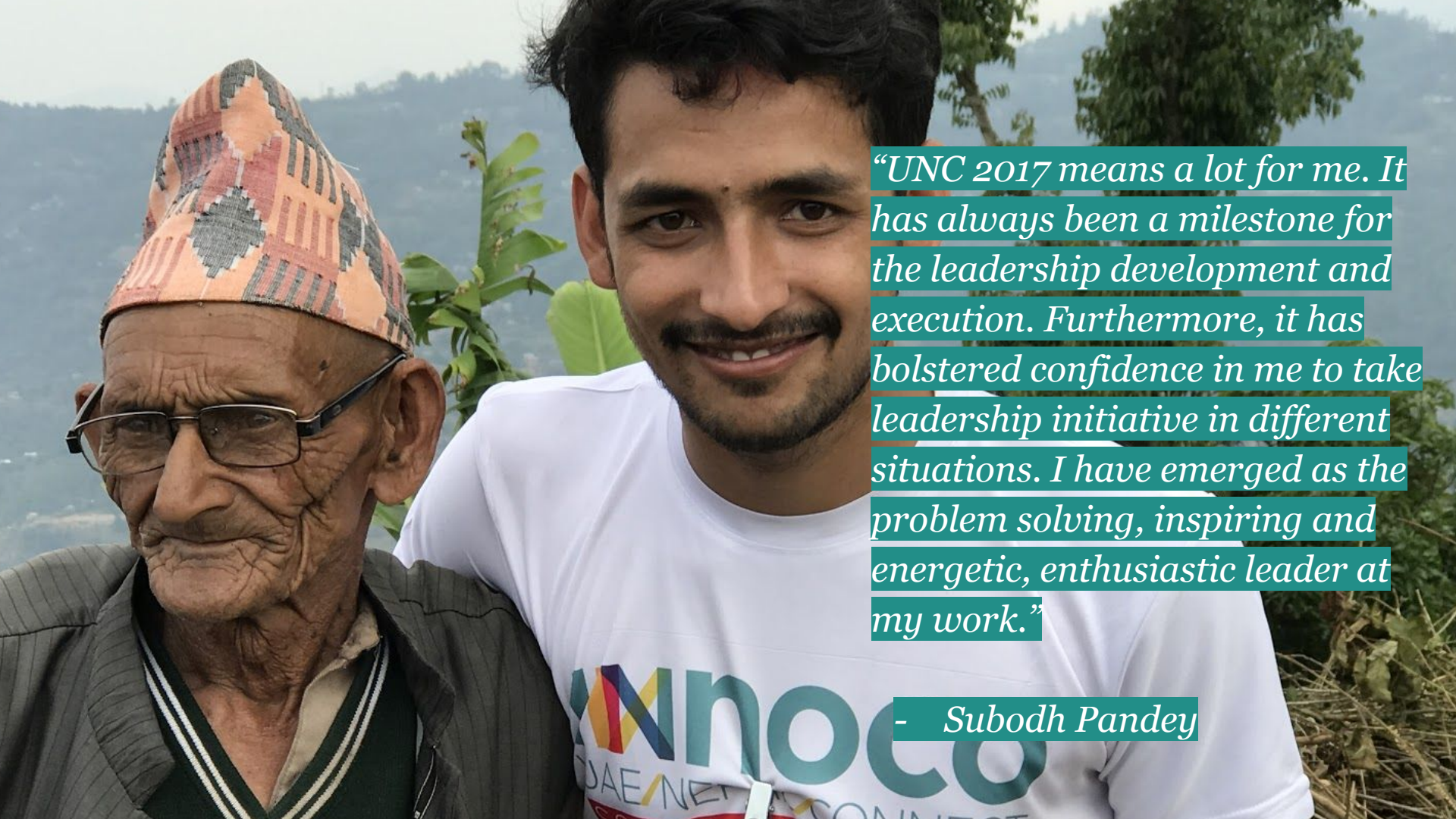
ECOSYSTEM MAPPING BY PABITRA



	UNC 2016	UNC 2017	UNC 2018	NOW
INDIVIDUAL	seeking opportunities	building confidence and capacities	committing as a changemaker	reflection and growth
COMMUNITY	identifying the needs working with kids and women	initiated 'Saahas, Brave Women' in my village	building my ecosystem became US Youth Council member	conducting training program
SYSTEMIC	hard to envision	contributed to form nepal youth cluster	vice president of nepal youth innovators ngo seeing micro funding for local women enterprises	seeing opportunities for nyi and women leader- ship equity in nepal

A CHANGEMAKER STORY





“UNC 2017 means a lot for me. It has always been a milestone for the leadership development and execution. Furthermore, it has bolstered confidence in me to take leadership initiative in different situations. I have emerged as the problem solving, inspiring and energetic, enthusiastic leader at my work.”

