COMMON GOOD FIRST
A STUDY OF SOCIAL INNOVATION

PRODUCED BY:

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About Common Good First

Common Good First is a project supported by the European Union's Erasmus+ Programme, and is a collaboration between six South African and five European universities initiated by Glasgow Caledonian University. The project's objective is to create a digital network and platform on which social innovations can be shared and showcased with the help from academics and practitioners, and investigate cases of social innovation in South Africa and Europe. Furthermore, the Common Good First project aims to address the digital divide by supporting the development and growth of e-skills among South African youth. The Common Good First project aims to enable and empower grassroots solutions to solve pressing social problems, and to inspire for change via the digital platform.

Partners

Roskilde University, University of Johannesburg, Glasgow Caledonian University, Rhodes University, Reykjavik University, University of Alicante, University of South East Norway, Nelson Mandela Metropolitan University, University of the Free State, University of the Western Cape, North West University, & Social Innovation Exchange

About WP1

Work Package 1's objective is to provide the Common Good First project with a diagnose of the state of social innovation in South Africa. Overall, the diagnostic study aims *"to identify principle needs of the region and existing practises in the field of social innovation and digital literacy"* (Common Good First 2016, 56). The first deliverable (1.1) provided an initial report on social innovation to contextualise the Common Good First project. This second part (1.2) aims to investigate social innovation more thoroughly in a diagnostic survey of the concept. The survey of social innovation will investigate contemporary trends in

social innovation literature internationally and in South Africa, and present 15 examples of social innovation in South Africa. Conclusively, the deliverable will provide the foundation for the final WP1 report, deliverable 1.3, at the end of the Common Good First project in 2019.

Contents

1. Introduction

Common Good First is a project supported by the European Union's Erasmus+ Programme, and is collaboration between six South African and five European universities initiated by Glasgow Caledonian University. The project's objective is to create a digital network and platform on which social innovations can be shared and showcased with the help from academics and practitioners, and investigate cases of social innovation in South Africa and Europe. Furthermore, the Common Good First project aims to address the digital divide by supporting the development and growth of e-skills among South African youth. The Common Good First project aims to enable and empower grassroots solutions to solve pressing social problems, and to inspire for change via the digital platform.

Work Package 1's objective is to provide the Common Good First project with a review of the-state- of-the-art of social innovation in South Africa. Overall, the study aims *"to identify principle needs of the region and existing practises in the field of social innovation and digital literacy"* (Common Good First 2016, 56). The first deliverable (1.1) provided an initial report on social innovation to contextualise the Common Good First project. The report at hand (deliverable 1.2) aims to investigate social innovation more thoroughly in a literature survey of the concept.

The survey of social innovation extract trends in contemporary social innovation literature from three sources: First, from three international research projects funded by the EU. Second, from a Google Scholar search. Third, from a survey of use of social innovation in South Africa. This will be followed by a presentation of 15 examples of social innovation in South Africa. Conclusively, the deliverable will provide the foundation for the final WP1 report, deliverable 1.3, at the end of the Common Good First project in 2019.

The report is written bearing in mind, that social innovation is a contested concept with multiple understandings, definitions and usage. Different scholars understand the term in different ways according to the school of thought. We will not be able to cover all dimensions of the concept or even treat it properly according to its social origin (Mair, 2010) in a Southern or Northern societal context. However, we aim a depicting some of the basic distinctions stressed by notable scholars within the fields of social innovation and social entrepreneurship. Thus, some of the major distinctions relates to the way social innovation can be understood both as a process and/or a product/outcome; a novelty or an improvement, a radical change, or an incremental. Accordingly, the disputed concept describes multiple understandings and activities in both the academic world and in practise: *"This reflects the fact that social innovation is predominantly a practice-led field in which definitions and meanings have emerged through people doing things in new ways rather than reflecting on them in an academic way"* (TEPSIE 2014, 10)*.* In academia, too, social innovation is a broad concept where *"the context of praxis serves to reinforce the need for theoretical particularity"* (Nicholls et.al. 2015, 12), why each case of social innovation will need *"its own epistemology and set of boundaries and logics if it is to be understood clearly"* (ibid., 12). Furthermore, some scholars have argued, that in the last decades, social innovation has transformed from being a field closely related to the classical sociology of social change, modernization and rationalization (Marx, Weber, Durkheim, Schumpeter) to a practice oriented field more directly linked to the interests of "caring capitalism" (Jessop, Moulaert, Hulgård and Hamdouch, 2013, 111).

2. Social innovation in contemporary EU research projects

The EU funded research projects, TEPSIE (2014), WILCO (2014), and SI-Drive (2014), were chosen due to their focus on social innovation research. They have all contributed to systematic state-of-the-art knowledge on social innovation. The three projects' definitions of social innovation were analysed and discussed focusing on their definition of social innovation, and understanding of "social" and "innovation". The three projects were started with extensive literature reviews discussing different understandings of social innovation, before settling on one guiding definition for their respective project. The projects were chosen due to their systematic reviews of the state of the art within social innovation. The aim is to extract trends and tendencies in international research projects on social innovation.

WILCO

The WILCO-project[1] was a European research project[2] from 2010-2014 aiming to examine the link between local welfare systems and –innovations, and how they can change social inequalities (wilco.eu 2014). The WILCO-chapter "Social innovations for social cohesion – transnational patterns and approaches from 20 European cities" examines social innovation via 77 cases from 20 European

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[1] WILCO is an acronym for: Welfare Innovations at the Local level in favour of Cohesion" (wilco.eu 2014)

[2] The WILCO-partners were: The EMES network, European Commission, Seventh Framework Programme, and Radoud University as the main institutional partner (wilco.eu 2014).

cities in ten countries. The empirical research chapter examines examples of local social innovation and their context.

The WILCO project states that social innovation is a contested concept, with multiple meanings and must be understood in relation to their context. However, the project states that social innovation is *"not the property ofa specific social and political orientation"* (WILCO 2014, 10), but can be linked *"with a diversity of goals and take different meanings over time, depending on the wider political concept and institutional system wherein they become embedded"* (ibid, 11). Social innovation is consequently always context-depended both in its creation, implementation and understanding thereof, according to WILCO. Furthermore, the WILCO-projects reflects that the notion of social innovation is often associated with a positive connotation, but that it is only possible to assess the social innovation in question and its impacts retrospectively (ibid, 11). In the WILCO scope, "innovation" refers to products and processes that are innovative in their own context, thus not necessarily novelties or improvements in the eyes of the world, but to the local (national) context in which it is introduced, applied and adapted. The WILCO-project worked with the following definition social innovation: *"social innovations are, in a significant way, new and disruptive towards the routines and structures prevailing in a given (welfare) system or local setting. Whether or not they can be seen as "better" (more effective / social / democratic) is a question of its own that can only be answered in retrospective"* (ibid, 11). The WILCO-project looked at cases of social innovation where the ideas had been implemented in practice. The social innovations were primarily identified as new services in an organisation or an organisational subunit of different sizes and scopes. Some cases were bottom-up and citizen driven, other were characterised with greater top-down government involvement with an emphasis on participation (ibid, 11-12).

The WILCO-project's understanding of social innovation is inspired by the EMES Network's dimensions of social enterprise[3]. The investigated cases *"concerned economic (e.g. funding arrangements) and political dimensions (e.g. new arrangements in decision-making and participation)"* and marked by a *"high degree of risk and uncertainty due inter alia to the specific context wherein they appear"* (ibid, 11), thus aligning with the economic and participatory dimensions of EMES, although the aspect of "risk" does not necessarily refer to an economic one in the WILCO understanding but the uncertainty of social innovation's impact, and retrospect success or failure. Furthermore, it can be argued that the EMES' social dimension exists inherently in the notion of *social* innovation (Pestoff and Hulgård, 2016). Like EMES, the social dimension in the WILCO-project refers to citizen-driven or -involved activities, especially groups *"threatened by various dimensions of exclusion"* (WILCO 2014, 11). However co-production with citizens is underlyingly presented as a given for the WILCO project's scope, thus a positive and perhaps neccesary aspect to enhance social cohesion in the European Union. Although the WILCO project states that the change can both come top-down or bottom up, WILCO does not explictely express a social motivation or a social aim, as explicetely necessary. Yet, the social innovations are intended to disrupt, or create new ways (of service provision), although the social or positive aspect can only be assessed retrospectively according to WILCO.

TEPSIE

The TEPSIE literature review is found in the report "Social Innovation Theory and Research – a guide for researchers" (2014). TEPSIE[4] is a collaboration between six European partners[5] *"aimed at understanding the theoretical, empirical and policy foundations for developing the field of social innovation in Europe"*

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[3] Economic, governance and social (Defourny & Nyssens 2014, 48).

[4] TEPSIE is an acronym for: *The Theoretical, Empirical and Policy Foundations for Building Social Innovation in Europe*.

