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Co-designing a social innovation model for changemakers
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CO-DESIGNING A SOCIAL INNOVATION MODEL FOR CHANGEMAKERS

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WHAT WE ARE GOING TO TALK ABOUT

1. CO-DESIGN VALUE
2. ME = WE FRAMEWORK
3. PROGRAM TOOLS
4. IMPACT GROWTH
5. STORYTELLING
ASSUMPTIONS

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

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

**SYSTEM**
bottom up approach
me=we
inclusive expansion

**PROGRAM DEVELOPMENT**
UAE/NEPAL/CONNECT

**YOUTH CLUSTER**
LOCAL ECOSYSTEM

**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

INCLUSIVE

PARTICIPATORY

CELEBRATORY

IMPACTFUL
...because it is the most promising ways to lasting social innovation
WHY CO-DESIGN?

INNOCO MANIFESTO

INNOCO IS A PLATFORM that cultivates social innovators. We intend to CONNECT youth to CREATIVE CONFIDENCE. COLLABORATE with like-minded CHANGE AGENTS. CONTRIBUTE to fostering SOCIAL ENTREPRENEURS and FACILITATORS.
"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
How many people here can identify with a culture of ME = WE?
ME = WE (ACTION + REFLECTION)

ENGAGED

EXPAND

EMPOWERED
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 changemakers?
CO-DESIGN CREATION

INCLUSIVE

PARTICIPATORY

CELEBRATORY

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

<table>
<thead>
<tr>
<th>1</th>
<th>Hero's Journey Map for Social Innovators</th>
<th>2</th>
<th>Social Innovation Tool Box</th>
<th>3</th>
<th>Participant Workbook Structure</th>
<th>4</th>
<th>Social Innovation Judging Criteria</th>
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</thead>
<tbody>
<tr>
<td>Know who you are and your 'why'</td>
<td>EMPATHY KIT</td>
<td>Social Innovator Profile</td>
<td>Introduction + Overview</td>
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<tr>
<td>Generate big ideas through design thinking experience</td>
<td>Interview (Probe + Sheets)</td>
<td>Who are you? What's your identity? We are about innovators not innovation.</td>
<td>Team profile, Context, Why this project matters to you and society</td>
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<td>Learn how innovation space works within people, business, and technology</td>
<td>Point Of View (1.2.3.4 Steps)</td>
<td>Social Enterprise Building Process</td>
<td>Market Strategy</td>
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<tr>
<td>Understand Social Enterprise and the relationship of innovation space and biz model</td>
<td>Problem Statement</td>
<td>Empathy to innovation building a people-planet-profit healthy enterprise</td>
<td>Who buys and who benefits from your project</td>
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<tr>
<td>Identify your mentor and learn to build your team</td>
<td>Scenarios (1.2.3 Scenarios)</td>
<td>Prepare Pitch Presentation</td>
<td>Competitiveness</td>
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<tr>
<td>Exercise how to create experience innovation</td>
<td>Empathy Map with Pains and Gains</td>
<td>What, Why, How, next including meaningful story and branding</td>
<td>Who are the competitors and how are you different and unique?</td>
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<td>Refine SBMC (social business model canvas)</td>
<td>Prototype + Test (Sketches + Act-out)</td>
<td>Groundwork</td>
<td>Prototype Testing And Next Steps</td>
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<tr>
<td>Block 1: Value Proposition</td>
<td>Block 2: Segments</td>
<td>ME=WE, Hero's Journey, Design Thinking</td>
<td>What have you learned so far and what is the growth plan?</td>
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<td>Block 3: Type of Intervention</td>
<td>Block 4: Key Activities</td>
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<td>Mentorship/Budget</td>
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<td>Block 5: Key Resources</td>
<td>Block 6: Key Partners (Customer Relationship)</td>
<td></td>
<td>How much money you need to incubate your idea?</td>
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<td>Block 7: Distribution Channels</td>
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“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
UNC2017 Participants: 18  Survey respondents: 12