- Subodh Pandey

A CHANGEMAKER STORY

"The bootcamp session has really changed my life. It was my first time to participate and it has turned out as my life-changing moment. I became familiar with the meaning of social entrepreneurship. The nine days stay with different social innovators and proper guidance from facilitators has molded me in the better version"

- Sajana Bhadel

A CHANGEMAKER STORY

A CHANGEMAKER STORY

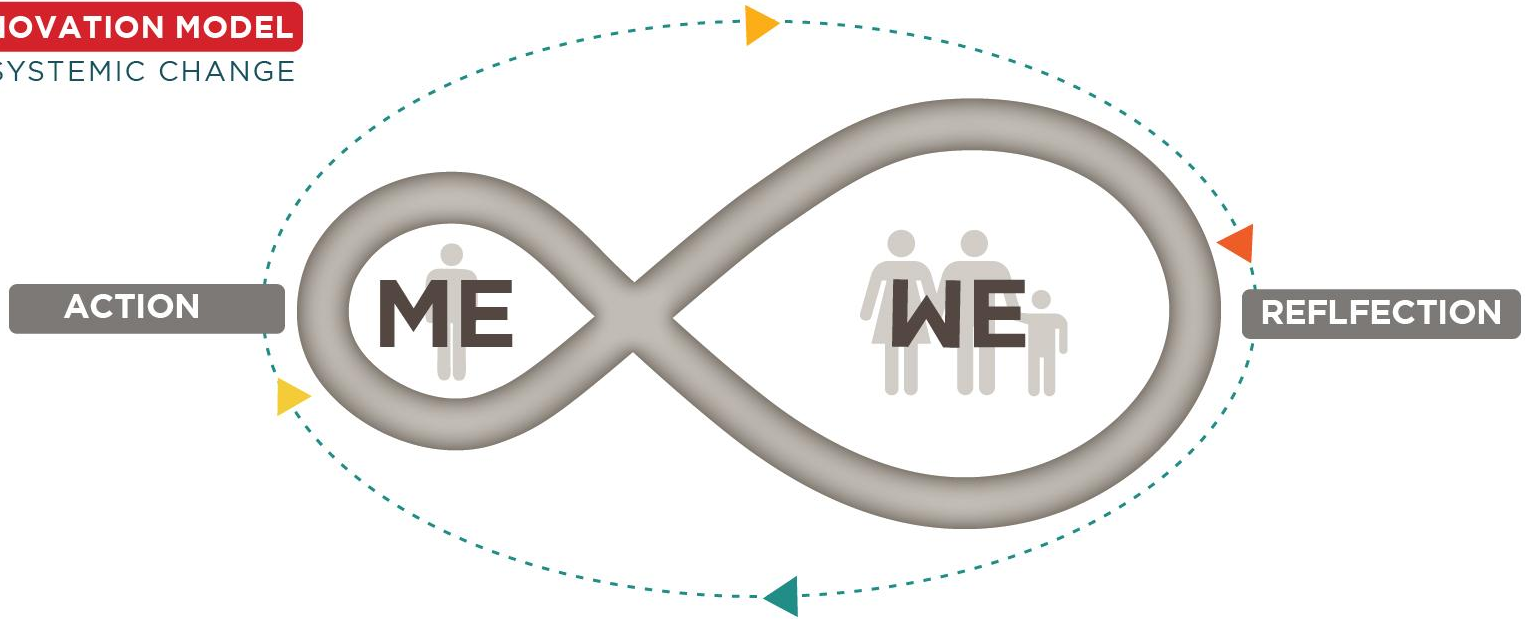
"UNC 2017 acted like a fuel to turn my thoughts into action. I am able to witness the impact of boot camp both in my thinking process as well as my courage towards any contingent action that I have to take in my work life. The most powerful thing I have been practically applying in my life is the Value Proposition canvas and the essence teamwork." - Anuja Niroula

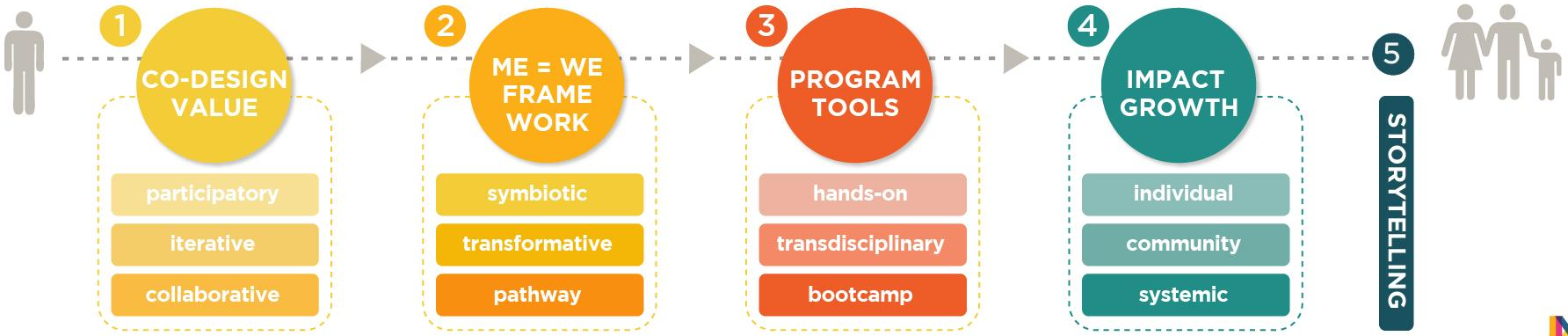
FORMATION OF NEPAL YOUTH INNOVATORS

STORYTELLING WITH DOCUMENTARY MAKING

SOCIAL INNOVATION MODEL

TOWARDS SYSTEMIC CHANGE





THANK YOU

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