[5] The Danish Technological Institute, Denmark, The Young Foundation, UK, The University of Heidelberg, Germany, The Catholic University of Portugal, Portugal, Atlantis Consulting, Greece, Wroclaw Research Centre EIT+, Poland (TEPSIE n.d.).

(tepsie.eu 2017). The project is funded by the European Commission and the FP7 Programme for research, intended to prepare future EU strategies on social innovation.

According to TEPSIE, the project works to contribute to the development of the social innovation field for practitioners, researchers and policy makers, and is currently still in going (tepsie.eu 2017). In contrast to WILCO, the TEPSIE project understands "social" as an intestinally positive or beneficial difference generated by social innovations. The social innovations are intended to meet specific social needs, thus different from innovations which can have social impact, such as social media platforms like Facebook and Twitter. However, like the WILCO-project, TEPSIE also focuses on changing power structures to benefit vulnerable groups. Ultimately, the social innovations must *"aim to transform social relations by improving the access to power and resources for a specific target group"* (TEPSIE 2014, 14), and *"contribute to discourses about the public good and the just society"* (TEPSIE 2014, 14). The innovative aspect is understood as a novelty where as *"new to the context in which it appears"* (TEPSIE 2014, 14).

Like WILCO, the context is yet again a significant aspect, stressing the importance of an epistemological approach adjusted to the case in question, as previously highlighted (Nicholls et.al. 2015, 12). Where WILCO investigates social innovations in relations to social cohesion and local welfare systems, the TEPSIE-project aims to understand the preconditions to develop and implement social innovation at large in the European Union. Perhaps consequently, the TEPSIE definition of social innovation is, in comparision, characterised with a broader scope to WILCO's narrow focus. The TEPSIE project defines social innovation as: *"new approaches to addressing social needs. They are social in their means and in their ends. They engage and mobilise the beneficiaries and help to transform social relations by improving beneficiaries' access to power and resources"* (TEPSIE 2014, 14). In accordance with major contributions in the

evolution of social innovation as a research based discipline, the TEPSIE project highlights both means, process, and ends, products or achievements, in the definition. Thus, the project stresses the importance of change or social innovation being made *with* the beneficiaries rather than for. This is *"either achieved directly or through appropriate intermediaries or other actors who themselves have direct contact tothe beneficiaries"* (TEPSIE 2014, 14).

In the TEPSIE approach social innovation is an inclusive process where social is created a a co-production with the beneficiaries. But why is this important? TEPSIE states that the involvement can help legitimize the effort and *"lead to better and more innovative solutions, as well as increasing their awareness, competences, and even their dignity and self-esteem"* (ibid, 14). However, where the WILCO-project mentions bottom-up driven change as well as top-down initiatives, the TEPSIE-project does not specify from where the change or initiative starts from. Which raises the question – who should start or initiate the social innovation for it to be truly social? Both projects state that the social innovation must engage with the beneficiaries at some level, but do not specify to what extent, or if the social motivation in social innovation must come from the beneficiaries, those initiating the change or if that group is the same?

SI-Drive

The following is an extract of a critical literature review of theoretical approaches to social innovation (SI Drive, 2014) produced by the SI-Drive-project[6]. The SE Drive is a EU-funded project[7], also under the Seventh

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[6] SI-Drive is an acronym for: *Social Innovation – Driving Force of Social Change*.

[7] SI-drive involves 15 partners from 12 EU member states, and 10 from other parts of the world. The partners are: Technische Universität Dortmund, Austrian Institute of Technology (AIT, Austria), Applied Research and Communications Fund ARC Fund, (ARC Fund, Bulgaria), Brunel University (UBRUN, United Kingdom), Center for Research on Social Innovation, CRISES), University of Quebec in Montreal (CRISES, Canada), Heliopolis University Cairo (HU, Egypt), Institut Arbeit und Technik / Institute for Work and Technology, Westfälische Fachhochschule Gelsenkirchen (IAT, Germany), Institut Arbeit und Technik / Institute for Work and Technology, Westfälische Fachhochschule Gelsenkirchen (IAT, Germany), International Organisation for Knowledge Economy and Enterprise Development (IKED, Sweden), Istanbul Teknik Universitesi (ITU, Turkey), Lama Agency (LAMA, Italy), Ryerson University (Ryerson, Canada), Somos más (Somosmas, Colombia), Tata Institute of Social Sciences (TISS, India), Australian Centre for Innovation, University of

Framework Programme for research technological development and demonstration (FP7). According to SI-Drive, the research project is intended to present conclusions and recommendations for policies and practises relating to social innovation. The SI-Drive project aims to *"map, analyse and promote social innovations in Europe and world regions to better understand and enable social innovations in their capacity for changing societies"* (SI-Drive 2014).

The SI-Drive project (2014) aims to understand the relation between social innovation and social change. Building on existing theory, the project investigates and maps social innovation practises, and positions social innovation in relation to socio-technological innovation. Overall, the SI-Drive literature review understands social innovation in the spectrum between innovation studies (innovation systems, networks, innovation in management), social practise approaches (theories of social change and institutionalisation), and social innovation studies (SI-Drive 2014, 3), and defines social innovation as: *"a new combination or figuration of practices in areas of social action, prompted by certain actors or constellations of actors with the goal of better coping with needs and problems than is possible by using existing practices"* (ibid, 9).

The SI-Drive project sees social innovation as a mechanism of change, and *"more than a mere appendage, side effect and result of technological innovation"* (ibid, 9), which can alter the institutional structures of society. Like WILCO, who claims the "good" or "bad" impact can only be assessed retrospectively, new in this context *"does not necessarily mean "good" but in this case is "socially desirable" in an extensive and normative sense"* (ibid, 12). Like TEPSIE, where social innovations are intended to meet specific social

needs, the SI-Drive project refers to specific social needs and -problems to be solved by combining new and existing practises. Innovation is understood as new social practises, practises refers to *"concepts, policy instruments, new forms of cooperation and organisation"* (ibid, 3).

3. Social innovation in popular academic literature

Web of Knowledge and other scientific databases draw upon a core of publications assessed by in-house editors. Google Scholar uses webcrawlers to retrieve scholarly material from a (much wider) range of academic sources. This automatic inclusion process may make Google Scholar *"susceptible to indexing of non-scientific works"* (Winter et al., 2014, 1548) and metadata errors such as false positive citations, duplicate citations and lack of publication year (Ayob et al. 2016). However, its advantages are a wider coverage range which makes it particularly useful for research evaluations in areas not well covered by Web of Knowledge (Winter et al. 2014). To some scholars, social innovation is an emergent field of research (Ayob et al. 2016), to other scholars it has a long tradition being closely linked to theories and research on social change (Jessop et.al 2013). However, we chose to utilise Google Scholar to find five digital sources describing social innovation from differenet contexts. The keyword for the selection of sources is first and foremost "digital", due to the Common Good First project's focus on digital skills and –literacy.

Google Scholar is a freely accessible web search engine specialised in scholarly literature. Although the search engine does not cover full academic journals, it does link to *"journal and conference papers, theses and dissertations, academic books, pre-prints, abstracts, technical reports and other scholarly literature from all broad areas of research"* (Google Scholar n.d.). Google Scholar was chosen due to its global outreach and general popularity, although the validity of a literature survey solely based upon Google Scholar must be critically assessed. Although Google Scholar claim that it covers "scholarly research", this can be questioned, and as in other research use requires critical assessment of sources. However, it undoubtedly depicts some of the most popular and powerful discourses of social innovation that are also foundational to the academic field social innovation. Accordingly, this section describes five of the leading sources on "social innovation" captured by Google Scholar. While the search was by no means systematic, the sources presented here are among the most influential articles on "social innovation" as measured by academic citations. The articles will first be presented stating the articles' ranking, authors, number of citations, year and place of publish, and second discussed with relation to overall trends identified by the Google Scholar search. Secondly, the articles understandings of "social innovation", "social" and "innovation" is presented, and finally discussed and compared to each other.

Following Phills[8], Deiglmeier[9] and Miller[10] (2008) and their analysis of social innovation in modern society, social innovation is defined as a novelty or an improvement that is *"more effective, efficient, sustainable, or just than existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals"* (Phills, Deiglmeier & Miller 2008, 36). According to their investigation of the concept, social innovations must be able

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[8] James A. Phills jr., Director of Stanford's Center for Social Innovation and Professor of Organizational Behavior (Teaching) at the Stanford Graduate School of Business. (skoll.org n.d.)

[9] Kriss Deiglmeier, former Executive Director for the Center for Social Innovation at Stanford University (World Economic Forum n.d.), now eecutive officer at Tides.