- Workshop Quality: 4.1
- Content Relevance: 4
- Culture + Space: 4.6
- Expectations Met: 4
- Interactions: 4.2
- Creative Confidence: 4
What does a changemaker’s pathway look like?
ME = WE (INDIVIDUAL)

The micro level:
Individual changemaker pathway
The meso and eventually the macro level: community and ecosystem pathways.
I grew up in a society where educating girls was not important. I am the first girl of my village to have a higher education. This needs to change!
‘Yes I am committed 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 themselves 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
ISSUE: Lack of women's education
> Lack of financial independence
> Gender discrimination

Social innovation

Desirability
- Encouraging them by phone
- Sometime in person
- TSHEEUN<br>Feasibility

7) Being aware of how we can be financially independent.
8) Establishment of women's school
9) Establishment of micro-enterprises
10) Making leaf plates/key mats

Changemaker

Attributes
- Optimistic
- Perseverance
- Smart with hard work
- Control of my emotions and temper
- Proper time management
- Lack of confidence while speaking in English
- Kind heart and helpful
- Skills and knowledge (i): Experience

Contribution
- Helping girls to read and learn and go to school even at hardships
- Helping for some other women
- Experiential innovation

Expectations
- Doing a lot of research
- Attempting different relations
- Writing and preparing proposal to submit to the government
- Workshop sharing about my project to the different platforms
- Research has been doing for local small micro enterprise based on local resources
- Society and youth are getting interested on this project building momentum

Viability
- Lack of financial support
- Lack of government support
- Scanty applying for Echoing Green

Team
- NYF
- INNO-Team
- Changemaker: Amrit Birla
- INNO-Team: Sona Rajpurkar, Nikhil Agrawal, Jyoti Kajal, Bhuvan Kumar
- Local Government School teacher
- Weau leadership team
- Family teacher and society
- Mithun Chauhan
- Bagh Group

Team players
- Attributes
- Contributions
- Skills
- Knowledge and experience
- Collaboration

Desirable
- Encouraging them by phone
- Being aware of how we can be financially independent
- Establishing micro-enterprises
- Making leaf plates/key mats

Feasibility
- Encouraging them by phone
- Being aware of how we can be financially independent
- Establishing micro-enterprises
- Making leaf plates/key mats

Social innovation

Desirability
- Encouraging them by phone
- Being aware of how we can be financially independent
- Establishing micro-enterprises
- Making leaf plates/key mats
ECOSYSTEM MAPPING BY PABITRA

**ACTION**
1. ME commit
2. connect

**REFLECTION**
- collaborate
- contribute

**UNC 2016**
- seeking opportunities
- identifying the needs working with kids and women

**UNC 2017**
- building confidence and capacities
- initiated ‘Saahas, Brave Women’ in my village

**UNC 2018**
- committing as a changemaker
- building my ecosystem became US Youth Council member

**NOW**
- reflection and growth
- conducting training program
- vice president of nepal youth innovators ngo
- seeing micro funding for local women enterprises
- seeing opportunities for nyi and women leadership equity in nepal

**INDIVIDUAL**
- hard to envision

**COMMUNITY**
- contributed to form nepal youth cluster

**SYSTEMIC**
- hard to envision
The expected results of hydroponic agriculture would be self-sufficiency and organic food growing on rooftops in urban areas.

Subodh's hydroponic farming
“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

I want to create a place of exchange where tourists will have an authentic local experience while bringing a new economy to my village.

Sajana's homestay
"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

What we learn in schools is not everything. I want kids and young adults to learn life skills that’ll bring out the best persons they can be.

Anuja’s education program
“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 of teamwork.” – Anuja Niroula
STORYTELLING WITH DOCUMENTARY MAKING
SOCIAL INNOVATION MODEL
TOWARDS SYSTEMIC CHANGE

1. CO-DESIGN
   - Value: participatory, iterative, collaborative

2. ME = WE FRAMEWORK
   - Symbiotic, transformative, pathway

3. PROGRAM TOOLS
   - Hands-on, transdisciplinary, bootcamp

4. IMPACT GROWTH
   - Individual, community, systemic

5. STORYTELLING
THANK YOU

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