[10] Dale T. Miller, Professor of Organizational Behavior, Director, Executive Program for Nonprofit Leaders, Stanford University.

to continue over a long period of time, and cannot include resource extraction, thus emphasizing sustainability as an important quality of social innovation. Phills, Deiglmeier and Miller argue that even if some scholars differentiate between incremental and radical innovation, such categorizations tend to be subjective, and thus they prefer *"to treat magnitude as falling within a continuous range of values"* (ibid., 38), such as diffusion and adaptation of the innovation, as well as the "ultimate value" created by the innovation. In relation to "social", they both understand the term in relation to Gregory Dees' (1998), as the motivation or intention of the innovator or entrepreneur, and where economic value is only a mean to *"a social end, not the end in itself"* (ibid., 38).

In contrast to this view, Professor at Harvard Business School Rosabeth M. Kanter[11] sees "social" not as a motivation or process, but as the chronic social problems in the social sector, such as unemployment, lack of education, low financial means and digital illiteracy, which can be solved by companies when they search for new markets or develop their business, and the corporate social innovations are seen as an outcome from the collaboration. She describes social innovation as a new way for corporate organisations to combine business logics and -development with a newfound connection to the social sector. Not unlike Phills, Deiglmeier and Miller, who focus on social innovation as an innovative solution to a social problem, Kanter sees corporate social innovation as the combination of market logics applied to the social, or civil, sector to solve social problems while developing business. She describes the connection as a new paradigm aiming to solve chronic problems in the social sector while stimulating business development (Kanter 1999, 124).

In relation to social innovation and business, Mark W. McElroy[12] focuses on social innovation as a social process, in opposition to an administrative one. According to McElroy, social innovation works best as an unmanaged process,

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[11] Rosabeth M. Kanter, professor in strategy, innovation, and leadership for change at Harvard Business School, Chair and Director of the Harvard University Advanced Leadership Initiative (Harvard Business School 2017).

[12] Mark McElroy, CEO and founder of Sustainable Organizations

where self-organised community groups are the wellspring of innovation in the entire organisation, beyond Research and Development (R&D). He places the manager outside the innovation process, to manage the surrounding (Adair 2016) conditions to improve the likelihood of innovative occurrences: *"One can no more manage self-organizing processes than a gardener can order her plants to grow"* (McElroy 2002, 38), thus emphasising the focus on (social) innovation as a social process, in a social context which people in firms innovate.

In connection to social innovation as a process, Tim Brown[13] and Jocelyn Wyatt[14] describe social innovation in relation to design thinking which *"focus on creating products and services that are human centered, but the process itself is also deeply human"* (Brown & Wyatt 2010, 33). According to Brown and Wyatt, the process happens in teams aiming to solve social problems observed in the field. The design/innovations/solutions are seen as *"unique cultural context and will not necessarily work outside that specific situation"* (ibid, 33). The "social" happens in the process of identifying the (social) problem, designing the solution, implementing and improving it, rather than an innovative outcome in itself. However, like Kanter and McElroy, the process can be a collaborative effort across sectors, which may benefit from working with each other, but in contrast to Kanter, the human-centered process aims primarily to solve social problems, rather than benefitting corporate interests.

The motivation behind a social innovation is important to Geoff Mulgan[15] (2007), who focus on the purpose behind the innovations, and the aspect of novel ideas to meet unmet needs, and their replicability. According to Mulgan, social innovations can originate from: individuals, movements, or market dynamics or organisational incentives (Mulgan 2007, 4), and defines social innovation as: *"Innovative activities and services that are motivated by the goal of meeting a*

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[13] Tim Brown, CEO and president for IDEO (ideo.com 2017).

[14] Jocelyn Wyatt, Co-Lead + Executive Director of IDEO.org (ideo.com 2017).

[15] Geoff Mulgan, current Chief Executive of Nesta, former CEO of the Young Foundation, and political advisor to Gordon Brown (nesta n.d.).

social need and that are predominantly developed and diffused through organisations whose primary purposes are social" (Mulgan 2007, 8). According to Mulgan, social innovations can, in contrast to corporate innovation, find creative solutions to future changes and their consequences[16]. However, the innovation process is also a social process, as highlighted by Brown and Wyatt, because *"Users have always played a decisive role in social innovation – a role which is increasingly recognised in business too"* (Mulgan 2007, 4), but Mulgan does not see the innovative process as a corporate instrument, like Kanter.

As the EU-project descriptions showed, social innovation is indeed a contested concept with multiple meanings influenced by the background and interest of the author(s). Five of the eight authors of the five publications that we identified as being the most cited publications on social innovation were CEOs in a variety of interest organizations that are engaged in pushing certain dimensions, paradigms and policies of social innovation. However, these authors are among the "field builders" that contribute to carving out the new social innovation paradigm. Thus, the review of the five articles identified through Google Scholar gives an important depiction of some major approaches and nuances in the academic debate on the subject. The Harvard Business School professor Kanter and CEO at Sustainable Organisations McElroy understand social innovation, perhaps not surprisingly, in relation to (corporate) organisations. Kanter sees social innovation as a means corporate organisations can use to solve social problems, thus simultaneously a solution to a (chronic) social problem, and process or collaboration between "the corporate" and the "social". However, McElroy understands social innovation as social processes in organisations with innovative outputs. Social because the process within the organisations involves employees, who generate the innovation. However, the social motivation is emphasised by the Stanford scholars Phills and Miller, and former executive director at Stanford University Deiglmeier as a vital component in social innovation – the output, process or product, must benefits society at large

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[16]Such as: rising life expectancy, growing diversity of countries and cities, stark inequalities, happiness, behavioural problems of adulthood and affluence, long terms conditions such as stress, depression, diabetes, cancer, etc. (G. Mulgan 2007, 9)

rather than the gains of private individuals. According to Geoff Mulgan, CEO at Nesta, which is *"a hub for innovators the world over"* (nesta.org n.d.), social innovation is a process and tool which hold the potential to solve current and future social problems. However, according the IDEO-managers Brown and Wyatt, the solutions in questions are context-dependent, stemming from social and human-centred processes which aim to solve social problems in their (epistemological) context.

The Google Scholar survey only provided insights from the top five digital sources. However, by looking at and comparing the most cited sources to the top five of the online available sources in the Google Scholar ranking, we see that three of the five sources are the same: Phills (2008), Kanter (1999) and Mulgan (2007). From a Google Scholar search on March 10th 2017, we see that Henry Tajfel's (ed.) (1978)[17] book on intergroup relations that promotes social innovation is cited 2896 times, Phills, Deiglmeier and Miller (2008) are cited 824, Kanter (1998) is cited 730 times, Robin Murray, Julie Caulier-Grice and Geoff Mulgan (2010)[18] are cited 633 times, and fifthly Geoff Mulgan and Simon Tucker (2007)[19] cited 628 times on Google Scholar. Although Taifel's book is digitally unavailable, according to the abstract, the publication presents 17 articles on social psychology of intergroup relations building on the thesis that *"there is a marked tendency to social differentiation instead of conformity, and that this promotes social innovation and creativity, in addition to conflict and waste"* (Tajfel 2016). Since the articles are not read or analysed, the analysis will not attempt to assume the underlying understandings and definitions of "social innovation", "social" and "innovation". However, in comparison with the other publications, the book contains 17 articles. The citations can therefore refer and be ascribed any of the 17 individual articles, thus accumulating the 2896 citations, a number far beyond the other, individual, publications.

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[17] "Differentiation between social groups: Studies in the social psychology of intergroup relations" (Tajfel, 1978).

[18] "The Open Book On Social Innovation" (Murray, Caulier-Grice & Geoff Mulgan, 2010).

[19] " Social innovation: what it is, why it matters and how it can be accelerated", (Mulgan & Tucker, 2007).

On the other hand, "The Open Book On Social Innovation" (Murray, Caulier-Grice & Mulgan 2010) is digitally available. The book presents different understandings of social innovation processes, and suggests ways social innovation activities can be supported. The book presents methods of social innovation[20], and define the concept as *"new ideas (products, services and models) that simultaneously meet social needs and create new social relationships or collaborations"* (ibid, 3), to enable society's development. Like Mulgan's previous publication, social innovation is seen as a tool to improve society, and society's ability to solve social problems.

However, a "regular" Google search[21] on "social innovation" presents Stanford Graduate School, Wikipedia, Stanford Graduate School again, Social innovation – Social+, Stanford Social Innovation Review, and Social Innovation – European Commission. However, the regular search was not included in the survey of social innovation in this report, and the results and rankings can be influenced by how well the sites apply Search Engine Optimization[22], thus not necessarily presenting the most relevant or academic sources, but the most searchable. Nonetheless, the search results hold an opportunity to understand the presumed popular definitions and uses of the concept available on the internet for further research.

In South Africa, as in many of the other countries, the terminology in the social and business sphere is in tension. Both 'social entrepreneurship' and 'innovation' are new in the public, private, academic and third sector realm.

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[20] The book states that methods from regions such as Africa and the Middle East, etc., are not included (Murray 2010, 3)

[21] The Google search was performed in an incognito window as an attempt to compensate for the researcher's search history influencing the results.

[22] SEO is a tool/method to optimize ranking in search results.

4. Social innovation in a South African context

In the South African context, the field of social entrepreneurship, with a bearing on social innovation still faces profound challenges making it difficult for social entrepreneurs to operate and be innovative to their optimum level (Sud, Van Sandt and Baugous, 2009, p.211). This is evident firstly in the lack of a proper legislative legal framework in South Africa for social enterprises which will ultimately enhance the advancement of social innovation, operates mainly as hybrid or blended business models (Watters et al., 2012). Secondly, access to resources and funding in South Africa is complex because of the business forms that social enterprises adopt.

A lot more has been written and experimented with the notion of social entrepreneurship. Many academic journal articles concerning social networks, resources and entrepreneurship developed since 1998 (Holbek & Jan, 1998). Various topics were similarly approached. These included social impact and sustainability (Gurumurthy, 2015), rural health (Mapham, 2011), not for profits (Rippon and Moodley, 2012), intentions of university students in social entrepreneurship (Chipeta, Surujlal, and Kloba, 2016) and institutional perceptions (Urban, 2015). To have a more accurate outcome for this study, it was decided to move away from the "social entrepreneurship" concept and rather concentrate on "social innovation" due to the fact that it has broad(er) policy implications. Furthermore, because Common Good First's objective is to create a digital network and platform on which social innovations can be shared and showcased, this key word has been opted for when searching in various internet databases.

The research team started with an expansive search in Google. Hereafter EBSCO Host was used in the research approach to focus on academic research outputs specifically. SA Media and SA ePublications was furthermore searched to explicitly also focus on social innovation in the South African print media and the academic realm. ProQuest, the database of PHD as well as Masters Dissertations and theses, was also approached as a search engine for the concept. The team searched "social innovation" and then further defined the results into "social innovation" and "south Africa" to find very specific results associated with the project. There was also a table included with the types of research already undertaken, including titles of each article. All the searches specified below were completed in the first week of February 2017. The number of results was given in each case. Furthermore, it was necessary to explore if any real funding was being allocated to research dedicated to social innovation. The National Research Foundation is a government agency which commonly allocates funding that focuses on research facilities in order to facilitate the

creation of knowledge, innovation and development in all fields of science and technology as stated on their website (www.nrf.ac.za).

Data Base: Google

The first search was completed by using the keywords "social innovation in south Africa". The results produced 40 400 hits. This search generated general information shared on the topic of social innovation (SI) in South Africa by a number of actors in the field – mostly non-academic and informational in nature. In none of the sources was the concept of SI academically interrogated or described. Many of the "hits" were also cross-referenced with others advertising SI initiatives undertaken by business entities in cooperation with NGOs and/or academic institutions – in essence representing a number of "hits" elaborating on the same issue. Many of the Hits referred to initiatives by University of Cape Town's Bertha Centre for Social innovation and Entrepreneurship, often undertaken in conjunction with business entities and/or NGOs.

Some of the hits were advertisements or not really applicable.

Twitter conversations	1
Business/NGO Blogs	4
TV Stations	2
NGOs (ECD, health care, ecology, innovation)	7
Newspaper	1
RSA/USA Universities	4
Businesses (SAB, Sun International, Institute of Directors)	4
RSA Government (Environmental Affairs; HSRC)	2
Donors, charities	2
SIX	1

The search generated general information shared on the topic of "social innovation (SI)" and "South Africa" by a number of actors in the field – mostly non-academic and informational in nature. In none of the sources was the concept of SI academically interrogated or described. Many of the 258 000 "hits" were also cross-referenced with others advertising SI initiatives undertaken by business entities in cooperation with NGOs and/or academic institutions – in essence representing a number of "hits" elaborating on the same issue. Many of the Hits referred to initiatives by UCT's Bertha Centre for Social innovation and Entrepreneurship, often undertaken in conjunction with business entities and/or NGOs.

Some hits were advertisements or not really applicable to the search criteria.

Business/NGO Blogs	1
TV Stations	1
NGOs (ECD, health care, ecology, innovation)	14
RSA/USA/UK Universities	18
Businesses	4
RSA Government (HSRC)	2
Donors, charities	2
SIX	1

Data Base: EBSCO Host

When social innovation was used as a keyword in the EBSCO Host academic database, 693 hits occurred. Academic journals (530) made up most of the search results. Magazines (93), reviews (34), newspapers (16) and conference papers (14) made up the rest of the results.

When the search was expanded to "social innovation" and "south Africa" only 10 hits featured. Nine of these were from academic journals and 1 was a book review.

The book review was completed in 2004 on Ethics and Racial Studies. Furthermore, a conference proceedings for the Foresight and S&T and Innovation Policies (2013) was published but referred to innovation in social sciences and not social innovation. An open letter to the editor of the *Journal of Integrative Biology* also mentioned Innovation policy but once again not social innovation (Tyfield, 2016). A report on the Paris Climate Change Agreement was published in the *Journal of Sustainable Tourism* in 2016 concluding that technology, policy and social innovation should be accelerated to emphasize low carbon economies (Scott, Hall and Gössling, 2016).

There are then six academic journal articles worth sharing more information about. Hart, et al (2015) revealed the social face of innovation in an article. Although the introduction of social innovation was captured in the 1996 White Paper on Science and Technology, since then the concept has not been implemented further. There is still vast confusion of who should be incorporated in the idea, but many actors are practicing without concentrating on the restrictions. Furthermore Swilling (2016) concludes that social innovation will have to be driven by researchers and local society to improve social impacts in the mainstream and less-recognized game-changing dynamics like energy infrastructure challenges in a context of climate change, securing access to

water, access to arable soils, slum urbanism, and food security responses. For example, Cassim (2013) and Zaccai (2010) argues that while teaching design research, students should be taught to engage with social problems so that social innovations can enhance communities. Campbell (2017) focused on laypersons associated with architectural designers. Grassroots innovation approaches can be used to develop alternative education systems and change in society. In addition, Messeter (2015) explores the potential of social media as a social innovation to empower socially challenging communities.

Data Base: SA Media

The search on "social innovation" generated 83 hits in the SA Media database. SA Media is a database that features all the printed media articles. The number of hits increased in 2006 (15 between 2006 and 2010) and even more so in 2011 (64 between 2011 and February 2017). Most of the articles were reported from Business Day (14) but also from Cape Argus (9), Cape Times (7), Financial Times (7) and Star (7).

By expanding the search to "social innovation" and "South Africa" fewer (45) hits were obtained in the SA Media database. Social innovation only really featured in the South African Media after 2010. The reason being – only 9 hits were found between 2000 and 2010. In 2011, this number increased three times to 36 hits until February 2017. The newspapers where the hits featured was the Cape Argus (6), Star (5), Business Day (4) and Cape Times (3) and the Financial Mail (3). The articles found were mostly to advertise competitions in search of social innovators by Solar Projects, ABSA and South African Breweries (SAB). The EP Herald in November 2016 also featured that the Nelson Mandela Metropolitan University was part of a global project on social innovation (of course the Common Good First Project).

Data Base: SA ePublications

SA ePublications is a database that collates academic publications within South Africa and about South Africa. The keyword "social innovation" assembled 134 hits. When filtered by collection, 48 of the hits were from social science and humanities, 42 from science technology and agriculture and 35 from African journal archives. Other collections included under this search was business and finance (18), medical and health (16), education (8), law (7), religion (7) and labour (4). The number of hits in this database escalated every year from 7 in 2010 to 23 in 2014, 26 in 2015 and 17 in 2016. When the hits were filtered by accreditation, the Department of Higher Education and Training (DHET) (15) outnumbered the hits from IBSS (7), ISI (3) and ISI Science (1) publications. The African Journal of Science, Technology, Innovation and Development (21) contained the most hits with these search words. Several other journals also traced the keyword "social innovation". Some of these included Management Today (6), South African Medical Journal (5), Civil engineering (3) IFE PsychologIA (3), Africa Insight (2), South African Journal of Agricultural Extension (2) and Africanus (2). Furthermore, several South African, as well as other universities worldwide were involved in publishing on social innovation. The University of Pretoria (8), the University of Cape Town (7), Stellenbosch University (5) and the University of the Free State (4) used social innovation in academic articles authored.

Only five hits were generated when the search was expanded to "social innovation" and "south africa". Two academic articles used the keyword in 2015 and only a single article in 2013, 2012, and 2011 respectively. These articles were accredited as DHET (1) and ISI (1). Once again social innovation was featured in the African Journal of Science, Technology, Innovation and Development, but also in the Southern African Business Review and Water SA publications. Universities that published these articles were the University of

KwaZulu Natal, Pretoria, Stellenbosch, Witwatersrand and Vaal Technology. All the articles that have been written discussed social innovations like mobile software, mobile banking and coping with drought. These innovations have been described and the impact and usefulness has been measured. The process and features of social innovation were not discussed.

Data Base: UFS Discovery

When a search using the keyword "social innovation" was performed on the University of the Free State Library Discovery data base 12512 hits were formulated. When the search was refined to "social innovation" and "south Africa" 86 results were displayed for the period 2003 - 2016. Academic journal articles made up 33 of these source types, 23 magazine articles, 3 conference materials, 2 reviews and another 2 trade publications.

Eighteen results from the journal articles could be located. Apart from the summaries provided previously of the journal articles about social innovation, there are only two more articles with some real significance to social innovation in South Africa that should be made mention of. Frost and Sullivan Inc and Hitachi Europe Ltd.(2015) focused on the challenges facing smart cities in South Africa. More strain is placed on the infrastructure (water, power, and transport) of cities and therefore social innovation is essential for communities to advance. In the same way, Biggs, Westley and Carpenter (2010), explore ecosystem-management transformation using a social innovation framework.

A paper by Ngonini (2014) at the International Conference on Management, Leadership and Governance further revealed that because of the unequal South African society it is critical that entrepreneurship and social innovation can

unlock growth and social cohesion within communities. It is essential to make use of local entrepreneurs with local knowledge.

Data Base: ProQuest

ProQuest is a databases that stores most of the dissertations and theses from academic institutions globally. It manages multidisciplinary subject areas including history, the arts, social sciences, literature and language, health and medicine, business and science and technology. Between 2000 and 2017 there were 2612 dissertations and theses world-wide relating to social innovation. Management (395) organizational behavior (261), public policy (181) and educational leadership (166) is the subjects under which most of these studies could be located.

When this search is elaborated to make use of the keywords of "social innovation" and "south Africa" there is no dissertation or thesis that were completed with these keywords.

Find below examples of journals primarily accessible through Sabinet's SAePublications, a purely South African platform the types of research already conducted, including the titles and the central themes of each article;

Year	Title	Author	Journal	Central Theme
2014	Socially relevant computing curriculum innovation	Trimble, J. & Keeling, H.	African Journal of Science, Technology, Innovation and Development, 6(4):315-321.	Introduction of people and social-centred computing courses at Higher Education institutions.
2015	Social innovation and	Rennert, D. & Raspin, J.	Civil Engineering,	Introduction of green products, smart electricity grids,

	mega cities: what are the opportunities for business?		January/February 2015, 46-47.	improved transport infrastructure to improve quality of life. Partnerships with NGOs and civil society is required.
2015	An African e-infrastructure	Becker, B.	CSIR Science, 28-29	Encourage grid computing to halt brain drain in Africa. Focus on collaborative problem solving between industry and government.
2015	Investing In The Right Things Makes Business And Ethical Sense	Patton, A.	Development Finance Agency, 8-9	Promotion of social investment vehicles that enable global asset managers to invest in projects for the social good
2011	Towards enhancing the delivery of information for development with a special focus on addressing poverty and social exclusion	Stilwell, C.	Mousaion, 29(2), 3-22	Improve access to public libraries, as well as upgrade libraries with ICT facilities to improve development and address poverty
2016	From awareness to solution: Building blocks for business ethics decision-making	Lategan, L.K.	Journal of Christian Scholarship, 4th quarter 2016, 239-257	Improve value-informed decision making by individuals and businesses to ensure ethical decision make for the common good.
201	The influence	Urban, B.	Journal of	Evaluate the impact of

			Contemporary Management, 12, 638-663	institutional profiles as determinants of social impact, innovativeness, expandability and sustainability.
5	of institutional perceptions on social enterprise outcomes: a South African perspective			
2015	Urban farmers and urban agriculture in Johannesburg: responding to the food resilience strategy	Malan, N.	Agrekon, 54(2), 51-75.	Improve urban food security by promotion of small-scale urban farming and agriculture
2014	The dynamics of local innovations among formal and informal enterprises: Stories from rural South Africa	Links, A.L.M., Hart, T. & Jacobs, P.	African Journal of Science, Technology, Innovation and Development, 6(3), 175-184	Recognition of informal innovation from the informal sector and policy implications
2012	Mobile Banking: innovation for the Poor	Ismail, T. & Masinge, K.	African Journal of Science, Technology, Innovation and Development, 4(3), 98-127	Overcome challenge of financial exclusion by promotion of mobile banking
2016	Social Return on Investment (SROI): An Innovative Approach to	Kumar, S.R. & Banke-Thomas, A.	African Journal of Reproductive Health, 20(3):85-93.	Develop a measuring instrument to gauge social return on investment of projects. Aim is to improve social return of projects.

	Sustainable Development Goals for Sexual and Reproductive Health Programming in sub-Saharan Africa			
2013	Inspiring young people to empower themselves	Scholtz, M.	RJR, 33, 35-38	Provide projects for the youth to allow them to discover their civic identity in modern South Africa and connect with their communities.
2015	Revealing the social face of innovation	Hart, T.G.B., Ramoroka, K.H., Jacobs, P.T. & Letty, B.A.	South African Journal of Science, 111(9/10):109-114.	The adoption of an actor-oriented sociology of innovation can assist SA to improve national innovation systems to focus on social good.
2015	Social Media Use as Urban Acupuncture for Empowering Socially Challenged Communities	Messeter, J.	Journal of Urban Technologies, 22(3):79-96.	Utilise social media to counteract negative influences in communities (drug use, etc.).
2014	Mapping Out the Role of Social Entrepreneurship and Innovation in	Ngonini, X.	Proceedings of the International Conference on Management, Leadership &	Mandate State owned enterprises to involve micro-enterprises in large infrastructure projects to foster social transformation

	Economic Growth and Job Creation: A Case of a State-Owned Entity in South Africa.		Governance. 2014, 406-411	
2013	Hands On, Hearts On, Minds On: Design Thinking within an Education Context	Cassim, F.	iJADE, 21(2), 190-202	Promote design thinking in universities to solve societal problems more effectively
2013	Texting for Change	Bryson, D.	Innovation Review, 61-62	Creation of mobile phone based social network to share information, create community awareness and promote social inclusion.
2014	The Democratization of Innovation: Managing Technological Innovation as If People Matter.	Spies, P.H.	World Future Review, 6(1):15-28	The focus of this paper is on innovation management in less-developed, non-industrialized, communities. Its central hypothesis is that endemic (human-centered) technological innovation rather than "technology transfer" (artifact-centered innovation) can help to alleviate entrenched poverty
2012	Social entrepreneurship in South Africa: a different	Karanda, C. & Toledano, N.	Social Enterprise Journal, 8(3):201-215	The meaning of 'social entrepreneurship' and innovation is understood differently in SA, as it is better related to the local mission and

	narrative for a different context			context the social entrepreneur finds himself in.
2015	Evaluation of social enterprise outcomes and self-efficacy	Urban, B.	International Journal of Social Economics, 42(2):163-178.	An evaluation of social enterprises and their self-belief in capacity to perform. Higher levels of self-efficacy results in better achievement of outcomes.

The above table reveals that research into social innovation has experienced a marked increase from 2014 onwards, thereby indicating that social innovation is gaining popularity in academic circles. The table further highlight that much of the research on social innovation is performed in the context of universities and mainly concerns itself with curriculum design, as well as addressing major societal challenges such as HIV/AIDS. The majority of research conducted in the South African context is published in South African journals, with International journals not featuring prominently. This has the effect that research on social innovation in South Africa is largely restricted to a South African audience, as these journals are mainly accessible through Sabinet's SAePublications, a purely South African platform. It is however noteworthy that 'social innovation' as a concept is in its infancy in South Africa, as most research merely makes reference to different forms of social entrepreneurship, while only making fleeting reference to 'social innovation' in keyword format.

Feedback on the National Research Foundation (NRF) – Desktop Search

Objective: To establish if there was any specific funded research done on Social Innovation or areas of social innovation (not strictly defined)

Background to the NRF

The National Research Foundation (NRF) was established as an independent government agency, through the National Research Foundation Act (Act No 23 of 1998). The mandate of the NRF is to promote and support research through funding, human resource development and the provision of the necessary research facilities in order to facilitate the creation of knowledge, innovation and development in all fields of science and technology, including indigenous knowledge, and thereby contribute to the improvement of the quality of life of all South Africans.

NFR Web address: http://www.nrf.ac.za/

NRF search web page:

http://stardata.nrf.ac.za/starweb/NRFPRO/servlet.starweb?path=NRFPRO/
nrfpro.web&id=NRFFUND&pass

Key word search – <u>Social Innovation</u>

Web: http://stardata.nrf.ac.za/starweb/NRFPRO/servlet.starweb

<u>Result: One entry with the word 'social' and 'innovation' - Social sciences and humanities: innovation support (6).</u>

Searching for the specific words *'social innovation'*, didn't yield an exact result. What did immerge was the words '*Social sciences and humanities: innovation support*' on the NRF website. Six such projects were highlighted all funded in the year 2000 within social sciences and humanities. The research topics funded, as highlighted in the list below, refering to Table 1.1, doesn't seem to have a perfect match to conventional social innovation, in the context of this report.

Table 1.1

List of Social sciences and humanities: innovation support funded projects from NRF website

No.	Topic Researched
1	Research cluster programme for Master's degree students in theology

2	Integrating environment and society: The Thohoyandou environment, Northern Province
3	Western Cape oral history project
4	A study of completion rates and destination of NRF scholarship recipients and their impact in the labour
5	Benchmarking research performance in southern African higher education
6	Sociology: The state of the discipline

Key word search – Innovation

RESULT: Innovation Fund: research and development investments (45)

Web: http://stardata.nrf.ac.za/starweb/NRFPRO/servlet.starw

A further search was done on the NRF website with the key word search being 'innovation', a comprehensive list of projects being funded came up, however the section on the website was referred as an *Innovation Fund: Research and Development*. This particular category produced a list of 45 projects funded that at face value seemed a better match to research done on social and environmental topics. Find in table 1.2, with a few examples of the types of research topics that were funded.

Table 1.2 Examples of Innovation Fund: Research and Development from NRF website

No.	Topic researched
1	A dynamic air pollution prediction system for air quality management in SA (DAPPS)
2	Gene therapy with Hammerhead Ribozymes and recombinant viral vectors for treatment of chronic hepatitus B virus infection
3	New generation rapid diagnostic immunoassays based on recombinant antibody technology
4	Bi- insecticides for insect pest management
5	A body composition healthcare analyser for home and professional use
6	The development of maize hybrids resistant to several major diseases using DNA marker assisted breeding

7	
8	A dynamic air pollution prediction system for air quality management in SA (DAPPS
9	The computer electronic interface for the primary healthcare telemedicine workstation
10	New improved treatment for tuberculosis

The NRF also has an Institutional Repository which once again a general search of the words 'social innovation', as done. There is a strong focus on technology.

Key word search: Social Innovation

Result: result (14), however only (1) with a combination both the words social and innovation.

Web page: http://ir.nrf.ac.za/handle/10907/350

A further search was done on the word 'innovation'.

Key word search: Innovation

Result: The NRF has a category which includes innovation, better termed as *Research and Innovation, Support and Advancement (RISA)* on the website*.*

Web page: http://ir.nrf.ac.za/handle/10907/46

Find below the sub-categories which is described as sub-communities with an indication of the number of funded projects, on the website are noted as the following;

Sub-communities within this community:
- Applied Research, Innovation & Collaboration (ARIC) [0]
- Grants Management &Systems Administration (GMSA) [57]
- Human & Infrastructure Capacity Development (HICD) [91]
- Institutional Engagement & Partnership Development (IEPD) [0]
- International Relations & Cooperation (IR &C) [2]
- Knowledge Fields Development (KFD) [0]

- Research Chairs & Centres of Excellence (RCCE) [27]
- Reviews & Evaluation (RE) [0]

It is therefore inconclusive that the NRF has any specific funding allocated to social innovation, but rather by default if the nature of the project being funded falls into a category deemed as part of social innovation as defined by this ongoing research being conducted.

5. Examples of social innovation in South Africa – 14 cases

This section presents 14 cases of social innovation from South Africa. Social innovation is not a frequently used term by ordinary citizens in South Africa. Studies conducted by Pol and Ville (2009; 878) suggests that the use of loose terms leads to a lack of clarity in disposition. However, a generally accepted terminology saves time and avoids misunderstanding. In order to guide the selection of the stories that depict social innovation in South Africa, a number of definitions served as a frame of reference. The figure below shows the different definitions by various researchers.

Definitions of Social Innovation

Any initiative (product, process, program, projects or platform) that challenges and, overtime, contributes to changing the defining routines, resource and authority flows or beliefs of the broader social system in which it is introduced. Successful social innovations have durability, scale and transformative impact – Frances Westley

New ideas that meet unmet needs – Geoff Mulgan

Seeing things differently and imagining that which could be. It is about asking questions of ourselves and our institutions and wondering whether we can do better – BC Social Innovation Council

SOCIAL INNOVATION

New ideas that resolve existing social, cultural, economic and environmental challenges for the benefit of people and planet – Centre for Social Innovation

Innovations that are both social in their ends and in their means… simultaneously meet social needs & create new social relationships and collaborations – Open Book of S.I.

Social innovation is both a destination — the resolution of complex social & environmental challenges — and a journey — devising new approaches that engage all stakeholders, leveraging their competencies and creativity to design novel solutions – Tim Brodhead

The process of designing, developing and growing new ideas that work to meet pressing unmet needs – Social Innovation Exchange

(Zakaib 2015)

After reviewing the above definition, the 14 stories we identified in the South African context demonstrated social innovation. They all start by trying to solve an identified problem. The social innovation projects aim is poverty alleviation and employment creation. South Africa has a population of 16.7 million of people who depend on government grants, over 60% unemployment among youth of the ages 15-25 years and a population 26 % of people who are food insecure. This has led to a number of agricultural initiatives aimed at alleviating poverty and food security. The figure below summarises the various stages that social innovation projects go through when they formulate social innovation interventions.

(Innovation Dutch 2017)

The following section discusses 14 stories from various communities. One of the stories is from Uganda but the social innovation has been adopted in the South African communities of beekeepers. The majority of the stories published by SEED, which is a global partnership for action on sustainable development and the green economy that was founded by the United Nations Environment

Programme (UNEP), the United Nations Development Programme (UNDP) and International Union for Conservation of Nature (IUCN) at the 2002 World Summit on Sustainable Development in Johannesburg. The rest of the stories are from the University of Johannesburg stakeholders and other institutions like University of Cape Town. SEED is based on the understanding that the promotion of social and environmental enterprises is pivotal to a world of flourishing communities where entrepreneurship drives sustainable development. From an annual global awards scheme that scouts for and supports the most promising innovative and locally-led social and environmental start-up enterprises in developing countries to enhancing the quality and capacities of business development service providers – SEED builds the ecosystem for social and environmental entrepreneurship.

1. Blessed Bee for Life

The first story is an apiculture enterprise that makes hive tools and equipment available to farmers while also teaching them beekeeping and assisting with gaining market access for their honey. Women are fully integrated into the honey value chain, reducing not only extreme poverty, but Blessed Bee for Life promotes modern beekeeping techniques by providing training in beekeeping, tree planting and the production of honey, wax and propolis, explicitly targeting the rural poor. The enterprise also promotes waste management during the training sessions, as sawdust from the construction of the hives is used as bio-fuel. The enterprise operates in rural Uganda. It aims to improve the livelihoods of the members of local communities by establishing new business collaborations and creating job opportunities. This project is from Uganda but has been adopted by most beekeeping farmers in South Africa and the education on this project is shared with various cooperatives.

2. Imai Farming Cooperative

The second story is the "Imai Farming Cooperative" a women's cooperative, which has partnered with non-government organisations and government institutions and is increasing and stabilising farmers' incomes and reducing waste by processing surplus fresh vegetable produce into pickles. The initiative also

encourages organic farming. The IMAI Farming Cooperative has developed a sustainable business processing surplus vegetable crop yields into the value-added food product "achar". This avoids wasting surplus vegetables and generates additional income. Non-sustainable farming techniques and post-harvest storing methods are responsible for the loss of large amounts of crops in South Africa. IMAI has developed an innovative approach to fighting these losses, chopping the surplus vegetables into small pieces and storing them in an acidic solution to create different types of "achar". The shared agro-processing plant and sale of achar brings the value chain one step closer to local farmers, giving them an additional source of income.

3. Khoelife Organic Soap and Oils Co-operative

The third story is the "Khoelife Organic Soap and Oils Co-operative" which combines a franchise model with a microloans system. Members of the co-operative receive training and peer-to-peer support regarding management, finance and marketing in addition to receiving start-up capital. The purpose of the enterprise is to enable women entrepreneurs to set up independently-owned businesses. As the first cohort begins to make headway, part of their commission and loan repayments will be used to support a new set of entrepreneurs, thus eliminating the need for external funds. The traditional, labour intensive production process relies completely on renewable energy sources, thus reducing carbon emissions. Khoelife Organic Soap and Oils Co-

operative markets organic soaps and oils. Through training and a microloans system, its members are enabled to become independent women entrepreneurs. Khoelife Manufacturing, the producer, uses traditional labour-intensive methods, certified organic ingredients and renewable energy.

4. The Marula-intiative

The fourth story is sustainable development through processing natural products. Supported by non-government organisations as well as research and trade institutions, this initiative supports women entrepreneurs to harvest, process and market Marula-tree products, combining individual production and processing with collective training and marketing. The initiative focuses both on passing on traditional knowledge and introducing new expertise such as sustainable harvesting.

The women-led initiative Marula Zimbabwe trains local women to produce, process, quality control and market marula tree products. The fruit, bark, juice, skin and leaves of this native plant are used to produce a variety of products, such as jam, wine, dried kernels, oil, nuts, herbal powder and soap. The Development and Finance Institute for Rural Women Trust (DFIRWT) encourages women in the Chivi District in Southern Zimbabwe, grouped as Marula Zimbabwe, to generate additional household income by processing traditional marula tree products. As well as receiving advice on production and processing, the female entrepreneurs are trained in finance, business management, savings and credit. Marula Zimbabwe, in collaboration with the Zvishavane Water Project (ZWP), has successfully acquired two hydraulic oil-pressing machines and ensures consistent product quality through sampling, etc. Such quality monitoring is essential in order to achieve a high quality of the products, especially the oils, and thus to market marula products effectively. The initiative also works with PhytotradeAfrica, a regional trade association, which carries out product research and development as well as providing links to markets for the initiative's finished products. International marketing of marula products is also planned.

5. Farm This City

The fifth story is "Farm This City" the intention is to rebrand farming for the urban context. The city is the "farm", every resident a potential "farmer". "Farming" is anything that contributes to a healthier, inclusive, mutually prosperous, and sustainable city. Farming becomes the metaphor for positive change. This consciousness is the catalyst for urban farming, healthy food, nutrition, education, enterprise development, youth and community development, etc. Farm This City does not own "farming", it wants to cultivate new farmers and the connections between existing "farmers" of change. "The ultimate goal of farming is not the growing of crops, but the cultivation and perfection of human beings." The University of Johannesburg students are out in numbers to change the face of farming in the City of Johannesburg. They use their different disciples to give farming a facelift and make it to be more appealing to the young generation and the city folks. The Facebook page, showed in the picture below, is created by Communication Design students.
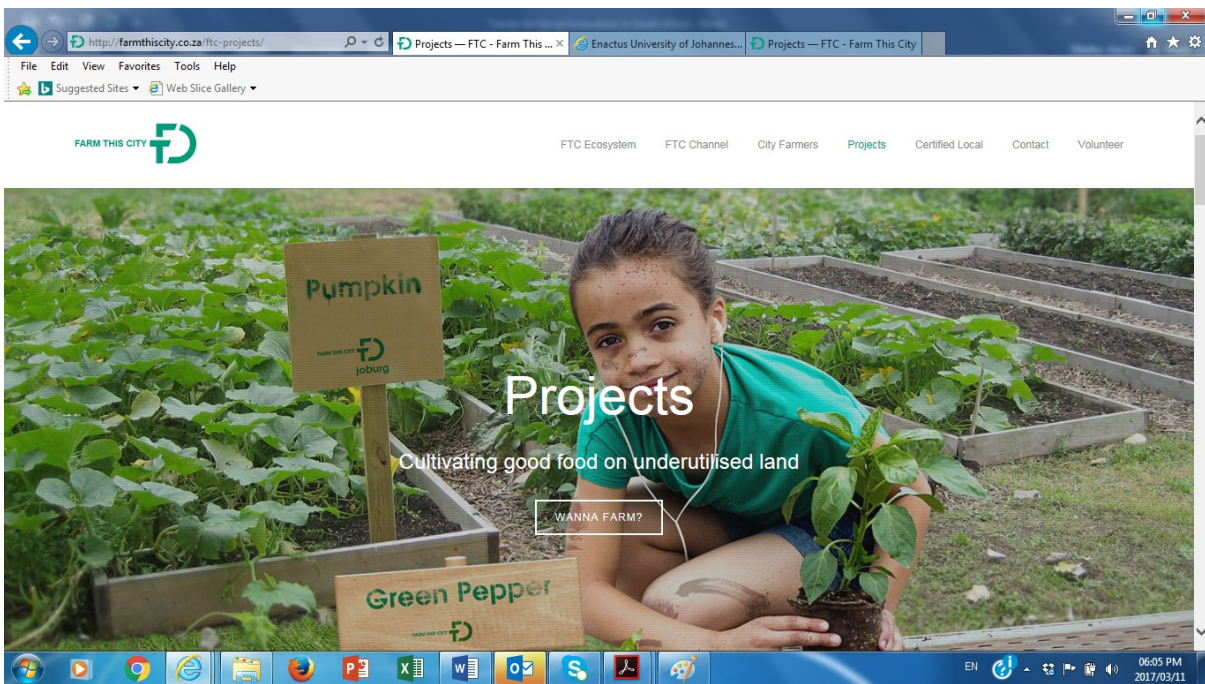
6. The Region D (Soweto) Farmers Forum

The sixth story is the story of Sakhile Skosana, who started the "The Region D (Soweto) Farmers Forum" a platform that was established in 2011 for farmers to consolidate their challenges, receive advice on their way forward. It aims to eradicate poverty by encouraging members of its community to grow their own organic produce in order to become self-sustainable in such a way that they not only create jobs and an income for themselves but boost prosperity in society as a whole and assist with progress. It is a farmer's umbrella that registers urban farmers and provides a platform for farmers to sell their organic produce to local community members at the Soweto Imvelo Market, which is held once a month. It provides a sense of unity and pride amongst the local community by growing produce in Soweto rather than bringing in food from the city.

7. The Groot Schuur Hospital

The seventh case: "Groot Schuur Hospital" in Cape Town, home of the first successful human heart transfer, where they have established a new Innovation Hub- the first in-house healthcare innovation hub in Africa- supported by the Bertha Centre for Social Innovation and Entrepreneurship. Ii is envisaged that in a few months, their identified site will be radically transformed into a trendy and mobile lab, but at the moment- it's just a shell with blue hospital walls and a few chairs. However, this shell is quickly becoming one of the most popular rooms of the hospital- in the hour we were there- dozens of people filtered in and out of the room curious to learn more. The Bertha Centre has engaged with all of the staff at the Groot Shuur Hospital- from surgeons, cleaners, nurses, to the management- to understand the challenges within the hospital and help people think of innovative strategies to solve them. By enabling people with the processes, methods and ability to design solutions- it's real innovation in practice.

8. All Women Recycling

All Women Recycling (AWR) is a small business, based in the Southern Suburbs of Cape Town, that has created a unique product to address local social and environmental challenges. The enterprise recycles discarded plastic 2-litre PET bottles, which they source from dumpsites, community centres and schools, into greeting cards and into kliketyklikboxes™. The kliketyklikbox™, a unique versatile and trendy eco-friendly gift box; is now sold all around the world through agents and distributors. By recruiting and training young black women that have been unemployed for 2 years or more, AWR not only addresses plastic waste pollution, but also tackles unemployment amongst one of the most vulnerable groups of South Africa's society.

9. Food & Trees for Afica

Food and Trees for Africa (FTFA) aims to build healthy and sustainable lives to uplift poor communities out of poverty while addressing environmental degradation and climate change. They do that through multiple programmes centred around sustainable agriculture and food production, tree planting and awareness raising, such as Trees for All which provides trees, training and employment for disadvantaged communities; Food Gardens for Africa which develops permaculture food gardens for poor schools and communities; EduPlant which offers schools food gardening and education; and FEED which develops and clusters emerging organic farmers in Ecozones.

Through a thorough application process, FTFA has gathered a large database of schools, communities and emerging farmers living in unhealthy, denuded and degraded landscapes that are in need of socio-economic development. At the same time, they work with hundreds of sponsors, e.g. corporates, foundations, and governments, that aim to alleviate South Africa's poverty and environmental degradation. FTFA matches the sponsors' objectives (e.g. food security, climate change mitigation, employment, etc.) with FTFA's most suitable projects and with the schools, farmers, or communities' needs.

As a result, FTFA has touched the lives of hundreds of thousands of people. What makes them different from other NGOs in South Africa that tackle issues around climate change, biodiversity and social development, is that they are
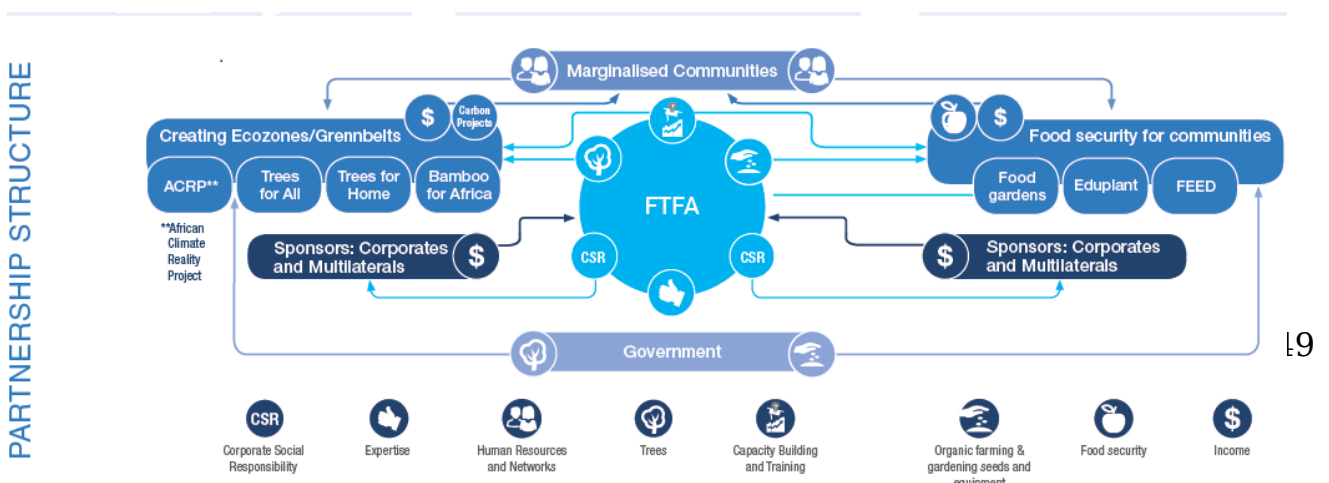
one of the few, if not the only one, to address such as wide range of issues through such an integrated approach.

10. Khuin !Kwa Kalahari Experience

Khuin !Kwa Kalahari Experience (KK) offers authentic eco-tours within and around the Kgalagadi Transfrontier Park. What sets KK apart from other tours, is that the enterprise is led by the ‡Khomani San community and the tours embrace the traditions of the ‡Khomani San culture. This offers visitors not only the opportunity to see the extraordinary landscapes and biodiversity of the region, but also to experience life through the eyes of the ‡Khomani San descendants, one of the oldest groups of people on the planet.

Through its inclusive approach, KK provides the community with employment opportunities, builds local knowledge and skills in conservation and tourism, and aligns the needs and values of the community with conservation.

The San people are hunter-gatherers spread over various territories in Southern Africa, and the Khomani represent the last indigenous South African San. During apartheid the San population was socially and politically invisible. resulting in widespread discrimination, land dispossession, and deprivation of access to natural resources. The fencing of the park, once declared a conservation area, led to further removal and resettlement of the ‡Khomani San. While a land claim settlement was reached in 2002 to reinstate the ‡Khomani San's access to the land and various government efforts have recognised the San people's identity and reinstated their rights as an indigenous group, the historic legacy still impacts their present lives: the community suffers from high unemployment, poor education, and a lack of access to basic services such as health, water and education. As a result, poverty rates are high amongst the community.

11. Waste to Food

Waste to Food (W2F), located in Philippi, has developed a combination of technologies to overcome the widespread disposal of organic waste to landfills in South Africa, while at the same time contributing to employment and food security. Through partners, W2F collects food waste from large producers, such as retailers and hospitality groups, and from markets. With their innovative processing system, the waste is subsequently recycled into commercial high-quality vermicompost. The organic compost is then sold to commercial clients such as garden centres, seedling producers and farmers. The compost is also directly applied in community food gardens and in the W2F greenhouse to increase the production of organic vegetables, which are then consumed by the local community and sold back to retailers. By employing people from the Philippi Township and training them to become independent compost entrepreneurs and gardeners, W2F offers new livelihood opportunities to address poverty in the community. Recycling practices have progressed across many industries in South Africa, except for the food sector, resulting in large amounts of post-consumption waste. Statistics suggest that 1.4 million tonnes of food are wasted by South African households each year, which in financial terms is equivalent to ZAR21.7 billion (USD1.4 billion) per year, or 0.8% of GDP1. In addition, the amount of food waste incurred by retailers and hospitality intensifies the magnitude of the problem. Failing to recycle food waste also has environmental implications. For instance, organic waste is still largely sent to landfills, which is estimated to contribute to 4.3% of South Africa's greenhouse gas (GHG) emissions2. Furthermore, the production of food that is not consumed wastes valuable resources, such as agricultural land, water and energy. At the same time, 25% of the South African population still suffers from hunger and malnutrition due to a lack of money to buy food, lack of access to land to cultivate food and lack of water. Therefore addressing food waste, not only at the production, post-harvest and

distribution stages, but also at the post-consumption stage, is directly linked to food security.

12.

Izindaba Zokudla (Food Conversations) Initiative

Over 60% of the South African population is urbanised, with just 6% of the population involved in food production. Urban farmers in the city of Johannesburg have been ready to do something about food security but unfortunately they found that they had no skills, no land, no resources, no start-up capital and no business skills for those who had started with something. UJ called on a workshop to discuss the farmers' challenges. Enactus UJ and Dr Malan from Developmental Studies saw the opportunity to start a movement for farmers called "izindaba zokudla". After an extensive consultation with the farmers UJ started the farmers' school. The aim of this farmers movement is to share best practices and so far the farmers have achieved the following:

The green week initiative by the University of Johannesburg students managed to create 37 branding packages for the farmers. Forty business plan pitches were written by students for the farmers so they can present them to investors' interest in their farming businesses. A farmers network was built for farmers in Soweto to share farming best practices. Therefore, this iniitiative created job opportunities for people who would have never find employment because of the

age and qualifications. A friendly network created a platform that is user friendly by using a language that even the illiterate adults can use. Farmers were also taught computer literacy that enable them to be active on social networks.

13. Jozi@work

The City of Johannesburg (CoJ) is part of its developmental service delivery model called Jozi@work. The model focuses on building the capabilities of its residents in order to enable them to provide services to meet the city's resource needs. As part of the roll out of the 1000 Wi-Fi hotspot throughout Johannesburg, the CoJ capacitated approximately three thousand (3000) Digital Ambassadors to train its residents to utilize and benefit from the broadband connections in their areas. The CoJ partnered with the University of Johannesburg (UJ) who acted as a Capacity Support Agent for the Digital Ambassadors. Entrepreneurial youth will be able to enrol as Digital Ambassadors through Jozi@work institutional mechanisms. These Digital Ambassadors got to be trained in digital, business and life skills as well as mentored by UJ students. They were provided with tablets, branded clothing and marketing material to reach a targeted 720,000 residents of the CoJ over an 18-month period. Eventually managed to reach over 420 000 residents due to WIFI related problems.

Residents were trained to access online services including banking and digital map navigation as well as interact with the Maru a Jozi (cloud) portal to link up with a range of online services including work and job-search tools. The aim of the Digital Ambassadors Programme was that 'job seekers' will be turned into 'job makers' to provide crucial services in the utilization of the high speed broadband of the city. In addition to increasing the digital footprint of the city, the programme will further create a platform for innovation, economic growth and community development.

14. The FunDza Literacy Trust

The FunDza Literacy Trust is a South African nonprofit dedicated to improving literacy among teens and young adults. Education provides the foundation for a healthy, stable, growth-oriented society – literacy is its cornerstone. The FunDza team brings together highly-skilled individuals with experience in business, marketing, publishing, writing and teaching. Most importantly, all are passionate readers who share a deep desire to build a better future for all through the transformative power of literacy and story-telling. FunDza is getting print books to young people across the country. Through its Popularising Reading programme, FunDza is building a network of beneficiary groups that are reading for pleasure.

To distribute content as widely as possible, FunDza uses a platform accessible and familiar to the youth: the cellphone. FunDza has a virtual 'library on a phone' that is accessible to feature phones, smartphones and any device connected to the Internet. Thousands of young people connect daily to get their reading fix.

6. Conclusion

In this report, we have presented multiple understandings and applications of social innovation, and social innovation is indeed a contested concept influenced by its epistemological context, and school of thought. For example, in popular academic literature, social innovation is also defined by its epistemological context, where business school professors propose social innovation as a corporate tool to benefit both vulnerable groups and business, or a social process to benefit a (corporate) organisation's innovative output. CEOs in social innovation hubs see social innovation as a process which hold the potential to solve the (future) social challenges in society. However, the social motivation behind the activities is vital for the activities to be called social innovation to begin with. The three European research projects surveyed have defined "social innovation" according to their scope of research. WILCO

understands social innovation as significantly different ways of creating new or disrupting old, routines and structures in societies, especially in welfare systems. The TEPSIE-project defines the concept as new approaches, which are social in both ends and means, to meet social needs, transform social relations, and improving the beneficiaries' access to power and resources. SI-Drive also see social innovation as a mechanism of change that help the beneficiaries to better cope with their needs and problems. The three projects focus on the citizens/beneficiaries' active participation, and transformation and improvement of social status and –relations as important aspects of social innovation. Social innovation is in this understanding a process *with* the beneficiaries, which creates the product of social transformation and new power relations. However, the WILCO-project insist that we can only assess the social impact of the transformation, or disruption, retrospectively, thus challenging the common understanding of social innovation as being inherently and always "good".

In other parts of the world, social entrepreneurship and social innovation are closely linked. In a South African context, more have been written and experimented with on social entrepreneurship, rather than social innovation, as showed in the survey of social innovation in South Africa and the 14 cases. The cases show the resourcefulness, potential and variety of social innovation in South Africa. Like in other parts of the world, many social innovations and social entrepreneurial activities in South Africa may be qualified as social innovations, although not labelling it as such.

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